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**From:** David Pollard [REDACTED]  
**Sent:** Tuesday, 20 June 2017 2:58 PM  
**To:** Committees  
**Subject:** Attention: Standing Committee on Planning and Urban Renewal, RE: Billboard Advertising

**Categories:** PUR

Dear chair and members,

I am making this submission to the **Standing Committee on Planning and Urban Renewal** regarding **Billboard Advertising**.

Submission by:  
David Pollard



Through various channels including the Gungahlin Community Council and the Crace Community Association, I have sought feedback from members of the public to support my submission.

While only 9 people engaged on the topic in the short window given to them, 8 joined me in being strongly against relaxing the current stance on billboard advertising, and the 9th was not in strongly in favour, though not against relaxing the current stance. I cannot imagine there are many, if any, individuals in Canberra who think "more billboard advertising would make my life better". It should be the role of this committee to make decisions based on improving the lives of Canberrans. I ask the committee to consider what benefit would be provided by relaxing the current stance, and who would receive this benefit.


I represent several community groups and associations including those mentioned above. From the perspective of a community group competing for the attention of members of the public, we would find it even more difficult to compete with billboard advertising. As it is, our advertising budgets are so small that we must often rely on grassroots campaigns and word of mouth, and allowing billboard advertising will make those campaigns even more difficult.

Most the Terms of Reference (other than number 1 defining the issue) relate to the impact billboards may have on Canberra, and limiting the negative impacts they will bring. Given that it appears obvious that there are indeed negative impacts that will need to be managed and mitigated, I ask again, where are the positives for my day to day life? How will my children benefit from intrusive advertising being the status quo while they grow up?

Finally, when considering term 1.d – comparative analysis with other jurisdictions, I urge you to consider the strengths of our current position, rather than simply "bringing ACT in to line". Canberra can and should be a leader, and not simply follow other states. They should be following Canberra.

I am willing to appear at a public hearing.

Regards,  
David Pollard

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