



The Hon Jarrod Bleijie MP
Attorney-General and Minister for Justice

In reply please quote: 550397/1

Your ref: 10.4 Petitions

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03 APR 2013

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

Dear Mr Laurie

Thank you for your letter dated 6 March 2013 enclosing a copy of Petition No. 2009-12 presented to the Queensland Legislative Assembly petitioning that outdoor advertising should be G-rated.

I agree with the petitioners that children and young people in our community should be entitled to live in a caring and nurturing environment, protected from harm and exploitation. As a father of young children, I appreciate the challenges outdoor advertising presents to parents in trying to restrict children's exposure to sexually explicit images and slogans.

Outdoor advertising can be found in many places: on roadside billboards; buses, trains and taxis; in shopping centres; at airports, bus and train stations; in public transport shelters and public toilets.

As the petitioners have pointed out, outdoor advertising is self regulated. The Advertising Standards Bureau (ASB) administers a national system of advertising self-regulation managed through the provision of Codes of Ethics and Conduct and practice notices provided by the Australian Association of National Advertisers (AANA) and the Outdoor Media Association Inc. These codes address issues around nudity, sexuality, sex, discrimination and vilification, language, violence, health and safety in advertising. A person can make a complaint about outdoor advertising to the ASB.

Improvements to self-regulation were made in 2012 when the AANA Code of Ethics was amended to prohibit the sexual objectification of people, including children in all advertising media. There is also explicit recognition and prohibition of sexualised advertising and marketing to children in the AANA *Code of Advertising and Marketing Communications to Children* and a *Practice Guide for Managing Images of Children and Young People*.

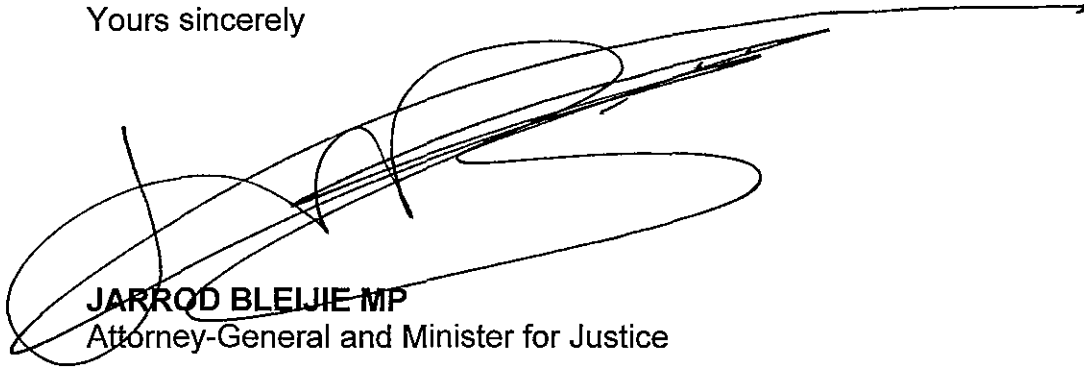
(2)

In Queensland, advertising of adult entertainment is regulated under the *Liquor Act 1992* and the *Liquor Regulation 2002*. These laws provide some protection to limit exposure to this type of advertising.

The Queensland Government understands that there is ongoing concern in the community around outdoor advertising, and is considering the current regulatory model and whether legislative reform in this area is necessary.

I trust this information is of assistance and thank you for bringing the concerns of the petitioners to my attention.

Yours sincerely

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

JARROD BLEIJIE MP
Attorney-General and Minister for Justice