



From: Mirabai (Rachel) Vines  
Sent: Tuesday, 20 June 2017 4:53 PM  
To: Committees  
Cc:  
Subject: Billboard Submission

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Hi, I would like to make a statement for the Inquiry into the Billboards. I am not familiar with the submission process, however as a resident, still feel I have the right to make comment.

I am a parent, and a business owner in Canberra and I absolutely opposed to changes to the billboard policy which make it easier for Billboards to be put up. I think any changes should be to make it harder for people to make grand advertising statements in Canberra - for example, those who are trying to get around it such as the McDonalds advertising on the side of a huge truck I saw at our local shops. Appalling! I was offended by this.

What I love most about our city is our privacy in public spaces, and that we are not inundated with advertising. I love driving into town and I have a sigh of relief, coming back from Sydney, that my personal space is not interrupted by consumerism. I hate that, and it's one of the reasons we live here. I used to live on the Central Coast and its awful, neon lights, advertising of big business, more money, more spending more stuff - more crazy! I say NO!

I want to continue to raise my family without this kind of assault on their senses, and to be free to think for themselves. We have enough advertising - too much - and we don't need more of it! Online is proven to be more effective, we have emails, brochures, tv, and I could even choose to buy it through print media. Its even on cars and buses and taxis - Why on earth would we agree to have more?

Lets have some space around it.

Don't do it. It doesn't serve us and it would be hard to go back. There is no big push for it from Canberra residents - I don't see people going around wishing we had more advertising and more billboards - I see people appreciate our landscapes, our tree lined streets, our peaceful neighbourhoods and our beauty. They appreciate non neon lights, and the sunsets. We appreciate the mountains. I appreciate our safe driving, without disturbances. And we appreciate that we can walk around without insult to our sense. Advertising is not beautiful, its toxic. This would be change for change sake. Absolute nonsense to consider this.

This change does NOT support residents, but only supports corporations, consumer culture, and governments. It affects us, rather than supports us.

I ask that you please also consider my submission, with many thanks  
Rachel Vines



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