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Submission No:	186
Date Received:	16-2-11
Secretary:	

From: [Redacted]
Sent: Wednesday, 16 February 2011 12:30 PM
To: Committee, SPLA (REPS)
Subject: RE. ENQUIRY INTO THE REGULATION OF BILLBOARD AND OUTDOOR ADVERTISING

To those concerned:

May I express a very brief submission to the above enquiry.
 I write to you as a grandparent. I am conscious that the traditional family which has given us such stability over several generations of Australians is under pressure on all fronts. It seems the rate of breakdown escalates each year.

Please, in your considerations re. the acceptable standard for billboards and outdoor advertising, consider carefully the impact on our youngest members of society - namely the vulnerable children.

Children are being 'bombarded' by advertisers from birth onwards, and although conscientious parents can be selective in what their children view privately, they do not have that choice with public billboards. Surely the protection of our children and their families, is a more important issue than just some perceived 'change in community standards'.

May your conscience and your responsibility to govern well for the good of society be your guide.

Best wishes
 Noelene Hunt

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