

Submission No: 8

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Secretary:

From: [REDACTED]
Sent: Sunday, 6 February 2011 7:38 PM
To: Committee, SPLA (REPS)
Subject: Inquiry into the regulation of billboard and outdoor advertising - submission

To whom it may concern

I wish to voice my views on the current code regarding billboard and outdoor advertising.

It is obvious that advertising in public spaces such as billboards is visible to all and does not discriminate the appropriateness of its audience. Consequently the increasing number of sexually explicit ads are being exposed to children. As an adult, I too would like to have the choice not to see images that clearly objectify and sexualise women and girls or make vulgar suggestions or provide indecent bodily exposure. These sorts of message are shaping our culture into a false belief that the value and attractiveness of a woman is centred around her sexual availability and use and that destructive attitudes and behaviours are common place and acceptable in our culture.

With the increasing suggestiveness and pornification of advertising it would seem that the code is no longer appropriate to deal with the volume and extent of this trend. There does not appear to be enough incentive for advertisers to keep their public ads clean. Even when valid complaints have been made about an ad the review process is so lengthy that the ad ends up being on display for the intended promotional period anyway. Also, as far as I am aware there is no significant fine/penalty to deter advertisers from repeating the offence. At the workplace the display of pornified imagery is validly considered to be a form of sexual harassment - this should be the same for our public, open air places particularly considering the broad audience which includes under age children.

Thank you for taking the time to consider my submission. I trust it will assist in formulating a new code that will better service our treasured society and culture.

Yours faithfully

Rosaleen Noel Commins