




Speech By
Hon. Anastacia Palaszczuk

MEMBER FOR INALA

Record of Proceedings, 8 November 2016

MINISTERIAL STATEMENTS

Vehicles, Offensive Slogans

 **Hon. A PALASZCZUK** (Inala—ALP) (Premier and Minister for the Arts) (9.38 am): I promised that my government would take action against offensive advertisements and slogans on vehicles, and today I am delivering on that promise. I am sure most members of the House have, at some stage or another, encountered a vehicle on the road that was displaying a sexist, discriminatory or downright obscene message or cartoon on the side of it. Unfortunately, those same slogans are seen by kids and families, and that is something I am not going to cop.

Today my government will be introducing legislation to address this issue. The legislation to be introduced by Minister Bailey will ensure that advertisers who use these offensive slogans and cartoons will be required to remove them from vehicles or risk having those vehicles deregistered. Once they are deregistered they can no longer be used on roads until the advertisement is removed. The proposed changes will provide an enforcement mechanism for the already well-established processes adopted by the Advertising Standards Bureau, or the ASB. The ASB currently plays a regulatory role for advertisers; in response to complaints received it makes determinations about whether advertising is offensive or not. However, as the ASB has no enforcement mechanism, a small minority of advertisers has chosen to ignore those determinations and to continue to allow offensive ads to remain on vehicles. It is these advertisers that this legislation will deal with.

The changes we will be introducing will provide an effective mechanism for ASB determinations. If an advertiser chooses to ignore the ASB determination made about a Queensland registered vehicle, the Department of Transport and Main Roads can commence the deregistration process. As part of that process, advertisers will be given notice of any proposed deregistration and time to remove the offending ad. The ultimate goal of these changes is to remove offensive advertising from our roads, not to be deregistering vehicles.

I would like to thank the Attorney-General and the main roads minister and their departments for their work on this bill. I think most Queenslanders are up for good humour and tongue-in-cheek advertising. However, there is no place in Queensland for sexist, misogynistic rubbish on full display. Queensland is leading the way in this space and we are working closely with other states and territories to promote a nationally consistent approach to vehicle registration laws on this issue.