



Minister for Transport and Main Roads
Minister for Digital Services

Our ref: PET48667
Your ref: A1092984

18 May 2023

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

Dear Mr Laurie

I refer to petition 3845-22, lodged with the Legislative Assembly on 18 April 2023 about a ban on all off-premise billboards.

Current research on the impacts of roadside advertising on driver distraction does not support an outright ban due to road safety concerns alone. The Department of Transport and Main Roads (TMR) is actively involved in research being conducted by Austroads on the regulation of digital billboards. TMR will review its current policies and regulations when the results of this research becomes available.

TMR regulates roadside advertising signs, including off-premise digital billboards, within state-controlled roads according to the requirements in the Roadside Advertising Manual, available at www.tmr.qld.gov.au/business-industry/technical-standards-publications/roadside-advertising-manual. TMR permits advertising signs in locations where it can be demonstrated the location and operation does not adversely distract drivers, impact road safety or traffic efficiency.

The regulation of roadside advertising on local roads or private premises is a local government responsibility, managed by local government planning schemes and/or local laws. Most of the digital billboards along Lutwyche Road, which is identified in the petition, are under the jurisdiction of the Brisbane City Council.

TMR does not regulate the content (or advertisements) displayed on an advertising sign as it generally relies upon the self-regulatory controls within the advertising industry to enforce minimum standards on roadside advertising signs. See Ad Standards available at <https://adstandards.com.au/>.

TMR may intervene if an advertising sign, or its content, causes a distraction or a road/traffic safety issue. Banning outdoor advertising on the grounds of visual clutter or amenity is a local planning issue and should be raised with the relevant local government.

I trust this information is of assistance.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Mark Bailey'.

MARK BAILEY MP
Minister for Transport and Main Roads
Minister for Digital Services