

Billposters' plea for mercy

THE Outdoor Advertising Association of Australia has shown a flair for lateral thinking. At war with the BUGA UP graffiti group, the association contributed to the Lions Club's community poster campaign against vandalism.

Now it plans to fight politicians with a few below-the-billboard tactics to get another message across. After 20 years of putting up with promises for uniform legislation on billboards, the advertisers are about to flex some political muscle, according to suggestions made at the association's 24th annual convention in Melbourne this week.

The association wants uniform legislation to simplify the procedure of obtaining planning permits for advertising signs throughout Victoria. If the existing planning legislation was extended beyond the metropolitan area, there would be less red tape and fewer ulcers all round. So, to this end, we understand that association members have invited the Minister for Planning and Local Government, Mr Leberman, to lunch at the Old Melbourne Hotel today. He has accepted.

From this point on we believe that the art of persuasion will take a more practical line. With an election on the horizon the association is considering what effect a "sinking fund" would have on the Government's motivation. As one member said yesterday, "the industry could generate enough revenue to support the political party which supports us".

An advertisement in the latest edition of a trade journal circulating at the association's convention, sums up the new strategy. "What is the most important word in advertising? . . . Results!"



JAN MCGUINNESS