

# Submission on Billboard Inquiry

## Standing Committee on Planning and Urban Renewal Inquiry into Billboards



	A.C.T. LEGISLATIVE ASSEMBLY COMMITTEE OFFICE
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Submission by Daniel Gamper



Hello,

Submission to the Inquiry into Billboards by the Standing Committee on Planning and Urban Renewal

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As a proud returned ACT resident I am **STRONGLY OPPOSED** to any form of billboard advertising in the ACT.

The lack of visual pollution allowed in the ACT by the absence of billboard advertising is one of the ACT's understated benefits.

As someone who has within the past few years returned to the ACT after 15 years living in several other places around the world, I can say that no-where else offers the visual peace offered by the absence of billboard advertising here. I'd go so far as to suggest that there may be a measurable public health benefit associated with our lack of billboard advertising. My partner (who is not from here originally) agrees, having brought this to my attention shortly after we settled here a few years ago.

Other towns have a much more aggressive visual environment than ours, punctuated by subjective rubbish like the 'Want longer lasting...' posted much larger than even the most well-endowed life, in plain view across the otherwise peaceful backdrop of day to day life. 'Enjoy Choke', 'Anyhow have a ...', Something you 'need', something you want, blah, blah, blah. Please go away. But it doesn't.

It is not pleasant.

It can be ugly.

It can be noisy.

It is distracting (traffic accidents anyone? Imagine combining the ACT driver's love of tailgating with roadside billboards along the Tuggeranong Parkway – I might go into the panel-beating trade and advertise on a billboard on Glenloch Interchange!).

It serves no-one except the owners of the advertising space (in Sydney, for example, often the advertising is for advertising on the space itself – not even advertisers are interested).

It is out-of-date. You don't see Google, Facebook, Microsoft, etc... making any of their revenue out of billboard advertising, or being threatened by it. Billboard advertising is used by organisations looking to saturate advertising space with their ads to prevent their competition from doing so. No-one seeks out billboard advertising.

It does not belong in Canberra. The nation's seat of government should not have its environment visually spruiking the subjectivity of advertising material.

I strongly oppose any change at all to the current situation of billboard advertising in the ACT and current legislation. Just leave it alone. Find another way to fund the light-rail project.

Find something else to do. We do not want billboard advertising in the ACT in any shape or form. Leave it out.

Thank you.

Daniel Gamper.