

[REDACTED]

**From:** [REDACTED]  
**Sent:** Thursday, 24 February 2011 8:41 PM  
**To:** Committee, SPLA (REPS)  
**Subject:** Submission re billboard and outdoor advertising

To: House Standing Committee on Social Policy and Legal Affairs  
Re: Inquiry into the regulation of billboard and outdoor advertising

Submission No: .....	39
Date Received: .....	24-2-11
Secretary: .....	

Dear committee

Thank you for allowing me to make a submission in relation to this inquiry.

I had not intended to do so until just yesterday, when the following occurred which sparked me to act.

I was driving to work at around 8:30am, along a suburban road in metropolitan Perth (Ranford Road in Canning Vale, Western Australia). Traffic was busy, with many parents bringing their children to school, and many school children gathered at bus-stops. At a traffic light I stopped behind a Transperth bus. And glaring in my face, covering the entire rear of the bus (some 3mx3m), was a huge advertisement. The advertisement was the Theatrical Release Poster for the movie "No Strings Attached" and depicted two partially dressed actors alighting from a bed. The implication is that these actors have just engaged in sex. A caption on the poster read "Friendship has its benefits". The implication is that one of the benefits of friendship is engaging in sex.

Whilst I have not watched the movie, a review on Wikipedia reveals that the movie is about friends who "make a pact to have 'no strings attached', to have casual sex without falling in love with each other." The movie has been classified by the Australian Film Classification Board as MA 15+ restricted, meaning "strong sex scenes and sexual references."

In my view, it is totally inappropriate that an advertisement of this nature is allowed in the space where it was. It would be one thing to allow such posters to appear in a newspaper or inside a cinema. Members of the public can choose themselves whether they wish to buy a newspaper or frequent a cinema. But members of the public cannot choose whether they will go to work, and parents cannot decide whether they will drop their children off at school.

I find it grossly offensive that such promiscuous promotional material is found in full view of the public, including young and teenage children. I am glad that my own children (aged between 5 and 12) were not in the car with me and exposed to this advertisement. Such a movie poster, which promotes sex as an activity that can be enjoyed indiscriminately and without consideration or commitment, is destructive to society. The poster promotes an immoral lifestyle, one which can only result in destruction of its participants and, as a result, the deterioration of the very relationships that are the building blocks of a strong society (being the marriage/family relationship).

In my submission, outdoor advertising ought be restricted so that Theatrical Release Posters of this nature are not allowed. A sensible guideline would be that only movies that are rated "G" may be promoted on outdoor advertising posters. Certainly, movies that are rated "M" or "MA 15+" ought to be restricted from billboard and outdoor advertising.

I thank you for considering my submission.

I would be happy to appear before the Committee by way of telephone or personally in order to further discuss my submission if required.

Kind Regards

Warnar Spyker

