THE FEDERAL
REDISTRIBUTION
QUEENSLAND

Submission CS43

Jenny

Please don’t name an electorate Irwin!

Who do you think of when you hear the name Irwin? I reckon for most people it wouldn’t be someone who’s been dead for more than 20 years.

A lot of people will think of Bindi.

A lot more people will think of Bob, also known as Robert.

He’s the one who:

- appeared in undies advertisements for Bonds;
- used to host the Australian version of I’m a Celebrity … Get Me Out of Here
- won Favourite Australian Media Personality at the AACTAs in February 2005 and 2006;
- presented the Logies in 2026;
- was on Graham Norton the other night, and
- in 2027 will be hosting Network 10's revival of Australian Ninja Warrior.

Federal electorates should commemorate people and their contributions to Australia, not inadvertently promote a contemporary celebrity's commercial brand. Before naming an electorate Irwin, please consider whether the name would genuinely serve its commemorative purpose or create an unintended association with commercial entertainment.