




Speech By  
**Hon. Leeanne Enoch**

**MEMBER FOR ALGESTER**

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**TRANSPORT OPERATIONS (ROAD USE MANAGEMENT) (OFFENSIVE  
ADVERTISING) AMENDMENT BILL**

 **Hon. LM ENOCH** (Algeester—ALP) (Minister for Innovation, Science and the Digital Economy and Minister for Small Business) (5.28 pm): I rise in support of the Transport Operations (Road Use Management) (Offensive Advertising) Amendment Bill 2016. I take a moment to acknowledge the minister and the committee for their hard work in bringing us to this point with something that is very important. I want to place on record my support for advertising standards that demonstrate value for women in our community and that reflect a healthy understanding of gender equality and also my support for the bill's intent to allow the chief executive of the Department of Transport and Main Roads to cancel a vehicle's registration to enforce the Advertising Standards Board's determinations.

I am a single mother of two sons, one who is now 20 and one who is 16. I have a nephew who is 19 and there are many young men—friends and family—who spend a lot of time at my house eating a lot of food and doing what young men do when they all get together. My goal as a single mother has always been to ensure that I equip my young men with a set of values that will make them good husbands, good members of society, good mates and men who will stand up against sexism and against things that are just not right. That is what I do every day as a single mum. Sometimes that is really hard; it is hard for all the mums and dads who are here today. When we are dealing with those kinds of things that are on display in our community, it makes the job of mums, dads and caretakers even tougher. That is why together—all of us—have to stand up against this kind of advertising that really is working against the values that we all stand up for, the values that we want our young people to emulate as they grow older and take their places as leaders in our society. That is why I am supporting this bill today.

When we allow advertising that includes vulgar, crass and offensive slogans, it sends a message that degrading behaviour is funny and ultimately okay. The truth is it is not okay. It is not okay to write sexist slogans on the side of a car and say it is just a joke. That is what I teach all the young men and my own sons who spend a lot of time in my house. That is what we want to be able to show for the rest of our community. It is not okay to encourage a culture where inappropriate comments are made about women and it is just expected that it will be tolerated. It is not okay for transport companies to get away with this behaviour simply because their brand of advertising is different from other kinds of advertising. Whether it is a billboard on the side of the road or a car driving on the road, degrading comments about women are unacceptable, and I am proud that the Palaszczuk government is moving these amendments to make that clear.

I am also proud that the Palaszczuk government is implementing all 140 recommendations in Quentin Bryce's landmark *Not now, not ever* report into domestic and family violence. Let us be honest: these two things are inherently linked. Disrespectful messages about women which are conveyed in advertising only serve to feed a culture that all of us are working so hard to change, a culture that objectifies women and belittles their place in the community. It is this kind of disrespectful messaging that also contributes to the broad set of circumstances that impact the high incidence of domestic

violence that we are now combatting. One of the ways we can tackle it is by re-evaluating the standards we allow when it comes to advertising and ensuring all Queenslanders are treated with respect. Domestic violence is a serious issue in our state and it deserves bipartisan support, not cheap political shots.

Unfortunately, what we have seen today from the LNP is a focus on trying to gain a political win. It seems as though what we are seeing from that side of the House is a focus on winning and losing rather than what is right and wrong. That is what this bill is all about: making sure that we stand up for what is right, not just winning. Those opposite know full well that our government is taking serious action on domestic violence, but instead of getting on board and being supportive of this vital reform, they are focused on playing their own political games, which I find incredibly disappointing. It is disappointing and it is not helpful in the public debate. I am proud that our government is acting on all fronts to combat head on the scourge of violence against women, and this bill takes an important step towards redirecting how women are portrayed in advertising in Queensland.

As I said earlier, as a mother of two sons, I work hard every day to help them realise what is right and wrong. I do not talk to them about winning and losing an argument; I talk to them about what is right and wrong. Today we on this side of the House are standing up for what is right. What is right is to see that, because of this kind of advertising, Wicked Campers, or any other business that would like to operate in the same fashion, no longer has the ability to operate in our state. I commend the bill to the House. I congratulate the minister and the committee on all their hard work.