

# BILLBORED

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THE UN-OFFICIAL NEWSLETTER OF B.U.G.A. U.P.  
BILLBOARD UTILISING GRAFFITISTS AGAINST  
UNHEALTHY PROMOTIONS

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## VICTORY ON GOVT. TRANSPORT

The N.S.W. Labor Government has resolved to end advertising of tobacco products on government transport and associated property. The decision was made on March 9 after Cabinet decided that it would be hypocritical to continue advertising cigarettes on its property while the Health Commission carried out its "Quit for Life" stop smoking campaign, due to start in May.

Earlier this year Earlwood M.P., Mr. Ken Gabb, moved to have cigarette advertising removed from all government property, which would include sports grounds. The government was not prepared to deny the tobacco industry this essential avenue of television advertising, so it compromised on trains, busses and ferries.

The ban will be implemented by simply not renewing contracts when they expire. This tactic meant that the government did not have to go so far as to legislate against tobacco advertising, thereby taking a stand against the industry. The shock to the advertising industry is also buffered by virtue of the fact that the contracts will run another 12 months or so on State Rail Authority property and up to two and a half years for the Urban Transit Authority.

A lot of paint will spray from the can in that time.

Once the ban takes effect, it will have a significant impact on the amount of poster advertising of cigarettes in N.S.W. as there is currently an enormous number of ads on busses and railway platforms. Many roadside billboards are also on S.R.A. property, in fact many court actions against billboard graffitists have been taken by the S.R.A.

## B.U.G.A. U.P. OFFENSIVE PAYS OFF

The Department of Transport claim that the ban will cost them \$700,000 per year in lost revenue. This is clearly nonsense, as other advertisers will take the vacated space and pay more for the same sites, since the tobacco companies currently get discounted bulk rates. More importantly, the bulk of B.U.G.A. U.P. activity will be shifted away from government property, saving what the S.R.A. calls "hundreds of thousands of dollars of vandalism to billboards". Of course, some unhealthy promotions will remain, especially alcohol, and B.U.G.A. U.P. will no doubt continue to provide commuters with some relief from their compulsory diet of billboards.

B.U.G.A. U.P. has played a significant role in forcing the government to stop pushing tobacco. In 1981 the "Summer Offensive" was launched, with the explicit intention of exposing the hypocrisy of the government. Billboards across the State were refaced with the message "Your Government Pushing the Drugs They Warn Against" and various slogans denouncing Mr. Cox, the minister for transport, and chief government drug pusher.

The campaign branched out into new territory this year when concerted raids on bus depots resulted in hundreds of busses at a time taking to the streets displaying refaced cigarette and beer advertisements. This, added to persistent attacks on railway platform billboards and the publicity surrounding court cases, finally proved too embarrassing and the government was forced to act. (see "Doctor on B.U.G.A. U.P. charge, elsewhere in this issue.)

## INDUSTRY TAKEN BY SURPRISE

As well as the pleasant reduction in the amount of cigarette advertising which will result, the ban will have more far-reaching implications. N.S.W. is the fourth state government to adopt a policy against cigarette advertising on their property, the others being Western Australia, South Australia and Victoria. This means that all Labor States have realised that "it's Time" (to stop pushing drugs). With the new Labor federal government, there is a good chance that the States will act in concert by adopting realistic policies against cigarette promotions of all sorts.

The tobacco and advertising industries are now very much aware of this threat, although the N.S.W. government's move against them seems to have come as a surprise. Discussion of the ban seems to have been relatively free of industry lobbying, possibly because they were unaware of the impending disaster, but more probably because their traditional sense of invincibility made them feel that there was no way their old friend Neville Wran would betray them.

When the decision was announced, the predictable cries arose immediately the secretary of the Federated Tobacco and Cigarette Workers' Union complained to Mr. Wran that restriction of advertising would threaten the jobs of the 26,000 people in N.S.W. involved in the tobacco growing, manufacturing and marketing industries. He added that another 1000 are to be employed at the proposed Pagewood plant, approval for which Wran himself pushed through. It seems that no-one has told this Union that the industry vehemently denies that advertising affects total tobacco sales, and hence jobs.

The advertising industry was not amused either. John Lawrenson, federal director of the Outdoor Advertising Association said "We are most dissatisfied with the action of the government. The censorship aspect is most worrying. It is an arbitrary decision. Who is to say what product should or should not be advertised or sold?". Bruce Cormack, federal director of the Australian Federation of Advertisers, was particularly upset that they had not been given warning of the move, a luxury to which they had obviously become accustomed: "We are most disturbed because the advertising industry has been continually assured by senior State and Federal politicians that consultation would take place but there was no consultation when this ban was implemented. The ban presupposes that advertising and smoking are related and this is just not true." If it's not true, why aren't the advertising agencies being sued by the tobacco companies for ripping them off?

Peter Long, federal director of the Australian Association of National Advertisers still maintains that advertising is invisible to children: "cigarettes are a legitimate product and they can be sold to anyone over 18". His real fear came out when he added "There's a who's next syndrome - we are all in one boat".

How long will it take the advertising industry to realise that it's time to throw the legal drug pushers who bring disrepute to the whole advertising industry out of that boat? If they don't do it soon, they will surely go to the bottom together.



The "BRERETON" movement scored a major victory just weeks after its launch last month, when their patron announced that cigarette ads would be banned from transport commission property.

## SYDNEY COUNCIL SAYS NO TO PUSHERS

Last October, philip morris drug pushers took to the streets of Sydney trying to give away their chesterfield cigarettes (having not succeeded in selling them). Women wearing white uniforms paraded up and down streets stopping passers-by to offer them free samples. Although promotions of this sort are common in shopping centres, it is unusual for them to take place on a public street, and an 18 year old member of the public challenged their right to use public streets in this way. He wrote to Sydney City Council asking whether philip morris had been given permission to conduct this promotion.

In February this year, the Council replied that philip morris had not applied for permission, and if they had it would not have been granted, as the Council disapproves of all types of advertising or promotional activities in the streets.

The Town Clerk has written to philip morris warning them not to do it again, although they were not prepared to take any retrospective action.

Readers are urged to write to their local council, requesting that they adopt a similar policy.

## B.U.G.A. U.P. AGAINST CORPORATE VIOLENCE

A Peace March was held in Sydney on Sunday the 27th of March. An estimated 60,000 people marched through the city from Hyde Park to the Domain in protest at global violence.

A small contingent of B.U.G.A. U.P. activists set out from the starting point, marching under a banner reading "B.U.G.A. U.P. Against Corporate Violence". As they left Hyde Park, their presence was announced over the public address system, and the crowd of spectators expressed their support with clapping and cheering.

Hundreds of people joined in to march under the B.U.G.A. U.P. banner, driving the ASIO and Special Branch photographers wild. Many members of the public took the opportunity to meet the "phantom sprayers" face to face. A fine time was had by all, swapping favourite graffiti slogans and telling tales of near arrests while on the job.

## B.U.G.A. U.P. AWARD

The "1982 B.U.G.A. U.P. AWARD FOR TASTELESS ADVERTISING" has been granted to Mojo advertising for one of their sterling advertisements.

The ad appeared in the newspapers on the day of the City to Surf Fun Run last year. It featured a photo of the crowd surging down William Street, with a pair of hands in the foreground, one offering the other a cigarette, along with the caption "Let's take the car for a run instead? What a sterling idea!".

This ad brought a flood of protest from the public in the form of "letters to the Editor" and Wills very graciously agreed to withdraw it (as if they had intended to use it again anyway). With such strong public acclaim, the B.U.G.A. U.P. Judges had little trouble making their selection for this coveted award.

The B.U.G.A. U.P. Award Poster shows the winning ad as it appeared, with an inset photograph of a man who has had all four limbs amputated due to smoking-related disease and was clearly "not in the running".

The posters are printed in silver (sterling colour) and black (lung colour) and are available by mail from B.U.G.A. U.P. for \$2 each (\$1 each for ten or more).



## DOCTOR IN COURT ON B.U.G.A. U.P CHARGE

On February 21st, a Sydney medical practitioner, Dr. Arthur Chesterfield-Evans appeared in Burwood Court of Petty Sessions charged with Wilful Deface of Railway Property. The property in question was a rothmans billboard on S.R.A. property, at the corner of Longport Street and Old Canterbury Road, Summer Hill."

If convicted of this "crime", he faces possible deregistration at the discretion of the Medical Disciplinary Tribunal.

Although he has not denied painting on the billboard, Dr. Chesterfield-Evans entered a plea of not guilty. He said he would be arguing that he was merely performing his duty to the community by carrying out an important preventative medical service. He said that he is not guilty of "Wilful Deface" as his intention was to improve the poster, not to damage it.

The police prosecutor called as witnesses the two officers who had arrested Dr. Chesterfield-Evans on the night of August 21st last year. They claim that they saw him write the words "Why don't we give up instead?" on the billboard, which previously said just "Move Up". When they asked him what he was doing, he said "I suppose I am working." When threatened with arrest he added "That's O.K. I have performed open heart surgery and quote Professor Bruce Armstrong of Perth as saying that 43 deaths a day are caused through smoking. It's illegal to deface a poster but not illegal to push a drug to kill 43 people a day".

When asked if he is a member of B.U.G.A. U.P., he said no, he was acting of his own volition (the police should know by now that B.U.G.A. U.P. has no members).

The highlight of the day's hearing came when the prosecution called the manager of the company which owns the billboard as a witness. He was introduced as "Mr John Low of Health Outdoor Advertising". Much mirth from the assembled "criminals" in the public gallery. embarrassed, Mr Low corrected the mistake; "That's Heath Outdoor Advertising". The company's address caused further merriment as they are located in Marlborough Street Surry Hills. Under cross-examination, Mr. Low said that the billboard in question would normally be refaced (with a new poster) twice a year, but due to "vandalism" it has been replaced about twenty times a year. When asked whether he had noticed that some types of advertisement attract more of this vandalism than others, he said no, it is quite random.

Mr. Low was then asked whether he has any expert knowledge of the psychology of advertising, to which he replied no. When asked whether this means that he simply displays whatever ads his clients might produce, without any regard for the possible consequences. he became very agitated and sidestepped the question.

Due to lack of time, the magistrate adjourned the hearing to September 7th. Dr. Chesterfield-Evans said he will be calling several expert witnesses to support his claim that refacing cigarette advertisements is morally justified and an ethical responsibility, especially for doctors.

## TRANSPORT MINISTER COX SUMMONSED

In reply to the S.R.A.'s charge against him, Dr. Chesterfield-Evans tried to summons the N.S.W. Minister for transport, Mr. Cox, for allowing the poster to be placed on government property in the first place.

The Chamber Magistrate at Burwood Court issued a summons to Mr. Cox, stating that he "did maliciously injure a billboard by affixing to it a poster bearing the words "Anyhow Have A Winfield". Unfortunately, once the press got wind of it, the magistrate got cold feet and the summons was never served, although Dr. Chesterfield-Evans has a copy of the original document. He said at the time that he would not give up until the Minister appeared in court to answer for his irresponsible disregard for the health of the Australian community. Just a few weeks later Mr. Cox announced that they had decided to discontinue cigarette advertising on government transport.

## B.U.G.A. U.P. GOES TO THE BALLET

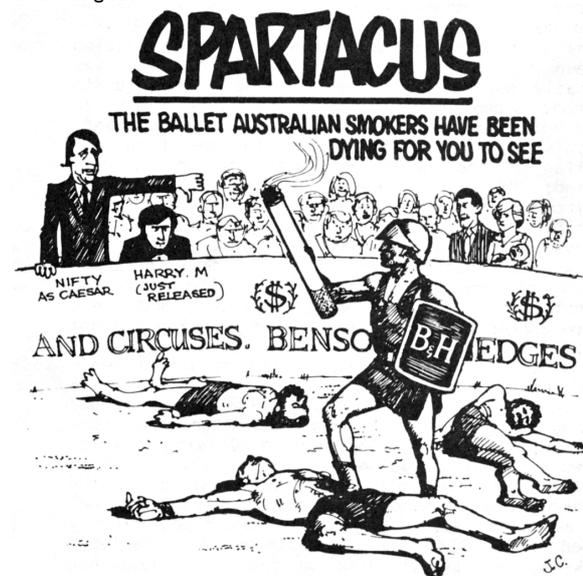
The Australian Ballet launched its 21st Birthday season on Friday 18th March, with a performance of "Sparticus" at the Opera House".

This season is being sponsored by Amatil (Benson and Hedges) who gave the ballet \$400,000 last year. Naturally the season programme carried full page Benson and Hedges advertisements, and all other advertisements for the event stated "proudly sponsored by Benson and Hedges".

Sceptical about just who was sponsoring who, B.U.G.A. U.P. protestors made sure that the patrons at the opening night were made aware of the drug pushing that was going on. Wearing T-shirts bearing the words "Burnson and Stenches - When Only the Best Will Do You In", they handed out leaflets which pointed out the absurdity of allowing a fine institution such as the ballet to become associated with the legal drug industry.

Many ballet-goers expressed their support, some even made donations to further the cause. Some of money received was used by B.U.G.A. U.P. to become a "Friend of the Australian Ballet" (the application form said that membership was available to anyone) and the balance was given as a donation -f-o-tWe ballet. An explanatory note accompanied the cheque, saying that it was hoped that next year the Ballet would be able to find legitimate sponsors.

The inevitable report in "The Bulletin" described the protestors as "disguised as ballet-goers, wearing penguin suits" and "moving stealthily". They even claimed that the whole protest was a blunder as Benson and Hedges were not sponsoring the ballet. Maybe they are right; the ballet was sponsoring Benson and Hedges.



## ART GALLERY PROTEST CASE IN COURT

Two B.U.G.A. U.P. activists appeared in court on the 1st of March charged with "Malicious Injury to a Racing Car" as a result of a protest at the N.S.W. Art Gallery in August last year (see Billboard Number 2).

When arrested at the Art Gallery, Ric Bolzan was charged with "serious alarm". The second person and the malicious injury charge were added on the day of his first court appearance last year.

The second person, Lord Bloody Wog Rolo (his real name!), was arrested at his home two weeks after the event. Police seized various items including -B.U.G.A. U.P. pamphlets, spray cans and documents not related to the art gallery protest.

The committal hearing at the Castlereagh Street Court ran for two full days. The police prosecutor called twelve witnesses. Representatives of Alfa Romeo Australia told the court that the car is valued at \$300,000 and the cost of repairing the damage totalled \$1827. This included cleaning off cigarette

butts, ash and oil stains, as well as respraying the car to repair minute cracks which were found in the bodywork. The repair bill also included replacement of a marlboro sticker which had been sprayed with paint and repair of a rear-vision mirror which was broken off the car.

During cross-examination of witnesses. it was revealed that as well as the injury suffered at the art gallery, the car had been the victim of a paint-bomb attack while being returned to Alfa Romeo the day after the protest. The Alfa Romeo employee who had picked up the car from the Art Gallery gave the court a graphic account of his trip, describing a mysterious "splot. splot. splot" sound coming from behind as he drove. There was no suggestion that either Rolo or Bolzan had been responsible for this attack.

Bolzan's counsel pointed out that his client had been standing carefully on the back of the car, whereas the damage reported was at the front and around the cockpit. All witnesses agreed that he had not himself participated in the spray-painting incident or even the dumping of cigarette butts.

The climax of the hearing came when the police played the video-tape of the event which they had subpoenaed from a video company who had recorded it for sale to T.V. news. The magistrate offered to sit in the body of the court so that the public would also be able to watch. The tape, which ran for about twenty minutes, gave a dramatic account of the event. It was clear from the tape that the public were highly supportive of the protest. The cry of "Three Cheers for B.U.G.A. U.P." reverberated through the art gallery twice, and the public clapped and cheered in sympathy with Bolzan as the chain was cut and he was carried off by the police.

The videotape also showed an animated discussion between Rolo and one member of the public who was obviously not amused. Defending the Art Gallery's right to accept money from philip morris, the man asked Rolo: "Do you make any contribution to things in this gallery?". Spray can in one hand and pointing at the racing car with the other, Rolo replied: "Yes, we paint on them". The packed courtroom roared with laughter.

Three gallery attendants were called as witnesses. They all agreed that although they had been worried that paintings might be damaged in the course of the protest, at no time had the demonstrators been abusive or offensive and there was no suggestion that there was any action against any of the art exhibits.

The magistrate listened patiently to the evidence presented, and was obviously aware of the humorous side of the case. As B.U.G.A. U.P. literature was entered as exhibits, he examined them with some interest, especially the Spring Catalogue which evoked a few judicious smiles.

After all the police witnesses had given the evidence, the prosecutor summed up by saying that the evidence, especially the video tape, clearly showed Rolo spraying paint over the Marlboro stickers, and by standing on the car Bolzan had damaged the bodywork. Furthermore, the two defendants had engaged in a joint enterprise to damage the car which constituted "common intent". Even though they could be cleaned off easily, the cigarette butts dumped on the car did constitute an injury.

Rolo replied that he agreed that there was a common intent. He said that the common intent was on the part of the police, who had gone to extraordinary lengths in searching his home, seizing his possessions, handcuffing and arresting him for such a trivial offence. They had even had his spray cans dusted for fingerprints.

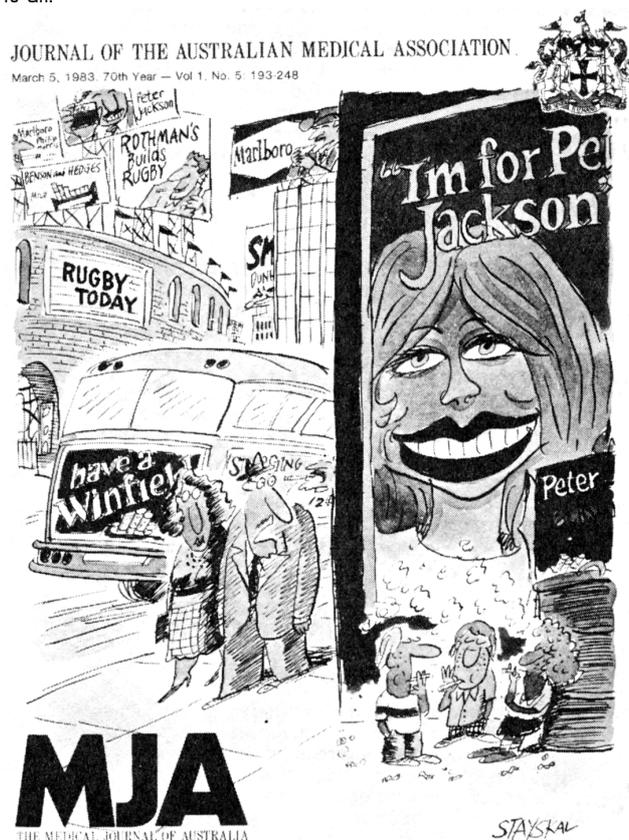
The magistrate retired for half an hour to consider the evidence. On resumption, he said that there was sufficient evidence of malicious injury to commit the case to trial. Due to the large amount of damages being claimed, the case will be heard in the District Court, probably not before 1984.

When asked about the original charge of "serious alarm", the police said they would probably drop that charge if the malicious injury succeeded.

## M.J.A. SLAMS CIG. ADS

The March 5th 1983 issue of the Medical Journal of Australia was devoted entirely to medical, social and political aspects of the smoking epidemic. This was the swansong of ex-MJA editor Alan Blum, a dedicated pro-health campaigner with a proven track-record of confronting the tobacco industry. Under his editorship, the Medical Journal of Australia began to live up to its claim as "an open forum for informed debate on medical issues" for the first time.

The most conspicuous feature of this exposé is the emphasis on the socio-political aspects of the problem. Out of twenty-two papers on smoking in this issue of the Journal, only three were on 'medical' subjects traditionally associated with smoking: cancer research, epidemiological studies or - when the medicos get really daring - smoking cessation. The bulk of the Journal is devoted to cigarette promotion, those glamorous images which the legal drug pushers thrust at children to ensure a continuing demand for their product. The cartoon on the front cover says it all.



" YOU CAN TRY TO KEEP KIDS FROM SMOKING BUT I GUESS  
PEER PRESSURE IS JUST TOO GREAT!"

## B.U.G.A. U.P. NEEDS YOUR SUPPORT

BUGA UP is not a group with a defined charter or organisational structure. "Membership" is gained automatically by anyone who speaks out, in whatever way they see fit, against advertisements, sponsorships or other manipulative techniques used to sell harmful products or promote destructive behaviour.

If you would like further information about B.U.G.A. U.P., or would like to provide financial support, write to:

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