

[REDACTED]

From: Mark Ferguson [REDACTED]
Sent: Tuesday, 20 June 2017 6:20 PM
To: Committees
Subject: Inquiry into Billboards

To the Standing Committee on Planning and Urban Renewal,

I am writing in regards to the Inquiry into Billboards in the ACT.

The inquiry is concerning in that the Terms of Reference appear to be based on the pre-conceived assumptions that:


- there is a problem with the existing regulations in the ACT that requires at least some level of change
- there is actually some potential public benefit to be found in reducing the current billboard regulations in the ACT

There is no public benefit to billboard advertising. Any benefits to be had will be reserved solely for the companies advertising, most of which are large national or international corporations and not local businesses, and the billboard owners themselves which are also largely private entities.

In a time where some of the largest cosmopolitan cities and tourism hubs around the world are desperately trying to address and curb the negative impact that billboard advertising has done to their public landscapes, Canberra is in the unique position of being able to prevent this situation from ever taking root.

Please strongly reconsider any relaxation of existing billboard regulations. Any short term financial gain realised by selling advertising place will be dwarfed by what is lost in the long term by removing one of the key aspects making Canberra one of the worlds most liveable cities.

Kind regards,
Mark Ferguson

	A.C.T. LEGISLATIVE ASSEMBLY COMMITTEE OFFICE
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