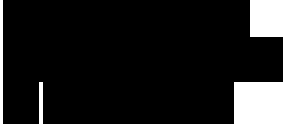


Deborah Harris



**Submission Number: 004**  
**Date Received: 07/02/2011**

Dear Committee,

Thank you for the opportunity to comment on billboard and public advertising and product displays that uses images of women in sexually inappropriate ways.

I am a business owner of a small vineyard and winery and the mother of 3 daughters and I and my daughters find billboards that use sexualized words and/or images of women in advertising not only offensive but culturally embarrassing. This kind of advertising is base and unintelligent.

We often have young backpackers from various places in Europe staying with us and it is embarrassing for us when they encounter this kind of advertising and comment upon it. One of the most commonly offensive items are some men's magazines, the covers of which are often prominently displayed in service stations or kiosks at public transport stations.

Companies that produce this kind of material and use this kind of advertising are appealing to men who have not the wit to be appealed to in any other way except such a base, primitive way. Women do not enjoy this type advertising, nor do I believe most men (those who are reasonably educated and socially aware).

Unfortunately for the rest of society we have to be offended by the advertising put out by the type of companies whose customer base consists of males who actually like sexually allusive material.

As a family, we would greatly appreciate being protected from this kind of display. Having to complain about advertising that has already been put up is exhausting, time-consuming and just makes us feel ashamed of living in a country that does not care about the sensibilities if not the social welfare of at least half of its citizens.

Deborah Harris