



EROS Association to speak at outdoor advertising inquiry ***Thursday, 24 March 2011***

The EROS Association will appear before the House of Representatives Standing Committee on Social Policy and Legal Affairs in Canberra on Thursday 24 March 2011. The Committee is inquiring into the regulatory arrangements for advertising in the public space where the audience is not able to exercise an individual choice with regard to what they see.

EROS is the national peak industry group for adult products, services and entertainment. In its submission, EROS indicated broad support for the current self-regulatory system but stated that higher standards are held against the adult industry by advertising agencies and media owners.

A billboard advertising Sexpo was removed following community objections, even though the Advertising Standards Board later investigated and dismissed the complaint, which raises questions about the Board's interpretation of community standards.

"No one is suggesting that adult products and services can't be advertised, but the issue with outdoor advertising is that it is visible to everybody in the area, including children who are not legally allowed to avail themselves of these services," said Committee Chair Graham Perrett MP.

"Some submissions have recommended that all outdoor media should align with the 'G' rating that is currently used for films and computer games, regardless of the type of product or service being advertised," Mr Perrett added.

Public Hearing Program

9.30 – 11.00am, Thursday 24 March 2011
Committee Room 1R3, Parliament House, Canberra
EROS Association

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

The next hearing is scheduled for Friday, 25 March 2011, in Sydney, followed by a public hearing in Melbourne in early April.

Information about the inquiry is available on the Committee website at 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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