



Report on outdoor advertising to be tabled on Monday

The House of Representatives Standing Committee on Social Policy and Legal Affairs will table its report, *Reclaiming Public Space: Inquiry into the regulation of billboard and outdoor advertising*, at 10.30am on Monday, 4 July 2011. The Committee Chair, Mr Graham Perrett MP, and Deputy Chair, the Hon. Judi Moylan MP, will speak to the report in the Chamber. A press conference will follow at 12.15pm in Committee Room 1R2.

The Committee conducted the inquiry to investigate whether the current self-regulatory system for advertising is effective for outdoor advertising in particular.

Mr Perrett said, "Outdoor advertising is different to TV, print, radio and internet advertising in a fundamental way: there is no choice to view it or control children's exposure to it."

The report discusses community concerns about outdoor advertising, such as unwanted or inappropriate exposure to sexualised images and wording. The Committee investigated ways to address these concerns responsibly and practically.

The Committee found that the issue of 'community standards' was at the heart of many debates about advertising content. The report makes recommendations about adequately defining and ascertaining community standards, as this is an important issue that many in the community feel strongly about.

Hard and electronic copies of the report (embargoed until tabling) will be available to the parliamentary press gallery from the Committee Secretariat between noon and 5.00pm AEST today (Friday, 1 July 2011). Embargoed copies may be provided to other selected press outlets - please contact the Secretariat.

Electronic copies of the report will be available to download from www.aph.gov.au/spla following tabling. For media comment, please contact the Committee Chair, Mr Graham Perrett MP, on (07) 3344 2622 or 0408 883 312. The following organisations will also be provided with embargoed copies of the report and are available for independent media comment from this afternoon:

- Advertising Standards Bureau
- Outdoor Media Association
- Collective Shout
- Coalition for Food Advertising to Children

The Secretariat can provide contact details for these organisations' spokespersons. Please note that Government departments are unable to comment on the report until after it is tabled.

For more information about the inquiry, please visit the Committee website at: www.aph.gov.au/spla or contact the Committee Secretariat on (02) 6277 2358 or spla.reps@aph.gov.au.

Members of the Committee will address a press conference at 12.15pm on Monday, 4 July 2011 in Committee Room 1R2. Ms Fiona Jolly, CEO of the Advertising Standards Bureau, will also be available to take questions at the press conference. Live audio webcast: <http://webcast.aph.gov.au/livebroadcasting/>

For media comment, please contact the Committee Chair, Mr Graham Perrett MP, on (07) 3344 2622 or 0408 883 312.

For all other information, please contact the **Secretariat of the Committee on Social Policy and Legal Affairs:**

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