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SUBMISSION ON INQUIRY INTO BILLBOARDS

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Renewal

Billboards are even now coming to be recognized as a negative social and environmental influence, so why would we in the ACT want more at a time when other cities are trying to remove them?

Aisha Swinton-Thomas

To Whom it may concern,

The Australian Capital Territory is a unique environment not just through its historical and cultural origins. It has established a unique environment and feeling relative to other Australian cities through careful policy and the confidence to restrict needless commercialism which would often go unquestioned in other cities. This has meant that while other cities have become crassly festooned with billboard advertising, along with the associated often misogynist and consumerist messages associated, Canberra has remained beautifully and uniquely free of this scourge.

At a time when many other large cities (such as London) are starting to re-examine the influence which they allow billboarded public advertising to exert over their cities and skyline, why would we in the ACT rush to reverse the previous good governance we had enjoyed, especially under the guise of 'reviewing our policy'?

It has been distressing to see that the ACT government has decided that it is easier to not enforce or police the policies which have been in position (especially in relation to the advertisements displayed on the Canberra centre car park) and that this environment of permissive corporate collaboration has now seen the opening of an inquiry into whether to allow MORE advertising publically in Canberra.

It would be immensely saddening to see a policy which had previously so effectively set up and enforced the rules around its own appearance to be dropped after it had so successfully achieved a wonderful, unique and naturalistic environment in Canberra. And it would be incredibly sad to see our fair city go down the road of Sydney, London et al, and become just another corporate logo slathered city of commercialist billboards.

Yours,

Aisha Swinton-Thomas

