



Honourable Yvette D'Ath MP
Attorney-General and Minister for Justice
Leader of the House

In reply please quote: 572305/3, 4578690

29 NOV 2018

1 William Street Brisbane
GPO Box 149 Brisbane
Queensland 4001 Australia
Telephone +61 7 3719 7400
Email attorney@ministerial.qld.gov.au

Mr Neil Laurie
The Clerk of Parliament
Parliament House
George Street
BRISBANE QLD 4000

Dear Mr Laurie

I refer to e-Petition 3017-18 tabled in the Legislative Assembly on 30 October 2018 titled *The Queensland Government's proposed advertising ban on junk food near schools, sports grounds and public transport hubs should also include a ban on sexualised advertising in those places.*

I note the petitioners' concern regarding the harmful effects on children from exposure to sexualised images and themes. I also note the petitioners' request that sexually inappropriate advertising be included as part of 'the Government's planned phasing out of junk food advertising around schools, sports grounds and public transport hubs'.

The Queensland Government is working both within Queensland and nationally on a coordinated approach to limit the impact of unhealthy food and drinks on children. There are five elements to this approach. One of the five includes developing criteria to define unhealthy food and drinks, and using this guidance to limit children's exposure to these products through advertising in areas commonly frequented by children. The Queensland Government understands that there are many potential issues which could be addressed through policy approaches that restrict advertising to children.

The Queensland Government is committed to tackling sexually explicit and inappropriate outdoor advertising in the community.

The former Health and Community Services Committee (HSCS) conducted an inquiry into sexually explicit outdoor advertising (Report No. 36: *Inquiry into sexually explicit outdoor advertising*), focussing on whether reform is needed to protect children from exposure to sexually explicit and inappropriate outdoor advertising. The HSCS inquiry found that the current system of self-regulation in the advertising industry generally works well because the majority of advertisers co-operate with the Advertising Standards Bureau (now known as Ad Standards) to remove or modify inappropriate advertisements.

Where advertisers consistently refuse to uphold community standards with respect to sexually explicit advertising, the Palaszczuk Government is committed to taking appropriate enforcement action.

(2)

In 2017, in response to community concerns about advertising on vehicles, the Palaszczuk Government led the country in taking action to remove offensive advertising slogans from our roads. On 31 March 2017 the *Transport Operations (Road Use Management) (Offensive Advertising) Amendment Act 2017* (the Act) commenced. The Act enables the Department of Transport and Main Roads to cancel a Queensland vehicle's registration if the owner fails to comply with a direction of the Ad Standards Community Panel to modify or remove an offensive advertising slogan.

I thank the petitioners for bringing their concerns to the attention of the House.

Yours sincerely

A handwritten signature in black ink, reading "Yvette D'ATH". The signature is written in a cursive style with a large, looping initial "Y".

YVETTE D'ATH MP
Attorney-General and Minister for Justice
Leader of the House