



## ***Final public hearing for outdoor advertising in Melbourne*** ***Monday, 4 April 2011***

The House of Representatives Standing Committee on Social Policy and Legal Affairs is holding its final public hearing for its inquiry into the regulation of billboard and outdoor advertising on Monday, 4 April 2011, in Melbourne. The Committee is investigating whether the current self-regulatory system for advertising meets community concerns about billboard and outdoor advertising.

The public hearing will cover three themes: the role of outdoor advertising of alcohol in underage and unhealthy drinking patterns; the impact of sexualised images and adult themes in outdoor advertising on children; and the impact of sexualised images, particularly of women, in outdoor advertising on gender equality.

“Our inquiry has received many submissions stating that the self-regulated advertising complaints body is not in line with community standards, and that outdoor advertising should be subject to more conservative standards than other forms of advertising. Many submissions also noted that public awareness of and experience with the complaints process need to be improved,” said Committee Chair Mr Graham Perrett MP. “A number of concerned individuals reiterated their concerns at last week’s hearing in Sydney,” he added.

The Melbourne hearing will also include a public forum session for interested individuals who may wish to make a statement to the Committee about outdoor advertising.

“We are interested in hearing from community groups about their perspectives on advertising standards, the adequacy of the various voluntary advertising codes of conduct, and the complaints process upon which the self-regulatory system is based,” said Mr Perrett.

### **Public Hearing**

**Monday 4 April 2011**

**10.30am – 3.00pm**

**Stafford Room, Queen’s College,  
University of Melbourne, Parkville, Melbourne**

The hearing program can be accessed at:

<http://www.aph.gov.au/house/committee/spla/outdoor%20advertising/hearings/program%204%20April.pdf>

A public forum will be held from 2.15pm at which interested members of the public are welcome to make a brief statement regarding the inquiry.

Information about the inquiry is available on the Committee website at [www.aph.gov.au/house/committee/spla/outdoor%20advertising/index.htm](http://www.aph.gov.au/house/committee/spla/outdoor%20advertising/index.htm) or by contacting the Committee Secretariat on (02) 6277 2358.

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**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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