

**Submission to the standing committee, inquiry on billboards in the ACT**

**By Rolando Ochoa**



Dear Members of the Standing Committee,

I wish to make a submission to voice my strong opposition to any form of billboards in the ACT.


As an academic who has lived and worked in 4 countries and as many continents, and who now proudly calls Canberra home for me and my family I was very pleasantly surprised when I noticed how clean and visual-pollution free the city is compared to many others. Besides my personal taste please consider the following:

- The negative effects of advertising on children have been well documented, for example by the American Psychological Association (see [here](#)).
- Extensive research has been carried out on the negative effects of visual pollution, just an example [here](#).

The fact that Canberra is billboard free enhances our quality of life and that of our children as they are not subjected to a daily barrage of advertising.

Please keep the ACT billboard free.

Best  
Rolando Ochoa

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