




Speech By
Shane Knuth

MEMBER FOR DALRYMPLE

CLASSIFICATION OF PUBLICATIONS (BILLBOARD ADVERTISING) AND OTHER LEGISLATION AMENDMENT BILL

Introduction

 **Mr KNUTH** (Dalrymple—KAP) (2.34 pm): I present a bill for an act to amend the Classification of Computer Games and Images Act 1995, the Classification of Films Act 1991 and the Classification of Publications Act 1991 to regulate advertising on billboards through classification. I table the bill and the explanatory notes. I nominate the Legal Affairs and Community Safety Committee to consider the bill.

Tabled paper: Classification of Publications (Billboard Advertising) and Other Legislation Amendment Bill 2013 [[2687](#)].

Tabled paper: Classification of Publications (Billboard Advertising) and Other Legislation Amendment Bill 2013, explanatory notes [[2688](#)].

Katter's Australian Party has drafted a policy to determine the geographical placement of billboard advertising based on mandatory classification ratings in compliance with the Commonwealth act. This policy will also determine a framework for mandatory billboard geographical zoning based on classification ratings. This will reduce the risk of exposing communities to the displaying of moderate—Mature (M)—or strong—Mature Accompanied (MA15+)—content in areas highly occupied by families and children.

A failure to implement this policy will result in negative effects upon society. This is resonated in the following extract from Victoria's Child Safety Commissioner submission to the Senate Inquiry into the Sexualisation of Children in the Contemporary Media Environment 2008—

... sexualising influences within the contemporary media and popular culture, there is a need to focus specifically upon the portrayal of children in a sexualised way in advertising and marketing material.

This bill amends the Classification of Publications Act 1991 to allow the government to mandate a regulatory framework for billboard advertisement governed by the introduction of the billboard geographical classification zoning policy as part of the classification of publications and protection of children and families by conditions for displaying certain unrestricted publications. As part of this policy, Katter's Australian Party has developed the mandatory billboard geographical classification zonal framework that will ensure Queensland families and children a mandated regulatory process limiting inappropriate billboard advertising in public spaces highly populated by families and children.

This bill also establishes a state billboard geographical classification zonal panel. Stakeholders will include families and children's advocacy associations, the Australian Medical Association, industry groups and government. The role of the panel will be to regulate billboard advertising content, determine the geographical classification zoning for billboard advertising and community consultation.

This bill is simple. It categorises the billboards in certain areas. For example, the G-rated billboards will be used around schools, sports fields and swimming pools. This bill is about protecting our children and establishing a healthy society.

First Reading

Mr KNUTH (Dalrymple—KAP) (2.36 pm): I move—

That the bill be now read a first time.

Question put—That the bill be now read a first time.

Motion agreed to.

Bill read a first time.

Referral to the Legal Affairs and Community Safety Committee

Madam DEPUTY SPEAKER (Mrs Cunningham): Order! In accordance with standing order 131, the bill is now referred to the Legal Affairs and Community Safety Committee.