

Submission No:	23
Date Received:	18-2-11
Secretary:	

From: [REDACTED]
Sent: Friday, 18 February 2011 8:30 AM
To: Committee, SPLA (REPS)
Subject: Submission Regarding Inquiry into Billboard & Outdoor Advertising

Dear Members of Government,

All forms of Billboard & Outdoor Advertising just like any other form of advertising material and methods needs to have guidelines enforced that are mandatory and a law that does not allow for re-offence. Especially when woman and children are being degraded, influenced in a harmful way or discriminated against.

I am mother with children and have worked with youth and young children for over 20 years. Outdoor advertising in any form such as wall, billboard, banner, on poles, cars, trucks, bus shelters, construction sites, has concerned me deeply and seems to be out of control. Their are messages and pictures about sex, condoms, girls and women in lingerie, topless women, everywhere I travel in Australia. I just returned from Coff's Harbor 6hrs away from where I live in Sydney only to find the same offensive billboard regarding wanting longer lasting sex disguised in another form. Again it was on a large billboard as we were driving on a main road straight in the face of my children and once again I was asked by my child what the ad meant. Does not this just make a mockery of our law? Or a need for law that does not allow for re-offence. This company was forced by the law to remove their advertising (in written form) because of the many complaints only again to re-offend (with a different defiant slogan and more picture advertising). Where is the penalty?

Outdoor advertising doesn't give anyone the choice "to switch it off" or a person their right not to see it. It is in your face and there are enough distractions on the road without harmful advertising causing more. Parents or individuals are often having to explain topics that should not be discussed until they choose to discuss them with children. Where there is nudity in the ad I know I am constantly having to explain to my children not to do what is in the ad. I have always taught my children to keep their clothes on. Everywhere they seem to look in outside advertising they see the opposite even when the ad maybe advertising a laundry powder. This is very confusing for children to understand. The garbage excuse of some advertising/marketing companies executives is that sex sells. There are many companies that do not resort to this type of sales tactic and they are very successful. People around the world and many people from various cultural groups in Australia have a more conservative view and do not agree with nudity or sex in any form of advertising. This could affect sales of products, tourism and give Australia a bad image. In some countries a violation means a prison sentence.

Various religious groups in Australia and around the world find rude, nude, porn, sex type of advertising unacceptable and offensive. Some extremist groups may want Australia to pay for their violation to the law of the god they serve, outdoor advertising only confirming even more to some of these individuals that Australia and Australians should pay for their immorality. The law of their god gives them the right to do this even if it violates Australia's land law because their law is deemed a higher

law.

The UN fights for women's rights one of these rights is that they should not be sex-ploited. This occurs in outdoor advertising. Strip clubs, brothels should not be allowed to advertise outdoors. They degrade women as only things to use and mold wrong behaviour patterns as studies have shown. Certain music artists use very degrading advertising their style album or concert. This should not be considered as art but also as a violation of women's rights e.g Rap artists with women on dog leads dressed as prostitutes or the rapper as a pimp.

The code of ethics needs amendment. I would gladly be willing to speak to anyone about the issues of concern I have raised.

Sincerely,

Celeste Sell

A solid black rectangular redaction box covering the signature area.