1. The Member for Dalrymple, Mr Shane Knuth MP, introduced the Classification of Publications (Billboard Advertising) and Other Legislation Amendment Bill 2013 as a Private Members Bill on 23 May 2013.
2. The Explanatory Notes to the Bill indicate that the primary objective of the Bill is to regulate billboard advertising and mobile billboard advertising throughout Queensland and change the behaviour of the advertising and marketing industries’ use of moderate (Mature (M)) or strong (mature accompanied (MA15+)).
3. The Bill seeks to amend the *Classification of Films Act 1991*, the *Classification of Publications Act 1991* and the *Classification of* *Computer Games and Images Act 1995* to regulate advertising on billboards through classification.
4. The Bill proposes that geographical zones be established which will be classified as
G, PG, M or MA15+. The Explanatory Notes to the Bill indicate that zone classification will be based on the frequency with which children and families access the area, with
G rating areas as the default rating in areas highly frequented by families and children. PG zones must be 15 kilometres from G rated areas. M and MA15+ areas are those least likely to be frequented by families and children and must be at least 20 kilometres from G rated areas.
5. The Legal Affairs and Community Safety Committee tabled its report on the Bill (Report No. 47) on 25 November 2013 and recommended that the Bill not be passed.
6. Cabinet decided to oppose the Private Members Bill – Classifications of Publications (Billboard Advertising) and Other Legislation Amendment Bill 2013.
7. *Attachments*
* [Private Members Bill – Classifications of Publications (Billboard Advertising) and Other Legislation Amendment Bill 2013](Attachments/Bill.pdf)
* [Report No. 47 of the Legal Affairs and Community Safety Committee on Classifications of Publications (Billboard Advertising) and Other Legislation Amendment Bill 2013](Attachments/Report%20No%2047.pdf)