



Monday 3 February 2014

AANA opposes Government regulation of Outdoor Media in Queensland

AANA has today spoken out against the recommendations of a Queensland Parliamentary Committee that the Queensland Government effectively regulate outdoor advertising in that state.

The report which was released on Friday contains a series of recommendations which are inconsistent in tone and substance with the findings of the Committee.

AANA presented evidence to the Inquiry and participated fully in all aspects of the review.

Alina Bain, AANA's Director of Operations and Regulatory Affairs said today "we are most concerned that the Committee has recommended the Government take a sledge hammer to a nut in relation to outdoor media in that state."

"The recommendations are a heavy handed approach to deal with a negligible issue. The level of complaint and breaches against outdoor advertising is very small in comparison to the amount of advertising which suggests that the existing self-regulatory system is working well and appropriately reflects community standards".

"The Committee's report acknowledges this, but then proceeds to recommend the implementation of a system which will allow Government to veto the current self-regulatory protections, and at a cost which will be borne by the Queensland public."

"The proposed regulatory structure will place Queensland businesses at a severe disadvantage against their counterparts in other states and runs contrary to the principle of uniform regulation of a national advertising and marketing industry."

AANA will, together with the Outdoor Media Association, seek to meet directly with the Queensland Government to address the recommendations in the Report.

ENDS

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About the AANA: Founded in 1928, the AANA is the peak national body for advertisers involved in Australia's \$30 billion a year advertising, marketing and media industry. As the respected voice for brands the AANA charter is to inspire and promote responsible, innovative and respectable marketing. At the core of this charter is AANA's clear mandate to maintain and evolve the Codes which underpin the self-regulatory system of advertising in Australia, safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.