

**From:** Matt Fenwick [REDACTED]  
**Sent:** Tuesday, 20 June 2017 3:56 PM  
**To:** Committees  
**Subject:** Submission re: billboard enquiry

**Categories:** PUR



Hi,

I would like to make a submission against adding billboards in the ACT.

I note that 3(c) in the terms of reference speaks of potential enliven urban areas. There are many other ways of enlivening urban areas which do not pose the same risks of adding visual clutter, and detracting from our city scape. Urban sculptures, pop-up performances, lighting, busking: these are all features that add to the vibrancy of our city.

Billboards, in contrast, are purely commercial, and do little to bring vibrancy.

In addition, regarding 3(a), with so many business advertising online and using social media to promote their services, there is no necessity for them to use billboards. Billboards are a crude, older-generation form of advertising in that they display the same message to everyone who passes. There are plenty of other avenues which can be better targetted - and without creating visual pollution in our city-scapes.

Thank you for the opportunity to make a submission.

Kind regards,

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**Matt Fenwick**

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