

From: Dean Spaccavento [REDACTED]
Sent: Tuesday, 20 June 2017 2:16 PM
To: Committees
Subject: Billbaord Advertising Inquiry

Categories: PUR



Good Day,

I would like to make a very brief submission opposing any legislative action that would allow for increased billboard advertising in the ACT.

Canberra benefits greatly from our surroundings being unencumbered by advertising, creating a built environment that is more liveable. As a refugee from Sydney, I believe that Canberra has a significant competitive advantage against other urban centres due to this livability.

If we are to attract new people to this city, it will be in part because of the quality of life Canberra presents. Part of this is the lack of advertising bombardment in our city.

As the owner and CEO of a business (Reposit Power) I am also very aware that any advertising conducted offline is a poor investment when compared to online advertising. So not only would increased billboard advertising make our city ugly, it would also result in a less commercial activity due to the opportunity cost of not advertising online.

Thank you for considering my submission,



Dean Spaccavento
Chief Executive Officer



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