



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

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BY: 

In reply please quote: 559178/1, 2736247

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Dear Mr Dillaway 

Thank you for your email dated 20 November 2014 on behalf of your constituent, Mrs Christine King regarding inappropriate outdoor advertising on Wicked Campers.

Complaints about outdoor advertising can be made to the Advertising Standards Bureau (ASB), which administers a national system of advertising self-regulation. More information is available at: <http://www.adstandards.com.au/>.

The Queensland Government is committed to making Queensland the safest place in Australia to raise a family. The Queensland Government carefully considered the Health and Community Services Committee (HCSC) Report No. 36 - Inquiry into sexually explicit outdoor advertising (the Report), community views and advertising industry feedback.

On 31 July 2014, the Queensland Government tabled its response to the Report. The response accepts, in principle, the recommendations to Government. The Report and the Queensland Government's response are available at: <http://www.parliament.qld.gov.au/workofcommittees/committees/HCSC/inquiries/past-inquiries/outdooradv>.

A major issue for outdoor advertising in Queensland raised by the HCSC is the lack of enforcement options available to the ASB for the small number of operators that refuse to comply with industry determinations to remove offending outdoor advertisements. The current system of self-regulation relies heavily on the cooperation of advertisers or owners of outdoor advertising space to comply with relevant codes and to remove advertisements if the ASB decides there is a breach. Those advertisers who refuse to comply are not subject to any sanctions.

The Government is committed to investigating options for enforcing the decisions of the ASB so that outdoor advertisers who do not comply with determinations to remove offending advertising material are penalised.

I trust this information is of assistance

Yours sincerely


JARROD BLEIJIE MP
Attorney-General and Minister for Justice