

BUGA-UP are 'urban hooligans' — ad man

The BUGA-UP group was costing the outdoor advertising industry "several hundred thousand dollars a year," a conference on outdoor promotions was told yesterday.

Mr John Lawrenson, the Federal president of the Outdoor Advertising Association of Australia, criticised the members of BUGA-UP as "urban hooligans" at the association's conference in Sydney.

BUGA-UP (Billboard Utilising Graffitists Against Unhealthy Promotions) has been active with spray cans in Sydney over a number of years defacing billboards, mainly those advertising cigarettes and alcohol. It has just produced a set of Christmas cards, using examples of its work.

Mr Lawrenson said a magazine to which BUGA-UP contributed, *Treason*, urged readers in a recent edition to commit vandalism, "as every little bit of subversion whether illegal or legal is another pinprick to annoy this whole stinking system."

Mr Lawrenson said: "Make of this what you will. It worried me, and it should worry you."

Mr David Bottomley, the managing director of the Australian Sales Research Bureau, told the conference that teachers, academics, doctors and senior Government officials provided the strongest opposition to outdoor advertising.

He said nearly half of this "influential" 6 per cent of the community were opposed to outdoor advertising.

By contrast, those with similar education levels, but associated with business, were 84 per cent in favour of it. Overall, said Mr Bottomley, 77 per cent of the public were favourable, an increase of 7 per cent on 1977.