

**Submission – Inquiry into Billboard**

Dear committee,

Thank you for the opportunity to provide a submission into the inquiry into the way in which billboard advertising is and could be regulated within the ACT.

One of the things I value about living in the ACT is the beautiful public spaces and natural environment that surrounds our city. Our city sits neatly within the natural environment, presenting what often feels like a seamless transition between our town centres and suburbs and the bush surrounds. This feels like an inherent part of our city – a city that was designed to be the bush capital, one that sits as naturally as possible within the beautiful environment.

A large part of this aesthetic beauty is the lack of advertising within our city. Living in Canberra we are not bombarded every day with huge billboards or large advertisements. Our city is not polluted in this way.

I have noticed recently that this trend has begun to reverse and that billboards and advertisements have been popping up in places where I suspect they are not technically allowed. This is a shame as I feel as though we are losing much of the historic feeling of our city. I respect Canberra as a large country town, with a country town style community. This is an ethos I would like to keep even as we grow.

I therefore would strongly oppose any moves to lessen regulations on billboards in our city. I do not want our bush lined streets, or the views in our town centres, spoiled by large outdoor advertising. I do not want to values that make this city so beautiful spoiled by huge ads that we do not need.

I travel to cities like Sydney and Melbourne, and I love them. However I always feel overwhelmed in those places by the sheer intensity of everything that surrounds you. A huge part of that is the mass of outdoor advertising that invades every part of the city. I return to Canberra and feel a sense of peace – a sense that I believe is integral to our national capital.

I therefore request that there is no lessening of restrictions on billboards in the ACT, and that in fact enforcement of current restrictions becomes a greater priority. I feel as though the very nature of our city depends on this.

Kind regards,

Simon Copland

	A.C.T. LEGISLATIVE ASSEMBLY COMMITTEE OFFICE
SUBMISSION NUMBER	71
DATE AUTH'D FOR PUBLICATION	27/6/17

