



Minister for Child Safety, Youth and Women
Minister for the Prevention of Domestic and Family Violence

Our reference: CSYW 07177-2019

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12 NOV 2019

Mr Neil Laurie
The Clerk of the Parliament
Parliament House
George Street
BRISBANE QLD 4000

Dear Mr Laurie

I refer to e-Petition No. 3154-19 tabled in the Legislative Assembly on 15 October 2019, titled *The ban on junk food advertising near schools, sports grounds and public transport hubs should include sexualised advertising*.

I note the petitioners' concerns that 'premature sexualisation is likely detrimental to a child's health and development, particularly in relation to body image and sexual health'. I also note their request that sexually inappropriate advertising is included in this government's announced ban on junk food on government-owned advertising spaces.

The *Queensland Youth Strategy* sets a vision for all young people to be supported to thrive and contribute fully to our economy and society. Within the strategy, priority is given to ensuring young people are healthy, active, strong and resilient and have the capability to maintain their wellbeing in a rapidly changing world.

The Palaszczuk Government is committed to upholding community standards with regards to sexually explicit advertising and taking appropriate action. As noted by the Honourable Yvette D'Ath MP, Attorney-General and Minister for Justice and Leader of the House in response to e-Petition No. 3017-18 tabled on 30 October 2018, the former Health and Community Services Committee (HSCS) conducted an inquiry into sexually explicit outdoor advertising (Report No. 36: *Inquiry into sexually explicit outdoor advertising*), focussing on whether reform is needed to protect children from exposure to sexually explicit and inappropriate outdoor advertising. The HSCS inquiry found the current system of self-regulation in the advertising industry generally works well because the majority of advertisers co-operate with the Advertising Standards Bureau (now known as Ad Standards) to remove or modify inappropriate advertisements.

On 15 October 2019, I was pleased to release *Prevent. Support. Believe. Queensland's Framework to address Sexual Violence* (the Framework). For the first time in Queensland, we have a framework that sets out clear objectives and strategies to guide our work in preventing and responding to sexual violence. The issue of sexualised advertising was also raised as a concern during public consultation to inform development of the Framework.

A comprehensive whole-of-government action plan will be developed next year. Actions to reduce harm to children as a result of exposure to sexualised advertising could be considered under Priority Area 1 – Prevention, in particular to challenge attitudes, practices and structures that lead to sexual violence, and to equip children with accurate information on healthy relationships and sexual violence.

Where advertisers consistently refuse to uphold community standards with respect to sexually explicit advertising, the Palaszczuk Government is committed to taking appropriate enforcement action.

In 2017, in response to community concerns about advertising on vehicles, the Palaszczuk Government led the country in taking action to remove offensive advertising slogans from our roads. On 31 March 2017 the *Transport Operations (Road Use Management) (Offensive Advertising) Amendment Act 2017* (the Act) commenced. The Act enables the Department of Transport and Main Roads to cancel a Queensland vehicle's registration if the owner fails to comply with a direction of the Ad Standards Community Panel to modify or remove an offensive advertising slogan.

I thank the petitioners for bringing their concerns to the attention of the House.

Yours sincerely



Di Farmer MP
Minister for Child Safety, Youth and Women and
Minister for the Prevention of Domestic and Family Violence