



## ***Outdoor Advertising Inquiry: Public Hearing in Canberra***

***Thursday, 10 February 2011, Canberra***

The Classification Branch of the Attorney-General's Department will appear before the House of Representatives Standing Committee on Social Policy and Legal Affairs to explain the classification scheme for film and literature and how complaints are investigated by the Classifications Board. The hearing is the first for the Committee's inquiry into the regulation of billboard and outdoor advertising.

Billboards and other forms of outdoor advertising, such as advertisements displayed on bus shelters and the sides of public transport vehicles, are increasingly dominating public spaces and eliciting public complaints. Currently many of these advertisements are governed by industry codes and an industry self-regulatory scheme for outdoor advertising.

"Films, computer games and certain publications are classified under the Commonwealth's National Classification Scheme, but outdoor advertising is currently self-regulated by the advertising industry. The Committee is interested in hearing about the classification framework to enable it to make comparisons with the effectiveness of the self-regulatory system of outdoor advertising", said Committee Chair Graham Perrett MP.

"Like the Advertising Standards Board, the Classification Board makes decisions about contemporary community standards. We are interested in how classifiers determine those standards and respond to community concerns," Mr Perrett added.

### **Public Hearing Program**

**9.30am – 11am, Thursday 10 February 2011**

**Committee Room 1R3, Parliament House, Canberra**

**Classification Branch, Department of the Attorney-General:**

**Chris Collett, Wendy Banfield and Christopher Lee**

The public is welcome to attend the hearing, or listen to the proceedings live via <http://webcast.aph.gov.au/livebroadcasting/>

Further hearings are expected to be held in Canberra, Sydney and Melbourne.

The Committee invites interested persons and organisations to make submissions to the inquiry addressing the terms of reference by **Friday 18 February 2011**. Information about the inquiry, including the terms of reference and the public hearing program, 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.

**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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