

From: [REDACTED]
Sent: Wednesday, 9 February 2011 11:59 PM
To: Committee, SPLA (REPS)
Subject: REGULATION OF OUTDOOR ADVERTISING

Submission NO: 10
Date Received: 10-2-11
Secretary:

Greetings,

This is in response to your advertisement in today's "The Australian". the first I have heard of this enquiry.
In my opinion:

- [1] It is essential, not to regulate outdoor advertising, but to BAN it, except for the instance listed at [2]
- [2] Property owners should be allowed to advertise their own product on signs which are clearly limited as to size and placement
- [3] All third-party billboards should be banned completely
- [4] Why? - because they are ugly, intrusive, unnecessary "litter-on-a-stick" which (as you note) we cannot avoid, unlike newspaper, radio, TV or magazine advertising where we can flick the page or the switch (and so often do)
- [5] The view from a road is public property and not to be appropriated by crass commercial interests
- [6] Can it be banned? - YES! See Sweden, England, Austria, France etc - even some American states, for goodness sake, have banned billboards along their interstate highways (Maine, Alaska, Hawaii I believe)
- [7] Does self-regulation work? Of course not! What a simple idea! As John Maynard Keynes said, there is no reason to think people pursuing profits will work for the common good
- [8] Will any good come of your enquirer? I doubt it very much. It would take a firm decision, firmly executed, to stop us being increasingly subjected to ugly billboards, and I don't think the Australian government is capable of taking firm decisions and executing them firmly. Your enquiry, and this submission, are a waste of time because you will change nothing and our environment will be increasingly uglified by billboards.

How I hope you'll prove me wrong.

Go well, Hugh Dakin
[REDACTED]
[REDACTED]