

From: Julie Barnes
Sent: Thursday, 22 June 2017 4:10 PM
To:
Subject:



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I urge the Standing Committee on Planning and Urban Renewal to please find against the introduction of billboards in Canberra. Billboards are unsightly and a dangerous distraction to drivers. Much has been reported about how unsafe it is for a driver to look at a mobile phone while driving, even for a few seconds. How then can it be justifiable to allow the placement beside Canberra roads of billboards, the sole purpose of which are to attract drivers' attention towards the advertisements on the billboards and away from the road and the task of driving?

The aesthetics of Australia's unique Bush Capital environment will be ruined by billboards. In addition, the content of billboards in other jurisdictions has often been found to promote sexist attitudes, or imply violence against women. Why would we not want to protect our residents from such abusive material that has no place in our modern, progressive city?

Billboards would be a retrograde and destructive step in so many ways. As the Canberra Times reported recently: "US psychologist Tim Kasser, who visited Canberra recently, collated much of his and others' research in his book The High Price of Materialism, and it shows a clear causative link between exposure to advertising and increased materialism, which, in turn, is linked to higher rates of depression, mental illness, interpersonal violence and antisocial behaviour.

As Kasser and his colleagues show, and as the great bulk of us recognise when telling pollsters that it depicts an unrealistic picture of our lives, advertising emphasises selfish values, values of wealth and status, modelling and moulding cultural norms to present us to ourselves and each other as nothing more than consumers. The more advertising we are exposed to, the less ability we have to care for each other and our environment, and to embrace the compassionate, cooperative aspects of human nature...."

Billboards are not wanted in Canberra. The government's role is to take our city forward, not backwards. To this end, billboards must be banned for now and forever.

Julie Barnes

ACT LEGISLATIVE ASSEMBLY COMMITTEES OFFICE	
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This email is in reference to:
Inquiry into Billboards
Invitation for submissions

To make a submission by email, send an email with attachment/s to:
Committees@parliament.act.gov.au; or Annemieke.Jongsma@parliament.act.gov.au

Submissions are to be lodged by COB 20 June 2017.

Submissions are to be prepared in accordance with the submission guidelines. View submissions guidelines.

Send hard-copy submissions to:

Standing Committee on Planning and Urban Renewal GPO Box 1020 CANBERRA, ACT 2601 Australia
For any further questions phone the Secretary on (02) 6205 1253 Terms of
ReferencesSubmissionsHearings and TranscriptsQuestions on NoticesReports Government
ResponsesOther documents The Committee resolves to inquire into billboards for outdoor
advertising in the present - Ninth - Assembly, including into: