

[REDACTED]
From: [REDACTED]
Sent: Sunday, 6 February 2011 9:50 PM
To: Committee, SPLA (REPS)
Subject: Billboard Advertising

Submission No:.....9.....
Date Received:.....6-2-11.....
Secretary:.....

To Whom It May Concern,

I write to you as an ordinary Australian citizen who lives in [REDACTED] Like most Australians who live in cities, my children and I are exposed to the large billboards that appear everywhere.

As a mother of two boys, I wonder what impact these large images of sexually suggestive material has on my teenage son's young minds. As a woman, I am trying to teach my children that all people are equal and should be treated in a respectful way. As a woman, I feel degraded by these unregulated images openly displayed in public. It would seem that the current self-regulatory nature of billboard advertising would suggest to boys and men that women are merely there for their sexual gratification.

A large part of my concern lies in the fact, we have no choice as to what we are going to be exposed to on Billboards, buses and bus shelters, as we go about our daily business. Unlike electronic forms of advertising, we are unable to "turn it off" if the values being portrayed are in conflict with our family's ideals.

I feel we should be able to travel about the community without being constantly exposed to slogans such as, "Do you want longer lasting sex" and pornographic poses.

I ask that the committee looking into this issue consider the impact on our children and on the way women and girls are viewed in our society. Ideally, we need large Billboards that promote women and men as being equal and people who are promoting products in a non sexually explicit manner.

Yours sincerely,

Karen Elkington (Mrs)