



Forest Lodge Public School P&C Association
Corner of Ross Street & Bridge Road
Forest Lodge
NSW 2037

6 October 2021

Broadway Centre Management
Info@broadwayshoppingcentre.com.au
Honey Birdette
honey@honeybirdette.com

To whom it may concern,

I'm writing to express my appreciation for your response to representations made about the signage at Honey Birdette in Broadway Shopping Centre.

Your decision not to display overtly sexual images in a place where children frequent complies with a determination of the Advertising Standards Board and is in accordance with the City of Sydney development control plan (DCP) and the Environmental Planning and Assessment Act regulations for "a place where children frequent".

The Advertising Standards Board upheld community complaint, stating the Practice Note for the AANA Code states:

"Overtly sexual images are not appropriate in outdoor advertising or shop front windows."

On behalf of parents and carers at Forest Lodge Public School, we'd like to reiterate the request that the TV screen facing out to "a place where children frequent" remains turned off and only the screen inside the store kept on.

Yours sincerely

Frier Bentley
President
Forest Lodge P&C

CC: Linda Scott, Clr, City of Sydney
Leigh Morgan