



ADVERTISING
STANDARDS
BUREAU

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Research Director
Transport and Utilities Committee
Parliament House
George Street
Brisbane QLD 4000

21 November 2016

Dear Sir/Madam,

Advertising Standards Bureau submission

The Advertising Standards Bureau (Bureau) welcomes the opportunity to make a submission in relation to the proposed *Transport Operations (Road Use Management) (Offensive Advertising) Amendment Bill 2016* (the Bill) introduced into the Queensland Legislative Assembly on 8 November 2016.

As indicated in the Explanatory Notes to the Bill, the Bureau is the independent body responsible for administering the complaints resolution component of the advertising self-regulation system established by the Australian Association of National Advertisers.

The Bureau operates as secretariat for the Advertising Standards Board (Standards Board), an independent panel of community representatives established to determine complaints about advertising and marketing communications against the principles set out in the relevant advertising codes. The Standards Board makes determinations on complaints about most forms of advertising in relation to issues including the use of language, the discriminatory portrayal of people, concern for children, portrayals of violence, sex, sexuality and nudity, and health and safety.

The vast majority of advertising and marketing communications in Australia comply with the relevant advertising codes and do not receive any complaints, while the majority of those complained about are not found to be in breach of the codes. Where a breach is found, the Bureau has a record of more than 97% compliance by industry with Standards Board determinations over the past 5 years (more than 99% compliance where the determinations relating to one Queensland based advertiser are excluded) – demonstrating the commitment of the vast majority of advertisers to the system and to maintaining high standards of advertising.

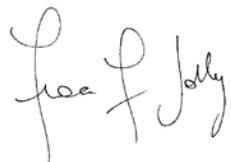
In those very few instances where an advertiser requires further encouragement to comply, the

Bureau has developed a range of enforcement actions to ensure compliance with Standards Board decisions, including referral of the matter to an appropriate government agency. As part of this process, the Bureau has been working with the Queensland Government for some time to find a way to support Standards Board determinations in relation to vehicles with offensive slogans and images in Queensland.

The Bureau has consulted with the Queensland government during the development of the legislation and supports the approach contained in the Bill, which provides that the government will only intervene on a referral from the Bureau and keeps the decision as to the appropriateness of the advertising content within the jurisdiction of the Standards Board. The Bureau welcomes the introduction of the Bill as a means to supporting enforcement of Standards Board determinations in relation to vehicles registered in Queensland. The Bureau also welcomes the opportunity to work with the Queensland Department of Transport and Main Roads in ensuring the continued achievement of effective compliance outcomes for the advertising self-regulation system.

I would be happy to elaborate further on the Bureau's support for the proposed legislation, if required by the Committee.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Fiona Jolly".

Fiona Jolly
Chief Executive Officer