



The Hon. Jaala Pulford, MP  
Minister for Roads and Road Safety  
Level 20 1 Spring Street  
Melbourne VIC 3000

Dear Minister,

We are writing to draw your attention to the passage of legislation in two states and one territory preventing the van hire company Wicked Campers from advertising sexist, misogynistic and racist slogans and imagery on their camper vans. It is our hope that you will do what you can to have Victoria follows suit.

For many years, Wicked Campers has attracted widespread criticism for normalising violence against women. The vehicles are notorious for their sexually explicit slogans and imagery, some advocating rape and murder. The company has also been criticised for its anti-gay and racist slogans. Images of these vehicles can be seen at [https://www.collectiveshout.org/wicked\\_campers](https://www.collectiveshout.org/wicked_campers).

To date, Ad Standards has upheld over 80 complaints against the company. However, the panel has no powers of enforcement and there are no penalties for non-compliance. As a result, Wicked Campers has ignored all rulings against it. Given the advertising code is voluntary, there is nothing to stop Wicked Campers from promoting content that vilifies women.

In 2015 the company released a sarcastic media release mocking complainants, stating, "We employed a team of highly-intelligent, socially-conscious super monkeys to closely monitor the subject matter featured on our vehicles and scream loudly when offended."

Given Wicked Campers' refusal to comply with Ad Standards rulings and its ongoing disregard for community attitudes and research demonstrating the harms of objectified portrayals of women (*J Sex Res.* 2016 May-Jun; 53(4-5):560-77. doi: 10.1080/00224499.2016.1142496. Epub 2016 Mar 15. *Media and Sexualization: State of Empirical Research, 1995-2015. Ward LM*)), state governments must take urgent action to bring the company into line. Queensland, Tasmania and ACT have all taken legislative measures to force compliance – or risk de-registration.

In 2016 Queensland passed the Transport Operations (Road Use Management) (Offensive Advertising) Amendment Bill enabling the Department of Transport and Main Roads to cancel a vehicle's registration if the owners did not remove offending slogans within 14 days of an Ad Standards ruling.

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**Collective Shout**  
PO Box 781  
Neutral Bay NSW 2089  
Australia

Under the Road Transport (Vehicle Registration) Regulation 2000, in the ACT, the Road Transport Authority can refuse the registration of a vehicle if it has previously been cancelled and suspended in another jurisdiction. ACT Minister for Justice, Consumer Affairs and Road Safety, Shane Rattenbury, stated that vehicles de-registered on this basis in other states would will not be eligible for registration in the ACT.

Similarly, in 2017 a spokeswoman of the Northern Territory, Infrastructure, Planning and Logistics minister, Nicole Manison, said:

*“The Northern Territory’s Motor Vehicles Act allows the Registrar of Motor Vehicles to cancel registration of vehicles which are ‘a source of annoyance to the public’, which likely includes vehicles displaying sexist, discriminatory or otherwise offensive advertising.”*

In 2017 Tasmania also took action against sexually explicit and discriminating slogans and imagery featured on Wicked Campers vans in response to complaints about slogans displayed on the rental vehicles. The *Vehicle and Traffic Amendment (Offensive Advertising) Bill* provided that where *Ad Standards* has determined that advertising on a vehicle breached the Code and had issued a breach notice to the Registrar of Motor Vehicles, registration must be cancelled.

On behalf of our thousands of supporters, we are asking that you move to implement similar legislation. We note that Victoria has taken a strong stand to address violence against women and commend your state’s commitment to the National Plan to Reduce Violence against Women and their Children. Moving to outlaw sexist and degrading slogans such as those features on Wicked Camper vans would further demonstrate the commitment of your government to addressing sexism in all its manifestations.

Thank you for your consideration. We look forward to your response.

Yours sincerely,



Kylie Virtue

Melinda Tankard Reist

Chair

Movement Director

12 February 2019