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Secretary:

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18 Feb.

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Sec. of Committee SPLA

"Regulation of Outdoor Advertising"

To All Concerned,

Re: Above matter

There needs to be controlling legislation re the issue of outdoor advertising, as it is, in places, out of control. Main thoroughfares, and inner-city suburbs, are more likely to be subjected to this than are other areas.

I believe that advertising of this nature should be restricted to that of advertising one's own products) on one's own building and such advertising should be restricted in terms of size, nature (ie not 'flashing' or brightly lit) and content (ie not potentially offensive (religious/cultural etc) - or inappropriate for very young (sex violence).

There are sufficient other 'outlets' for advertising - all forms of media, leaflets etc.



$\frac{2}{2}$  whereby a viewer can choose to access or reject the advertisement. This however is not the case with outdoor billboards. They are unavoidable viewing, are uncourtly, a distraction to drivers (as such signs are normally placed in high viewing positions such as intersections) which is also presenting an issue safety wise and encourage, in some instances, graffiti/damage.

Like advertising on T.V. has proved, self-regulation in this industry does not work.

An Australian wide 'ban' or controlled (legally enforceable) regulations need to be in place for the reasons I have stated.

Here's hoping!

Sincerely,

(Ms)

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