

[REDACTED]

From: Committees
Sent: Monday, 19 June 2017 10:55 AM
To: [REDACTED]
Subject: FW: Submission for the Inquiry into Billboards 2017 [SEC=UNCLASSIFIED]



From: Thomas Hambleton [REDACTED]
Sent: Monday, 19 June 2017 10:36 AM
To: Committees
Subject: Submission for the Inquiry into Billboards 2017

To the Standing Committee on Planning and Urban Renewal regarding the Inquiry into Billboards

My thanks for taking submissions on this topic.

I am strongly opposed to an expansion of outdoor advertising in the ACT.

One of the first things I noticed when initially arriving in Canberra in 2009 was the lack of visual pollution in the form of advertising. It was a breath of fresh air.

Display advertising serves to manufacture demand where none currently exists. In our modern world if a person is in need of a good or service they have ample opportunity to conduct their own searches using the internet, thus the benefit to the average citizen of display advertising is zero.

Advertising imposes a negative externality on people. People's attention is a finite resource and advertising serves to sap that resource for the benefit of nobody but the advertiser. It is nice to go about your day without having to mentally bat away impositions from corporate advertisers intent on instilling a want in my mind where there is no need. Let's not lose that.

Advertising companies will no doubt attempt to make a case based on revenues provided to the territory in return for being allowed to establish display advertising. I would counter that for the average citizen to receive benefits great enough to compensate for the loss of amenity and for the increased mental pollution that advertising creates that fees paid to the territory would have to be so great as to make the whole outdoor advertising business uneconomic.

Many cities are attempting to *reduce* rather than expand outdoor display advertising. The most famous example is the Brazilian city of Sao Paulo[1]. Other cities such as Tehran have experimented with replacing advertising with art[2].

As Canberra grows let's learn the lessons of other cities that have come before us and avoid blanketing our lovely city with visual trash.

With many thanks,

Thomas E. Hambleton

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A.C.T. LEGISLATIVE ASSEMBLY COMMITTEE OFFICE	
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[1] <https://www.newdream.org/resources/sao-paolo-ad-ban>

[2] <https://www.theguardian.com/cities/2015/aug/11/can-cities-kick-ads-ban-urban-billboards>