

Joint Statement from

- Letitia Shelton, on behalf of City Women
- Melinda Tankard Reist, on behalf of Collective Shout
- Rachael Wong, on behalf of Women's Forum Australia
- Wendy Francis, on behalf of the Australian Christian Lobby

We congratulate the Queensland State Government on its decision to ban junk food advertising from appearing around public schools, sports centres, community recreation venues and other government-owned and operated facilities including public transport hubs. This is in the best interests of children's well-being and good health outcomes.

We call on the Government to include sexually explicit advertising in the ban, also widely recognised as having negative impacts upon children's mental and physical health and wellbeing. This is supported by academics, health practitioners, the Australian Medical Association, and parents. Various inquiries, research and bodies of evidence reveal the indisputable connection between a sexualised environment and harms to children, including body image dissatisfaction, eating disorders, unwanted sexual encounters, low self-esteem, and even poorer academic performance, depression and anxiety.

We commend the current e-petition calling on the Queensland State Government to include sexually inappropriate advertising in their advertising ban. This is in line with existing guidelines for children clearly identified by the Australian Association of National Advertisers' 'Code for Advertising & Marketing Communications to Children', who state that advertising directed towards children must not employ sexual appeal or include sexual imagery.

Schools, sporting fields and transport hubs should be safe zones for children, free from the negative effects of harmful messaging which includes junk food advertising as well as exposure to sexualised images and themes.

<https://www.parliament.qld.gov.au/work-of-assembly/petitions/petition-details?id=3154>



Melinda Tankard Reist

