

[REDACTED]
From: [REDACTED]
Sent: Tuesday, 20 June 2017 4:22 PM
To: Committees
Subject: Inquiry into Billboards

Categories: PUR



To the Standing Committee on Planning and Urban Renewal
GPO Box 1020
CANBERRA, ACT 2601

Canberra is one of the most live-able cities in the world. It is known for its bush capital status and aesthetically pleasing setting. This would be compromised if there was to be a relaxing of the regulations associated with billboard advertising, taking away from the natural beauty that we all benefit from.

It is particularly concerning to see that there is consideration of 'new billboard technology' which may include electronic billboards. The carbon footprint, light and visual pollution arising from these is not something that I believe our city should be supporting.

Advertising is insidious. It is designed to make us want to spend money to benefit someone else. They use strategies designed to make us dissatisfied with our lives. I currently have a choice about the advertisements that I see or hear and those that my children see or hear. Billboard style advertising removes my choice and benefits the advertiser (which is why they are prepared to pay for it) not the community.

Please keep the natural values of our city intact for future generations to enjoy without the constant bombardment of advertising.

I request that the personal details of my submission (name, address and email address) NOT be made publicly available.

Regards,

[REDACTED]

A.C.T. LEGISLATIVE ASSEMBLY COMMITTEE OFFICE	
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