



Outdoor Advertising Inquiry: Public Hearing in Canberra ***Thursday, 24 February 2011, Canberra***

The Australian Association of National Advertisers (AANA) and the Advertising Standards Board (ASB) will appear before the House of Representatives Standing Committee on Social Policy and Legal Affairs on Thursday 24 February 2011.

Outdoor advertising, such as advertisements displayed on shopfronts, large roadside billboards, and on transit vehicles, are a very effective form of advertising. However, as this type of advertising dominates more of our public spaces, community complaints appear to be on the rise. For example, from 2008 to 2009 complaints about outdoor advertising rose from sixteen to twenty-four percent.

The advertising industry is largely self-regulated. Complaints about outdoor advertisements are governed by an AANA code of ethics with potential breaches determined by the ASB.

‘The Committee has received a number of submissions from the community since announcing this inquiry’, Committee Chair Graham Perrett MP said, ‘Many of which express deep concerns about whether the AANA Code of Ethics is meeting community expectations’.

‘Many people are concerned not only about the negative impact unnecessarily sexualised images may have on individuals and the community but by the embarrassment they experience when they and their families are confronted by large, in-your-face advertisements.’ Mr Perrett said.

At the hearing on 24 February, the AANA and the ASB will be asked to explain the current system of self-regulation including how the ASB determines prevailing community standards upon which decisions about outdoor advertising complaints are largely based.

Public Hearing Program

9.30am – 11am, Thursday 24 February 2011

Committee Room 1R3, Parliament House, Canberra

Australian Association of National Advertisers, and the Advertising Standards Board

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.

Submissions to the inquiry addressing the terms of reference have now closed, however, 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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