

Trailer Trash

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Residents spray their messages on unwelcome mobile ad billboards



Messages on the Bellevue Hill trailers. Pictures: Catherine Lumby

RESIDENTS have sprayed harsh messages on mobile advertising billboards in a vigilante move to force them out.

Anonymous protesters have painted on the ads on trailers which have been parked in eastern suburbs streets for long periods.

Woollahra councillor Andrew Petrie has urged his council to find ways to get rid of the billboards after complaints about them being unsightly.

Aussie Home Loans chief John Symond, who lives at Darling Point, is among the critics of the ads.

"We hate it. I have complained to council about it too. It is so unwelcoming, it looks rotten, conjures up allsorts of awful images and I think it is terrible," he said.

Mr Symond said while it wasn't a great welcome sign to the Woollahra municipality, his stance was not elitist:

"Any region anywhere wouldn't like it, it is such an unwelcoming ugly thing.

"We certainly don't want them on our backyard let's put it on their (the owner's) porch or in front of their house and see how they like it."

It is unclear who owns the trailers, but advertisements for Amazon Pest Control have caught the ire of locals.



Woollahra Council has tried to force the removal of a trailer parked on New South Head Rd, Bellevue Hill. The company was contacted on April 30 and asked to remove its hailer. which was still there yesterday.

The trailers are registered vehicles. which means the council is not authorised to move Orem as they are not breaking any parking laws.

Timed parking could be installed in some areas, but "unfortunately this can simply result in moving the problem to another location" said Woollahra Council's compliance manager. Tim Tuxford.

One trailer in Bellevue Hill has been heavily gaffitted with phrases including "U R pests (sic)" and "go away".

Professor Catharine Lumby, a former member of the Advertising Standards Bureau, highlighted the growing anger: "Imagine the outcry if billboards were erected along the side of Centennial Park or up and down New South Head Rd," the Vaocluse resident said.

"These trailers really amount to the same thing. What's more many of them appeal to be parked on public property in perpetuity. "

She said the graffiti was evidence that the community does not want hailers parked in their streets. Woollahra councillor Andrew Petrie said he had received numerous complaints about them.

We will threaten to fine them, I would fine them but council will probably have to warn them first." he said. Amazon Pest Control did not respond to calls or emails. An Advertising Standards Bureau spokesman said they had not received complaints about the tailers.