



## ***One-day public hearing for outdoor advertising in Sydney*** ***Friday, 25 March 2011***

The House of Representatives Standing Committee on Social Policy and Legal Affairs is heading to Sydney on Friday 25 March 2011 to hold a public hearing for its inquiry into the regulation of billboard and outdoor media. The Committee is investigating ways that the current self-regulatory system could be improved.

Advertising industry stakeholders Outdoor Media Association, the Communications Council, and the Media Federation of Australia, will discuss industry self-regulation and the growth of outdoor advertising as an advertising medium.

“Outdoor media is a very popular form of advertising that is rapidly growing in Australia, and this is reflected in the increasing proportion of complaints about outdoor advertisements compared to TV and print advertisements,” said Committee Chair Mr Graham Perrett MP.

The Committee will also hear from witnesses about the link between food advertising and childhood obesity, the process of making complaints about advertising and appealing decisions, and issues of stereotyping and vilification in advertising images.

“We are interested in hearing from community groups about their perspectives on advertising standards, the adequacy of the various voluntary advertising codes of conduct, and the complaints process upon which the self-regulatory system is based,” said Mr Perrett.

### **Public Hearing**

**9.00am – 3.00pm, Friday 25 March 2011**

**Macquarie Room, Parliament of NSW, Macquarie Street, Sydney**

The program can be accessed at

<http://www.aph.gov.au/house/committee/spla/outdoor%20advertising/hearings/program%2025%20March.pdf>

A public forum will be held from 2.00pm at which interested members of the public are welcome to make a brief statement regarding the inquiry.

The next public hearing is scheduled for Monday, 4 April 2011, in Melbourne.

Information about the inquiry 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.

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**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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