



**News Release**

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### **Outdoor advertising should be G-rated**

2020women, a non-profit women's organisation, told the final hearing of the Inquiry into the regulation of billboard and outdoor advertising that all billboard and outdoor advertising should be G-rated and that the Sex Discrimination Act should be broadened to control the use of sex in advertising.

The 2020women submission argued that adverse stereotypes of women used in media and advertising is one of the main reasons for the slow progress being made towards equality for women in Australia, stating that:

After decades of adverse reaction from women and women's groups about the inappropriate portrayal of women in the media, women are still represented in most advertisements by the same old unimaginative stereotypes.

"Billboard and outdoor advertising provide advertisers with unlimited access to the market, including young people and children. With the rapid increase in the use of these advertisements, greater control is urgently required," said Ms Colwill.

"Advertising influences people's aspirations, and by depicting women with the use of narrow, stereotyped and highly sexualised imagery, it reinforces social expectations that have long been discarded by most of the community. These images not only demean women, they also have an adverse impact on children. Girls are influenced to strive for unrealistic goals in order to be deemed acceptable, and boys are influenced to have unrealistic expectations of the appearance and behaviour of girls and women."

"Outdoor advertising differs from other forms of advertising as there is no other context than the text and the image on the billboard. This makes the images they depict even more offensive and shocking than if the same material were in a different context."

"If Australians truly want equality for women we have to take a stand on creating a culture that will promote equality. Strong standards for outdoor advertising would be a small step in the right direction."

The full 2020women submission can be downloaded from:  
<http://2020women.org/about-2020women/submissions/>

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