

BILLBORED

THE UN-OFFICIAL NEWSLETTER OF B.U.G.A. U.P.
Billboard-Utilising Graffitiists Against Unhealthy Promotions

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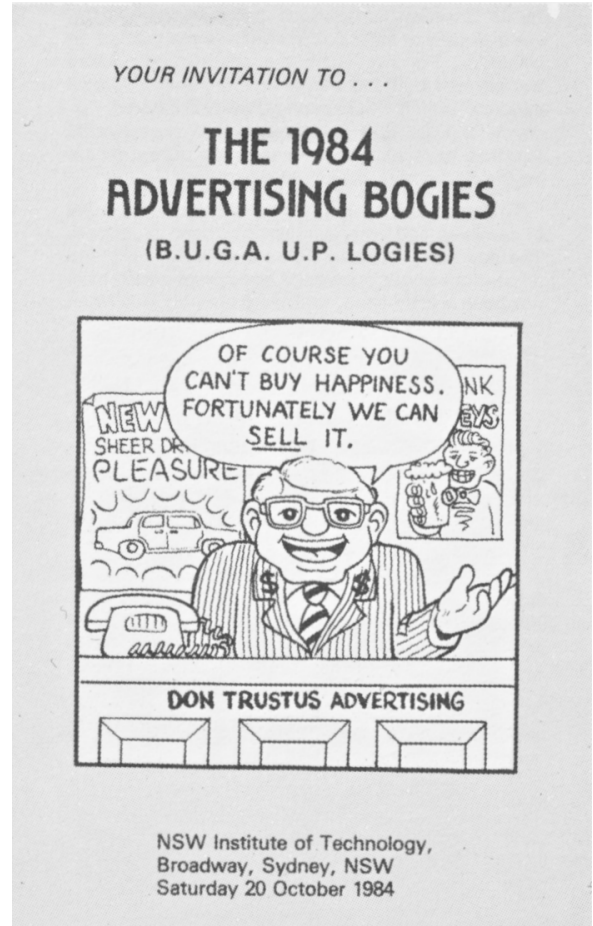
"BOGIES" Set To Haunt Advertisers

As the advertising industry are so keen on awarding prizes to themselves for their "creativity", BUGA UP has decided that it is time somebody told them which of their ads the public thinks is worthy of note. We are therefore pleased to announce that on 20 October BUGA UP will be presenting the media event of the year - the presentation of the 1984 Advertising Bogies.

There will be a daytime seminar where experts from several fields will speak on advertising-related topics. The day has been divided into three sessions: "Advertising and Social Norms", "Advertising Regulation" and "Challenging Advertising". Speakers will include John Braithwaite, Chairman of the Australian Federation of Consumer Organisations and author of "Corporate Crime in the Pharmaceutical industry", Vicki Wootten of the Family Planning Association, the nutritionist Rosemary Stanton and well-known BUG Dr Arthur Chesterfield-Evans.

In the evening there will be dinner and presentation of the Bogies. Numerous nominations have been reduced to three or four finalists in each of 20 different categories, such as "The Most Offensive Advertisement", "The Brady Bunch Award for sexual stereotyping" and "The Personal Paranoia Award". Each nomination will be shown and the audience will vote by applauding and booing the ads. Audience response will be measured by the Bogeymeter, and prizes awarded to the highest scorer.

The Bogies will take place at the NSW institute of Technology in Broadway. Attendance at the seminars costs \$10.00, dinner and the presentation of the Bogies \$15.00. For further information or tickets, contact BUGA UP at PO Box 80, Strawberry Hills, NSW 2012.



Cover of BOGIES brochure

Court Rules TV Cig Ads Broke Law

The Australian Broadcasting Tribunal's rulings that various tobacco/sport promotions contravened the ban on cigarette advertising were upheld in a Federal Court decision by Justice Fox on 10 October. Justice Fox ruled that the ABT was justified in classifying Benson & Hedges cricket promotions and Australian Ballet ads as illegal cigarette advertisements, and also upheld the Tribunal's ruling on the Winfield 1982 Rugby League Grand Final.

The Tribunal's rulings, published with a policy paper in March, were appealed against by the tobacco companies and advertising agencies, on the grounds that the matter ruled against was outside the definition of advertisement in the Broadcasting and Television Act. Mr Justice Fox, however, said that the Tribunal was carrying out its duties conscientiously and that "such a meritorious approach to the discharge of its functions should not be met with carping or captious criticism."

The advertisers are naturally meeting this failure with more of the usual story that sport and the arts cannot go on without tobacco sponsorship. However, this argument is wearing a little thin, especially in view of Mr Justice Fox's finding that 75% of the sponsorship fees paid for the Australian Ballet went on the production and scheduling of commercials.

Non-Smokers' Movement To Seek Prosecution

Within days of publication of the Fox ruling, the Non-Smokers' Movement of Australia has announced that it will be seeking to prosecute Channel 10 for a breach of the Broadcasting and Television Act in the broadcast of the 1984 Rugby League Grand Final.

The Movement has laid charges against Channel 10 and the case is due for preliminary hearing on 7 November, when it will be decided whether there is sufficient case to go on to a full hearing. There is some possibility that such a case will fall within the domain of the Director of Public Prosecutions, and that he might take it over as a public interest case if the NSMA succeed in taking it far enough.

President of the Movement, Mr Brian McBride said "For once we are actually grateful to the tobacco industry. By challenging the Tribunal they have tested the law for us, and we now have the legal green light to ensure that breaches of the law do not continue unpunished...The government turns a blind eye to big corporations who break the law. Now it is up to public interest groups to take the initiative."

N.A.C. Get Their Own Back

W.D. & H.O. Wills agreed in August to withdraw their advertisement for John Player Special cigarettes bearing the slogan "Get your own Black" after receiving a complaint from the National Aboriginal Conference in Queensland.

The ad was considered by many people to be offensively racist and to refer to slavery. A complaint to the Advertising Standards Council in 1983 was rejected on the grounds that the ad was not racist, but the NAC chairman, W Steve Mam, wrote to the tobacco company after receiving a number of complaints from both white and black people. W.D. & H.O. Wills is continued to deny that the intention of the ad was racist, but Mr Rod Lewis, the Queensland manager of the company, wrote to the NAC to say that they would withdraw the advertisement as a gesture of good faith to the public.

The story is reminiscent of events which took place in May 1982, when an advertisement for Sunwhite rice was withdrawn from television. The ad showed a woman buying clothes from an Asian person at a market, then switched to a supermarket scene saying that when you are buying food, quality is more important. The ad went on to describe Sunwhite rice as "clean, white and Australian".

Ricegrowers Co-operative Mills Limited received about 15 complaints about the advertisement's derogatory presentation of Asians and emphasis on the whiteness of the Australian product. While denying that the ads had contained any racist implications, the marketing manager for Sunwhite announced that the ad would not be re-broadcast because of the "unfavourable" reception it had in the first week of broadcasting.

The advertisers' reasons for withdrawing their ads may be suspect, but at least they are responding to public pressure to treat their audiences with a little more respect.



Marlboro Men Flex Their Muscles

NSW Labor backbencher, Mr Ernle Page, obtained a copy of the controversial anti-smoking film "Death in the West" to show in the parliamentary theatre. When he had sent a circular around announcing the showing and inviting members and staff, he received a telex from solicitors Arthur, Robinson & Horowitz in Melbourne advising that Philip Morris would consider legal action if the film were shown under his auspices.

The telex pointed out that Phillip Morris had won an injunction in the British High Court to prevent the showing of the film by Thames Television when it was first made as they felt that it misrepresented their products.

Mr Page told Parliament that he had been threatened with legal action and would be failing in his duty if he complied with Philip Morris's wishes. The Opposition supported him in his stand and Parliament declared that Mr Rogers, the solicitor responsible for the telex, had breached parliamentary privilege in sending Mr Page the telex. Mr Rogers commented:

"I think this action is entirely misplaced. When Parliament is used to stifle the exercise of ordinary common law rights, it's a sad day."

Overseas Activity



It appears from this photo from America that billboards are being utilised BUGA UP-style to make a political point. "Billboard" is currently trying to make contact with the "South Venice Billboard Correction Committee" who have claimed responsibility for this one.

New Zealand has taken the cue from Australia in the area of alternative health education, and started its own branch of BUGA UP. Activity at present appears to be centred around the areas of Whangerei and Wellington. For further information contact:

B. U. G. A. U. P.
PO Box 4294
Whangerei
New Zealand

T.P.C. Threatens TV Self -Regulation

The application by the Federation of Australian Commercial Television Stations (FACTS) to the Trade Practices Commission for authorisation of its commercials vetting system has been approved, but with provisos that are making the industry blanch. The Commercials Acceptance Division of FACTS has received the TPC go-ahead, but has been told that it must consult annually with the Australian Federation of Consumer Organisations (AFCO), the Commonwealth Department of Health and the Federal Office of Road Safety with regard to its procedures and guidelines for acceptance of ads. FACTS must also report to the TPC on the outcome of its annual discussions with the representatives of the consumer movement and the public interest.

As if this were not enough to get the ad industry fuming, the TPC have further directed FACTS to run two TV campaigns per year telling viewers how to complain about TV ads, and to supply information on their approval procedures and decisions to any member of the public who requests it. This will certainly be a radical step for an industry which has always kept the light of its self-regulation well hidden under a bushel of media hype about how few complaints are received about advertising.

It was no surprise to see that the following week's B&T carried a letter from none other than the manager of corporate relations of Amatil, Phil Scanlan, protesting the TPC's decision. Mr Scanlan said that the ruling was setting a dangerous precedent and that "unrepresentative consumer bodies" would now seek a more "influential role within the wider media self-regulation system". He called for a challenge to the TPC decision in order to "keep some meaning in the concept of self-regulation" - presumably the meaning of self-regulation being that the industry works by, with and for itself. Amatil are responsible for a wide range of junk foods ("snack" foods) and soft drinks which are heavily promoted on television. As the proprietors of Benson & Hedges in Australia, sponsors of televised cricket test matches, they are of course also interested in the sort of advertising which is most likely to come under public scrutiny.

B.U.G.A. U.P. Doubles Drug Pushers' Bid

Rothmans, makers of Cambridge cigarettes, have been running a competition aimed to increase (can you believe it?) the number of cigarette ads on corner shops. Each week they are awarding \$300 to the shopkeeper with the best "Cambridge Thirties" display.

Working on the theory that shopkeepers who promote cigarettes will do anything for money, BUGA UP decided to make a counter offer of \$300 to the first winning shop-owner to agree to permanently remove all cigarette advertising from the shop. As winners of the Cambridge Thirties competition were being published weekly in the Sydney Morning Herald, BUGA UP was sending the offer to each in turn. However, there were no takers.



Ad appearing in Sydney Morning Herald

B.U.G.A. U.P. box 78
wentworth building
university of sydney union 2006

SEPTEMBER 1984

ATTENTION: SHOPOWNER

ACCORDING TO A RECENT NOTICE IN THE "SYDNEY MORNING HERALD", YOU ARE THIS WEEK'S WINNER OF THE \$300 CASH PRIZE FROM ROTHMANS OF PALL MALL FOR WINNING THEIR "NEW CAMBRIDGE THIRTIES DISPLAY COMPETITION".

TO AN ORGANISATION SUCH AS OURS WHICH IS DEDICATED TO THE ABOLITION OF UNHEALTHY PROMOTIONS, THIS IS BAD NEWS. BUT TO YOU, IT'S GOOD NEWS. AND NOW THE NEWS IS EVEN BETTER THAN YOU THINK, BECAUSE BUGA UP IS OFFERING YOU THE CHANCE TO DOUBLE YOUR MONEY!

WE ARE OFFERING \$300 CASH TO THE FIRST WINNER OF THE "CAMBRIDGE" COMPETITION TO AGREE TO REMOVE ALL CIGARETTE ADVERTISING FROM THEIR SHOP.

WE'VE BEEN APPEALING TO SHOPOWNERS' MORALITY FOR SOME YEARS NOW, BUT OBVIOUSLY MONEY SPEAKS LOUDER THAN WORDS. WE KNOW THAT YOU ONLY PROMOTE CIGARETTES BECAUSE OF THE MONEY INVOLVED, SO WE'RE SURE YOU WILL BE EAGER TO TAKE UP OUR OFFER.

REMEMBER, YOU DON'T HAVE TO STOP SELLING CIGARETTES TO TAKE ADVANTAGE OF THIS OFFER. JUST FILL IN THIS FORM AND POST IT NOW. BUT HURRY, THIS OFFER ONLY APPLIES TO THE FIRST WINNING SHOPOWNER TO ACCEPT, AND THERE'S A NEW "WINNER" EVERY WEEK.


.....

TO: BUGA UP
P.O. BOX 78
WENTWORTH BUILDING
UNIVERSITY OF SYDNEY
N.S.W. 2006

YES! I AGREE TO PERMANENTLY REMOVE ALL CIGARETTE ADVERTISING FROM MY SHOP. PLEASE RUSH ME MY \$300.

NAME:

ADDRESS: POSTCODE:

 go for it!

Alcohol Code 'Not Working' – Health Ministers

The alcohol industry is soon likely to be facing the same opposition with which the medical establishment has confronted cigarette advertisers in recent years. In May, the national committee on alcohol of the Standing Committee of the Health Ministers' Conference (SCOHM), which consists of Commonwealth and State Health Department officials, met with representatives of the alcohol, advertising and media industries. The intention was to discuss proposals for amendments to the voluntary code on advertising of alcoholic beverages.

While industry representatives have relied on assurances from current federal and state governments that self-regulation will continue to be acceptable in the unhealthy promotions business, SCOHM takes a strong view that the voluntary codes are inadequate and "not working". Officials of the committee point out that "The Standing Committee will stand irrespective of which Government is in power", and it is evident that their minds are firmly made up on the detrimental nature of alcohol advertising. Any amount of lobbying by the industry is unlikely to change the opinions of a committee chaired by Dr K Powell, of the Alcohol and Drug Unit of the Woden Valley Hospital in Canberra. While the wheels of government move slowly, there is a certain inevitability of change once an advisory body such as SCOHM has determined its stand.

The liquor industry's concern was intensified by a simultaneous assault from the Social Development Committee of the Victorian Parliament. The Royal Automobile Club of Victoria, who act as consultants to the committee, had recommended a total ban on television advertising of alcohol as a constructive move in reducing overall consumption of alcohol. Presumably it is now only a matter of years before such legislation is initiated.

Advertisers' Shock Discovery! Women Don't Fit Stereotype

The ad industry we finally doing some realistic research into pub]lc attitudes and a recent report on women cal led "Beyond the Stereotypes" shows just how slow advertisers have been to adjust to social change.

The report, compiled by ad agency Clemengers and Reark Research and published in September, demonstrates that women do not fall into neat categories labelled "housewife" and "working woman" (as seen on TV). Research indicates that there are several distinct attitudes towards working and earning amongst both women at home and women in the workforce and that their response to advertising or their "media consumption" (i.e. choice of magazine or television station) cannot be predicated on their working/non-working status alone.

No doubt compiling the report kept somebody employed, but the conclusions are hardly earth-shattering to anyone in the real world who is not merely intent on categorising people as consumers.

**Advertising receptionist wanted:
Must be ~~and~~ and have good ~~and~~**

At Leonardi & Curtis, Sydney, we're looking for a new receptionist person to grace our suede and marble foyer.

We want the sort of person who will make our clients look forward to coming into the agency to see us.

And happy to linger in the foyer chatting if we are running a little late.

Our ideal person will need to enjoy working in an informal

company with other young people. Good typing ability is also essential.

Unfortunately, the law won't allow us to describe in this ad exactly the sort of male/female/married/single person we want.

But when we meet her/him/it, we'll know.

Phone Ms. Penny Ewing on 922 1799.

LEONARDI & CURTIS

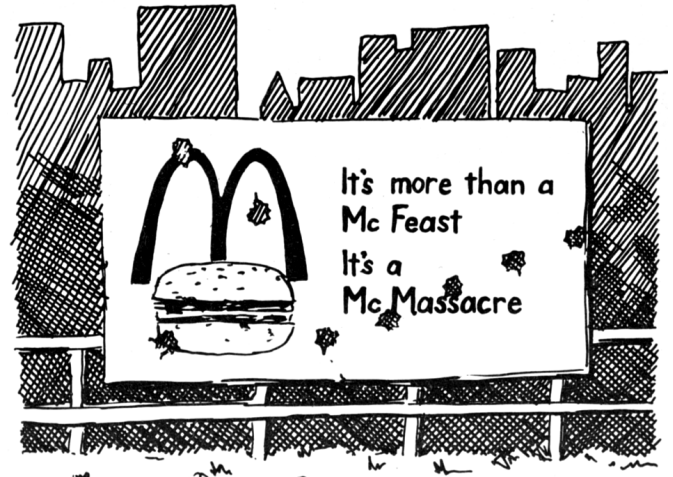
Advertising in the trade press clearly reflects the industry's attitude to women

Daintree Real-Estate "Ripp-Off"

Advertisements for freehold land in the Daintree rainforest were described by a Queensland MP as a "ripoff". In the Queensland Parliament on 19 September, Mr Kelth De Lacy, the Labor member for Cairns, said that the advertisements appearing in newspapers Australia-wide were misleading, and fraudulently misrepresented the true situation.

Ads placed by Quald Real Estate offered one hectare residential blocks in the rainforest as "your last chance of being admitted to paradise". Mr De Lacy said that the developers had put in no infrastructure to support the 1000 subdivisions they had made other than dirt roads, and that much of the land was on slopes greater than 12.5 percent. This incline means that clearance of vegetation for building purposes will cause soil erosion and land slippage, and this is in fact already happening. Simply by developing the land advertised, buyers would be destroying the "paradise" they were looking for.

Describing Daintree as "the most valuable virgin rainforest in Australia", Mr De Lacy said "The rezoning of this vast tract of virgin rain forest as rural residential is one of the sorriest episodes in the whole sorry chapter of land subdivision in this State."



The Good News About The McDonalds Massacre

A report from the USA says that after the shootout at McDonald's in San Ysidro, California, McDonalds felt they had to stop advertising their fast food restaurants for a while.

The "massacre" was headline news across America and company obviously felt that a cheerful Ronald McDonald dancing around and inviting children and adults in for a Big Mac would be inappropriate media material until the story fizzled. They said that after a few days they would make a decision on recommencing advertising.

McDonald's chief competitor in the USA, Burger King, nobly agreed to follow McDonald's example for a few days, so as not to appear to be profiting from the disaster. So although McDonald's was featured in every news broadcast for a week, media watchers were spared a considerable number of fast food ads.

Life in the Daintree is healthy. Some inhabitants are over 1000 years old.

The inhabitants of which we speak are, of course, the giants of the North Queensland rainforest: the strangler figs. But there are more than great-grandfather fig trees. Indeed, there is a wider variety of trees to be found in a couple of hectares of Daintree than in all of Europe or North America.

Pray tell the location of this remarkable spot? About 120 kilometres north of Cairns, between the mountains and the sandy, tropical beaches lies probably your last chance of being admitted to paradise. At least while you're alive and kicking.

Its name is the Daintree Freehold Rainforest.

Like the surrounding Daintree National Park, it supports a wide variety of bird and animal life. With your care it also can support you.

Daintree's rich, volcanic soil grows healthy food faster than you can eat it. The reef fishing is nothing short of excellent. The rivers and estuaries teem with barramundi. And mudcrab isn't restricted to the menus of expensive restaurants. You don't get fresher air, either. After all it's made on the spot.

Doubtless, given time for the word to spread, this stretch of land will be compared with that other area of spectacular beauty, the Franklin River.

There is absolutely no possibility of more land being released as these freehold hectares have national park on three sides and the Great Barrier Reef marine park on the other. Values can't help but dramatically appreciate. The smallest sites are large. 1 hectare (2½ acres). That's about 12 times the size of a normal suburban allotment.

All are serviced with all-weather gravel roads. Also, there is convenient access to creeks, the Daintree River and beautiful beaches.

As power is yet to reach the area, those already living in Daintree Freehold Rainforest are doing so comfortably with generators, solar and wind power and L.P. gas.

Land is \$25,500 per block. Purchases can be made on 10% deposit. And we can arrange finance at a 12½% per annum interest rate over 7 years to approved buyers. But for now all you need do is post the coupon for a full colour brochure showing the life awaiting you. Daintree Freehold Rainforest is truly the "get out of the rat race" retreat. But to ensure you pay affordable prices you'll need to buy before those fig trees get much older.



To Quald Real Estate Pty. Ltd.
37 Lake St., Cairns, Queensland 4870
(PO Box 1644 Cairns, 4870).
Please send me details of living in the Daintree Freehold Rainforest.

MR. MRS. MISS _____
ADDRESS _____


PCODE _____
TELEPHONE (Home) _____
(Business) _____

DAINTREE FREEHOLD RAINFOREST

Ad Industry Scoffs At A.L.P. Threat

The ALP's NSW State conference highlighted some of the topics to be debated at the national conference which was held in mid-July. Amongst the hottest issues of debate were motions to limit advertising and sponsorship by cigarette and alcohol companies. While the motions were defeated by only a narrow margin after prolonged discussion, they would be debated again at the national conference.

The advertising industry, according to B&T, were assured by their inside sources that "in the unlikely event of such motions being passed, they would become official ALP policy, but its implementation would be in the hands of the party's parliamentary wing." The industry's smugness seems only too well-justified in the light of past government inaction, and this case was no exception. While the issues were debated, they were subordinated to the more press-worthy issues of disarmament and conservation, and then shelved for another year or so. Several thousand more deaths will be attributed to their negligence before politicians will act against the interests of the industrial lobbies.



BUGA.U.P.

billboard-utilising graffitiists against unhealthy promotions

For further information write to:

<p>N.S.W. B.U.G.A. U.P. Box 80 Strawberry Hills N.S.W. 2012</p>	<p>Vic. B.U.G.A. U.P. Box 285 Fitzroy Victoria 3065</p>	<p>S.A. B.U.G.A. U.P. Box 616 Modbury S.A. 5092</p>	<p>W.A. B.U.G.A. U.P. Box 598 Subiaco W.A. 6008</p>	<p>QLD. B.U.G.A. U.P. Box 76 St. Lucia QLD. 4067</p>
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