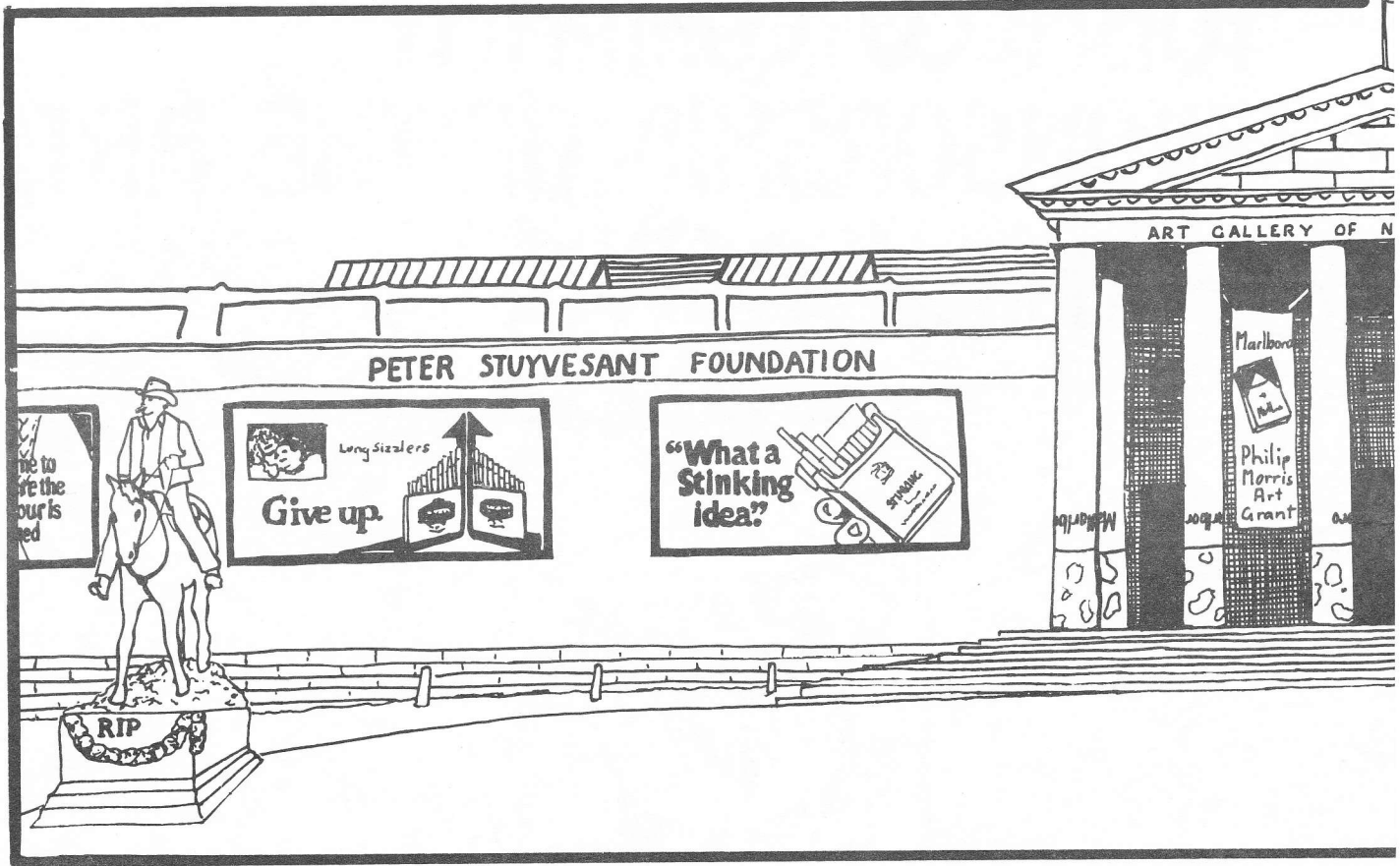


TOBACCO COMPANY SPONSORSHIP OF THE ARTS... —THINK AGAIN.



Tobacco companies take



The pathetic attempts of the tobacco companies to prop up their dying industry by associating themselves with the glamorous images of art and sport is the ultimate in cynicism.

Since their advertising was banned from radio and television, they have spent millions sponsoring public events which give them a way to keep their brand names in the public eye.

What has smoking got to do with sport, other than the fact that most sportspeople don't smoke? Nothing. What has smoking got to do with art, other than the fact that smoking is not allowed in galleries? Nothing.

But its even sneakier than that. Just like children who try their first cigarette thinking that they can take it or leave it, art galleries have been duped into accepting easy money from the tobacco companies. Once the financial dependence is established, there's no turning back.

The tobacco companies deal in human lives. They bleed the Australian public of over one thousand million dollars each year. How can a government which claims to have a policy of smoking reduction allow our public instutions to be desecrated by these legal drug pushers?

over Australian culture



The Sydney Morning Herald.

THE car is painted red and white. It closes in on the television cameras many times during its relentless laps around the oil-stained Bathurst circuit.

The name MARLBORO is written on the bonnet. The car looks like a furious, mobile cigarette packet as it zips frenetically round and round.

In the advertisements preceding this year's race, the car lapped the TV screen. A final blur of colour froze and hardened to a red and white replica of the Marlboro pack. In the 1980 Bathurst 1000, the Philip Morris company in conjunction with the GMH Holden Dealer team, hit the jackpot.

Drivers Peter Brock and Jim Richards came home first: newspapers and television carried photographs and stories featuring the two men grinning broadly. They were wearing little caps with MARLBORO written on them, little MARLBORO signs were stitched onto their jackets.

The House of Dunhill advertisement currently on our television screens uses the familiar props of Dunhill commercials: the well-groomed, 'expensive' looking couple, lots of gold colour, that snappy theme music. There are gold cigarette lighters, smoking accessories: everything but the actual cigarette packet.

AT the entrance to the new Queensland Art Gallery in Brisbane is a sign that says "No smoking".

But inside the gallery, there are five special exhibitions, two of them sponsored by tobacco companies.

These are the exhibition of 47 works of Kandinsky, brought to Australia by the Peter Stuyvesant Cultural Foundation, and "The World of Edward Hopper", 97 works by the American artist, sponsored by the Philip Morris Arts Grant.

There are three major tobacco companies in Australia — Rothmans of Pall Mall (Australia) Ltd, which brings you Dunhill, Peter Stuyvesant, Winfield and others; Philip Morris (Australia) Ltd (Marlboro and Alpine); and Amatil whose subsidiary W.D. and H.O. Wills administers what it calls the Benson and Hedges Company (B & H and Sterling).

When you ask the companies why they sponsor such a number of ostensibly non-returning projects, the stock answer is that they want to be seen as "good corporate citizens".

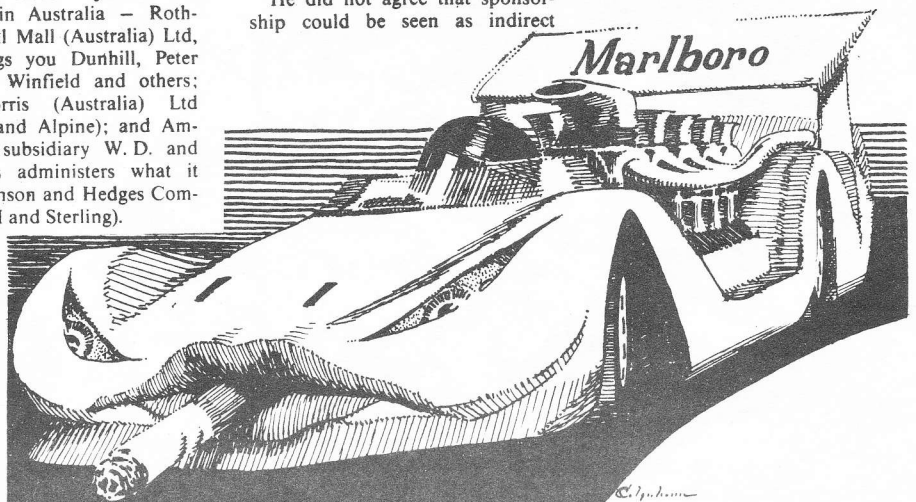
Barry Smith was franker. He said there were two reasons.

"One is the citizenship role. The other is that sponsorship gets the name of your company in front of the public in a desirable fashion. I don't seek to claim that there is no self-interest. There must be an interest on the company's behalf in keeping your name in front of the public."

He did not agree that sponsorship could be seen as indirect

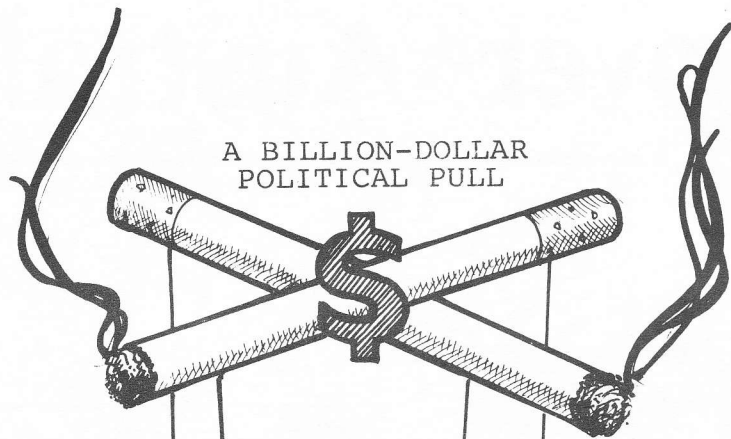
advertising. The company was not promoting its products, only its image. In the case of Benson Hedges, the emphasis was on sponsoring "quality".

Mr Frank Hunt is Media Group Head of the Philip Morris account in the Leo Burnett advertising agency. Eight associate advertising agencies are involved in the creation of advertising concepts for Philip Morris products such as Marlboro, Alpine, and Peter Jackson: "It is a very delicate industry ... we have our traumas."



SPEAK UP

A BILLION-DOLLAR
POLITICAL PULL



Because of the financial and political blackmail the tobacco industry exerts on Australian society at every level, it's no good sitting back and saying "they should do something about it".

BUGA UP is a movement of citizens concerned about the welfare of Australia's children who are growing up in an environment bursting at the seams with "saturation" advertising for unhealthy products and lifestyles.

For three years now we have been "refacing" billboards to expose the fraudulent images of the legal drug pushers. Some of us have gone to gaol for speaking the truth in this way.

WE ASK YOU TO LODGE A FORMAL COMPLAINT WITH THE GALLERY MANAGEMENT.

You can help BUGA UP by sending a donation to

Box 78
Wentworth Building
University of Sydney, N.S.W. 2006

Or, better still JOIN US.



WENTWORTH COURIER Wednesday, August 11, 1982

• THE Premier, Mr Neville Wran, at the wheel of the Alfa-Romeo Formula 1 grand prix racing car, an exhibit in the Art and Technology show at the Art Gallery of New South Wales.



GUESS WHOSE SON IS A ROTHMANS EXECUTIVE?