




Speech By  
**Shane Knuth**

**MEMBER FOR DALRYMPLE**

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

 **Mr KNUTH** (Dalrymple—KAP) (8.28 pm) in reply: I am very disappointed tonight in many of the comments here from the LNP—particularly the backbenchers—because a lot of them do not have a clue what they are talking about. The member for Ipswich says that self-regulation is working well. The Advertising Standards Bureau has thrown out complaints about a billboard showing a pregnant woman with the caption ‘Congratulations, you’re having a lesbian.’ Is that self-regulation? The member for Ipswich said he never saw anything in regards to bestiality—“Appalling taste”: Foxtel to remove bestiality billboards.’

There we have it. The LNP plans to introduce self-regulation. That is why we put together this comprehensive package—with a lot of support, a lot of work and a lot of participation—because we could see that the placing of billboards, particularly in front of grammar schools and primary schools, was causing great concern for members of the community.

I refer to an article titled ‘Indecent exposure upsets Melinda Liszewski with this billboard outside Brisbane Grammar School’. I also refer to another article titled ‘Rip and Roll campaign draws most complaints’. A member opposite said that the LNP will deliver real solutions. There are real solutions in this bill. We have put together a comprehensive package for the benefit of Queensland. At the same time we are not seeing real solutions from the LNP. I hope that this bill passes through the House. I believe that this parliament is about passing good legislation.

I think that when many of the LNP backbenchers first entered parliament they thought that they would achieve something in this place. They thought that they would be able to stand up for their electorate and do something for their electorate. Then all of a sudden they are in a position where legislation is being smashed through the House and they say, ‘We will obey. We will do what we are told. We will listen to our leaders. We will never cross the floor. We will become yes-persons.’ Once they would say, ‘We will back any good idea. We are about looking after the interests of people.’ I heard some of those backbenchers make their maiden speeches. They got up and said, ‘We will always stand up for our electorate.’ What are they doing for their electorate? They are dodging, weaving and hiding to the point at which they are invisible to their electorate. That is why they have a 17 per cent swing against them like the member for Ipswich, like the member for Cairns and like the rest of the LNP. People want members of parliament to stand up for their electorates. People want members of parliament to get up and do something for their electorates, not point the finger and then try to pull someone down when they put up a good idea.

Self-regulation will not work. I heard the member for Ipswich say that self-regulation was working well. I refer to the article titled ‘Rip and Roll campaign draws most complaints’, which states—

Controversial ‘Rip and Roll’ ads on Brisbane bus shelters have drawn more complaints than any other advertising campaign in Australia this year.

The Queensland Association of Health Communities' safe sex campaign was pulled by advertising agency Adshel after a wave of complaints over the image of a gay couple hugging.

...

The campaign, which drew 275 complaints, topped the 10 most-complained about ads from January to June, released by the Advertising Standards Bureau today.

This is, as the member for Ipswich says, self regulation. Every LNP member will be waiting and waiting until the review is finished. The KAP has already done that. We worked with Wendy Francis. We worked with the Australian Christian Lobby. We have already done that. We have been through it. That is why we put together this bill. I know that, when the LNP puts forward its bill, obviously the process will go back to self-regulation and it will allow the advertising companies to make decisions and nothing will change. This legislation ensures that something does change.

That is why we have introduced this bill. A lot of work has gone into the preparation of this bill. It is not something that was just dreamt up. This bill is a comprehensive package that considers the interests of children, because we heard the concerns from the parents day in, day out.

I refer again to the article titled 'Indecent exposure upsets Melinda Liszewski with this billboard outside Brisbane Grammar School', which states—

More than 500 people have signed a petition to ban strip club billboards near schools after complaints about the posters were thrown out by the advertising watchdog.

In other words, the advertising watchdog threw out complaints about a billboard advertising a strip club near a school. That is self-regulation! That is what the LNP is going to introduce.

The article states further—

Pip Douglas and Tanya Mathias started the petition after billboards promoting the clubs were erected near several Brisbane schools.

This is why we have introduced this bill. We acted on this issue 12 months ago. Yet the LNP still has not put together a bill. We are still waiting for these billboards to be classified. We tabled this legislation 12 months ago, yet the LNP is still waiting. The article states further—

She said the billboard for HoneyB's objectified women as 'headless, faceless, honeypots'.

The sign was set up close to the Brisbane Grammar School at Spring Hill.

'Unless there's some change in legislation, it'll keep popping up,' she said.

The Advertising Standards Board dismissed a complaint about the billboard in July last year and said that most members of the community would not find the signs to be offensive.

Collective Shout campaigns against the objectification of women and spokesperson Melinda Liszewski is also against the ads.

'How do you educate boys to be respectful of women, to try and reinforce equal relations when you've got the sex industry targeting them in this way?' She said.

I refer to another article titled 'Sexpo billboard "too close to school"', which states—

An Ipswich City councillor—

and he is a good man—

has called on Queensland Rail to remove a billboard advertising 'live porn stars' because it is situated just 600 metres from a primary school.

The Sexpo billboard, on QR land along the Ipswich rail line at Goodna, features headshots of a number of international adult entertainers.

It promises 'more live porn stars than ever seen in Australia' and is about 600 metres away from Goodna Primary School on Albert Street.

While the LNP was talking about this matter, we were doing something about it. We were putting together a comprehensive package. We were doing this over 12 months ago. The article states further—

But Councillor Paul Tully said a school principal from Ipswich complained to him about the billboard's prominence.

'Given the proximity of this billboard to the local school, I pity the parents having to answer their children's inevitable questions as they crawl along the motorway to and from school,' the school principal wrote.

Cr Tully said residents had also contacted him about another billboard advertisement for the local sex shop.

This is happening in the electorate of the member for Ipswich. He said that he has not seen these billboards, they do not—

**Mr Berry:** It's not in my electorate.

**Mrs Miller** interjected.

**Mr KNUTH:** I am very sorry. I get the electorates of Ipswich and Bundamba mixed up. I am not much of a city person. I have to get these boundaries right. It is located near the electorate of the member for Ipswich, but not quite. The article states further—

Cr Tully said residents had also contacted him about another billboard advertisement for the local sex shop.

He said the Maison Amour ad, just opposite the Goodna McDonalds store, was also on QR land and should be taken down.

'QR won't allow political signs on railway land, yet sexually explicit billboards are given the green light across the state,' Cr Tully said.

'Our railway reserves should be used for appropriate commercial advertising, not for Sexpos, sex shops, male impotence and longer lasting sex.'

But a QR spokesperson said the agency was unable to censor any content except for political and religious messages.

'QR could face a legal challenge should it pre-judge advertising without good reason,' the spokesperson said.

The Sexpo billboard gives top-billing to Belladonna, a 26-year-old porn star from the United States who has made more than 250 adult films and has a large online following.

We are acting on this by putting forward this comprehensive package. The representative from Queensland Rail more or less said that they washed their hands of this because there is no regulation. That is why we are putting forward this legislation.

The article states—

The government inquiry is partly a reaction to Advanced Medical Institute's controversial 'Want longer-lasting sex?' billboards, one of the most complained-about ads to date, banned by the industry's self-regulating body, the Advertising Standards Board, only after 18 months of protests.

...

Richard Herring, who heads the APN's outdoor businesses in Australia and New Zealand and is an OMA (Outdoor Media Association) board member, said the industry should be vigilant about rejecting ads that aimed to cause offence to attract headlines. 'We are open to suggestions of improving the system', he said. 'Our (code) is probably a little bit more broad. We're looking to tighten that up. I think we need to be very aware of the boundaries.' Issues relating to sex and sexuality often dominate complaints by the public.

*Tabled paper:* Bundle of media articles regarding sexually explicit billboard advertising [\[4844\]](#).

As I read these paragraphs out and have the opportunity to table what the member for Ipswich has not seen, I am very proud to introduce this bill to protect our children by whatever means necessary. This is not about politics. We are waiting for the LNP to introduce legislation that can achieve the outcomes that the KAP is trying to achieve. This legislation is in front of us now and backbenchers have the opportunity to vote for something that is going to work. The Attorney-General feels that the legislation might not be perfectly right and it should be opposed because it is not perfection. The government smashed through the bikie laws and weeks afterwards they were introducing legislation because they forgot this and they forgot that and the next minute they realise that they are smashing law-abiding bike riders.

**Mr DEMPSEY:** The member is being misleading in relation to the Vicious Lawless Association Disestablishment Act and I ask him to withdraw his comments. There is not one recreational rider who has been arrested and that is a misleading statement by the member and I ask him to withdraw it. I find it offensive and I ask him to withdraw it.

**Mr DEPUTY SPEAKER** (Mr Watts): It is not personally offensive. Member for Dalrymple, I will ask you to go to the title of the bill.

**Mr KNUTH:** Noel Evans was an LNP member. He resigned from the party because at his wife's funeral he was involved in a guard of honour and the cops pulled him up. This was after the laws came in. The Classification of Publications (Billboard Advertising) and Other Legislation Amendment Bill is about acting early and recognising the concerns of the community. It is about having dialogue with the community and those who have great concerns that children are being exposed to pornographic billboards when they go to school, football and play in parks. They are exposed to this day in, day out.

**Mr Kempton** interjected.

**Mr KNUTH:** The member for Cook will not be here for long, and he knows that. It does not matter. I do not know if you are going to support this, but judging from your record every time

something good comes up you do not support it and then when something bad is introduced by your side you back it.

**Mr DEPUTY SPEAKER:** Member for Dalrymple, if you could speak through the chair.

**Mr KNUTH:** I am very proud to have worked with the KAP members. I also thank the crossbenches for their support tonight. We are very proud to have put this together and to have introduced it 12 months ago after working with interest groups and recognising the needs and concerns of the community. I commend this bill to the House.