

# BILLBORED

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

NUMBER 10, DECEMBER 1983

PRICE  
20 cents

## A SELF-DEFENCE COURSE FOR CHILDREN

Last month, B.U.G.A. U.P. launched "AD EXPO 83", an educational project designed to make children aware of Unhealthy Promotions.

AD EXPO was inspired by the release of the Australian Association of National Advertisers book "Understanding Advertising", which has been distributed free to thousands of school libraries. A group of B.U.G.s, concerned that the unashamedly pro-advertising bent of this book might give children a false sense of confidence in their media masters, designed the AD EXPO project to redress the balance.

## KIDS' BOOK

The intention is to publish a collection of criticisms of unhealthy promotions written by children for children.

Children are invited to contribute by refacing an advertisement of their choice and submitting it along with an explanation of why they consider it to be an unhealthy promotion.

The written criticism should be no more than 250 words long, and if the ad is too large to send in, a clear photograph will do.

There are no restrictions on the ad's subject matter, so long as the participant explains why it is an unhealthy promotion. Unhealthy products, unhealthy lifestyles, sexist or racist stereotypes are the mainstay of the advertising industry and are thus fair game.

100 submissions will be publicly exhibited and included in a compilation book. The submissions will be selected on qualities such as humour, overall artistic appeal, and the standard of the written criticism.

AD EXPO is not a competition, no prizes are offered. Children whose work appears in the book will receive a free copy of the book for themselves, and one for their school library.

## MANUAL FOR TEACHERS

B.U.G.A. U.P. has direct mailed pamphlets announcing AD EXPO to eight hundred schools throughout Australia, explaining the rationale of the project and offering a teacher's manual.

So far, response from teachers has been very enthusiastic, many of them saying that they have used B.U.G.A. U.P. literature as discussion material in the past. It appears that the manual is compensating the lack of balanced information available as teaching resources for media and politics courses in schools.

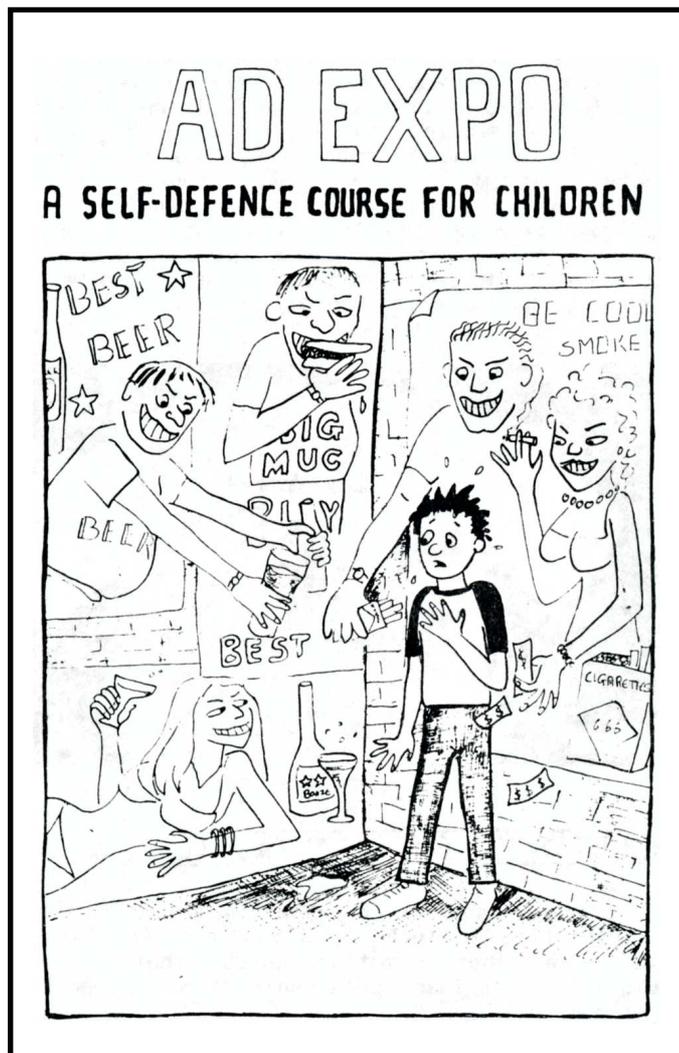
The manual's title is AD EXPO: A Self-Defence Course for Children and it consists of three sections.

First, there is a detailed analysis of advertising, explaining in simple language the "creative" processes by which images and promises are linked to products and how this tactic forms the cornerstone of unhealthy promotions.

The second section contains a number of exercises which can be tailored to suit children of all ages. These are designed to be enjoyable practical activities through which children can explore various aspects of advertising. One of these is the "refacing" exercise, in which children are asked to find an unhealthy promotion and reface it B.U.G.A. U.P.-style to expose the truth behind the hype of the ad. They can then send their work in to the selection committee for possible inclusion in the exhibition and book.

Finally there are a number of appendices which provide information such as the content of voluntary codes to which advertisers should adhere, as well as guidelines on how to lodge complaints with the Advertising Standards Council when they don't.

The manual is available from B.U.G.A. U.P., for \$5 (including post), or free in case of hardship.



*B.U.G.A. U.P. helps children withstand the assaults of advertising.*



The streets of Sydney may not be paved with gold, but they are lined with bunting: one of Australia's least exploited natural resources. Fun for all the family - and it's free!

## WARM RESPONSE TO BUGA UP AT FAIR

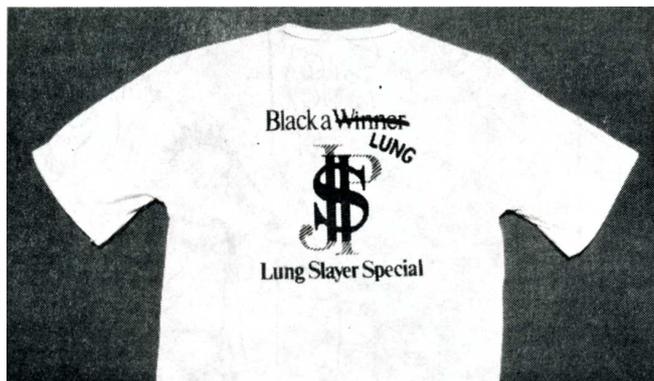
Last month, B.U.G.A. U.P. operated a stall at Sydney's Queen Street Fair. The Fair is an annual event which draws tens of thousands of people to a day of a variety of entertainments and street stalls selling handcrafts and other unusual goods.

on sale at the Fair for the first time was the "B.U.G.A. U.P. Tea Towel", an Irish linen tea towel with a two-colour reproduction of a refaced martboro billboard, and a new "Lung Slayer Special" T-shirt.

Amongst all the ultra-commercialism of the Fair, the B.U.G.A. U.P. stall was unique in being the only one offering free souvenirs for the kids. These were "Lung Slayer Special" flags, each one a hand-made original created by refacing bunting harvested from the Sydney streets. Each piece of bunting is a miniature J.P.S. ad, and when refaced and affixed to a wooden stick, becomes an amusing flag.

These "demotions" were handed out to kids who proudly waved them as they milled around the Fair.

The B.U.G.A. U.P. stall was well received by the public, who welcomed the opportunity to "meet the criminals" and find out more about the movement. The response was most encouraging, with most people offering their support - verbal and financial - for the campaign. Only one negative comment was made, and that was by the inevitable advertising executive who believed that "If people are stupid enough to be sucked in by ads, that's their problem".



## BALLET'S "LIGHT" FANTASTIC

At the Annual General Meeting of the "Friends of the Australian Ballet" on 13th December, a Sydney B.U.G. asked that a motion be put that the ballet should refuse further sponsorship from the benson and hedges company.

He told the meeting that tobacco companies are using the ballet to gain publicity and legitimacy, and that the Friends of the ballet had a responsibly to society to urge the ballet's management to dissociate the ballet from the tobacco industry.

Another member explained that alternative avenues of sponsorship were being examined. A third member said that although her friend Doris Fitton had lost a leg due to smoking-induced gangrene, it was not the place of the Friends of the Ballet to influence management.

The Chairman declined to accept the motion. The B.U.G.A. U.P. representative concluded by saying that if people adopted the attitude that the ballet was the only thing that mattered and every other issue could "go hang", then they could hardly claim any moral superiority to those who applied the same attitude in other contexts.

## DRUG PUSHERS WOO ETHNIC MEDIA

Earlier this year, Amatil invited people involved in the ethnic press to a luncheon at the Sebel Town House in Sydney. The purpose of the event was to win the support of the ethnic press at a time when legislation against advertising of cigarettes was being proposed in several States.

Attendance was strictly by invitation, and several Sydney BUGs who tried to gain entry were unsuccessful, although a B.U.G.A. U.P. sympathiser who was inadvertently invited made a transcript of the proceedings which was recently forwarded to "Billboard".

Amatil is a majority-Australian owned company, whose subsidiaries include several cigarette companies such as Benson and Hedges and W.D. & H.O. Wills, Coca-Cola, Steggle's Chickens and a wide range of junk foods including Smith's crisps. With such a repertoire, the company is under constant siege by everyone from B.U.G.A. U.P. to Animal Liberation, so it is hardly surprising that they are very active in the public relations field.

## CONSPIRACY AGAINST FREE ENTERPRISE

Speaking for Amatil, their Public Relations manager, Phil Scanlan, claimed that the proposed legislation is not simply a well-intentioned move to curb drug-pushing, but part of a larger conspiracy against the free enterprise system.

Mindful of the political systems from which much of the audience had come to Australia to escape, Mr Scanlan concentrated on what he called "the international alignment of the anti-business lobby groups". He spoke with disdain of Ralph Nader, describing him as an "offshore import". (One woman in the audience replied that she too was an "offshore import" and also one of those people who regards it a moderately offensive to be regarded in that light). He said that "business should certainly be contemptuous of arguments which say that the contribution of business is anti-social." He did not mention arguments that his particular business is anti-social, nor did he present any evidence that it isn't.

He then went on to denounce the Tobacco Advertising bills then before various Parliaments as sinister plots against every section of society, "exposing" the real issues:

"For the tobacco industry, the issue is the right to corporate free speech, the right to compete in the marketplace, indeed the obligation to compete in the marketplace, and the right of access to corporate and financial growth in a competitive free enterprise system..." Translation: The right to deceive and injure in the blind pursuit of profits.

"For sporting bodies, the right to self-determination, to make their own decisions, to not have them imposed by others..." Translation: The right to be "bought off" as a medium for breaking the law prohibiting cigarette advertising on T.V.

"The issue for the advertising agencies is the right to advertise a legitimate product which is freely available in the marketplace." Translation: The right to discredit their own industry by denying responsibility for socially destructive behaviour.

"For the outdoor advertising industry, it is a concern about the viability of their business and of protection of employment against so-called well-meaning but futile government action..." Translation: Public contempt for tobacco advertising has led to massive support for B.U.G.A. U.P. which poses a serious threat to the visual pollution industry.

"For the media I suggest that it is not only a matter of preserving revenue, but of upholding commercial freedoms overall." Translation: Not only will the media lose advertising revenue, but once they can't carry cigarette ads they will lose

the incentive to withhold "anti-smoking" information from their readers.

"And of course for the consumers, it is the right to have information about a product freely available in the marketplace." Translation: Without the persuasion of advertising, the tobacco industry will find it hard to perpetuate the illusion that their product is legitimate.

At the conclusion of this speech, questions were invited from the floor. One guest asked why the tobacco industry claims that most people are opposed to the sponsorship of sport and cultural events by tobacco companies, when a McNair Anderson survey last year, which was not commissioned by the tobacco industry, revealed quite the opposite. First, Mr Scanlan repeated his claim that attacks on tobacco advertising are motivated by political and not health concerns. He said if we are talking about health, then the onus is upon people who are concerned about the consumption of tobacco to move to prohibit the sale of the product altogether. They do not have the courage of their convictions to do so." He then went on to dismiss the question about the surveys in an equally rational manner, explaining that the McNair Anderson survey yielded misleading results, because it was "rather predictable in the sorts of answers it would produce", unlike the numerous surveys conducted by the tobacco industry, the outcome of which were doubtless a total surprise.

## EXPLOITATION

Another interesting question was asked by a woman from the "Ethnic Community Council Newsletter" who recently launched a pamphlet on tenosynovitis. She spoke about the large numbers of migrant workers who have made companies like Amatil so wealthy and are now unemployable due to this disease. She said she regards tobacco company sponsorships as "not so much a gift on your part, but as giving back something to people who have worked very hard to place you where you are." The question concluded with "what are you doing to give back something to the ethnic community, aside from courting us as you are here today, in the area of illness and occupational disease done to our numbers in such large quantity".

Unperturbed by this rather pointed question, Mr Scanlan repeated his previous assertion that maintenance of the free enterprise system is more important than public wellbeing. He said "we do live in a democratic society and we don't live in a risk-free society. We certainly don't want to live in a regulated society, and we want to live in a society where the pursuit of excellence overcomes - that is, it is uppermost in our minds and where people, no matter what their background, can reach the top of any profession they choose to pursue." In other words, "in this country, profits are more important than people, and if you don't like it, you are free to go live in a communist country".

The meeting ended with a warm "thank you Amatil" from the Master of Ceremonies who said that he hoped much more of Amatil's advertising budget would be directed to the ethnic press in the future. No doubt it will, as Australia's ethnic communities are fertile hunting grounds for legal drug pushers, given the almost total absence of health information available to non-English speakers.

For companies like Amatil, exploitation of migrants doesn't stop on the factory floor, but is continued as they recruit new customers for their money-wasting, health-destroying "consumer goods".

*Seen on a Sydney wall:*

**GREED BREEDS MEAN DEEDS**

## FOR BAGA UP, READ BUGA UP

As the B.U.G.A. U.P. concept gains international recognition, press coverage of the movement crops up in the most unusual places. The September issue of the Japanese magazine "English Journal" reported that:

"While walking around Sydney, you often see much graffiti. They vary from simple things such as "Cathy loves Peter" to political or racist graffiti. There is a group with a certain purpose - it is called BAGA UP... they take an active part in reversing the message of advertisements for unhealthy products, using graffiti on the ads".

If the Japanese are true to form, adopting and improving Western ideas, spray-can technology (which hasn't come far since the invention of the spray-can) will now advance in leaps and bounds.

"Cathy loves Peter" の腹の文を作りあげる。たとえ別のな○までいるある。その落書きを確固たる目的をもって遂行しているグループがある。その名をバガアップ (B.A.G.A. U.P.) という。Billboard-Utilising Graffitiists Against Unhealthy Promotions の頭文字を取ったものだ。1979年10月にできたグループで (当人たちにいわせるとグループではなく運動である)、その名のとおり、不健康な商品を広告する看板に落書きをして、その広告の

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オーストラリア人のビール好きは有



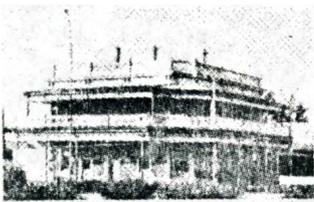
## PUB VANDALISED BY DRUG PUSHERS

A six-year battle to save a historic building in Adelaide from vandalism by the Claude Neon advertising company has ended in defeat, with a 40-square metre, cigarette ad being built on the roof of the Britannia Hotel in Norwood.

The charming stone and lace hotel was built in 1882 and is on the State Heritage List as well as being listed by the National Trust. The building was in exceptionally good condition until its recent desecration. The previous lessee of the hotel refused to give Claude Neon a lease for the sign, but two men who took over the hotel this year could not resist the offer of \$20,000 for a five-year lease.

The Kensington and Norwood Council spent \$10,000 in fighting for the right to refuse permission to erect the sign, through the Planning Appeal Board and the Supreme Court. Under existing planning legislation, the Council could do nothing to stop it.

A spokesperson from the Adelaide Branch of B.U.G.A. U.P. would not be drawn on the question of corrective strategies, saying only "you can make an omelette without breaking eggs".



BEFORE: The Britannia unadorned



AFTER: The advertising sign in place

## UNHEALTHY PROMOTION OF THE MONTH



Billboard watchers will have noticed this ad around Sydney - and that graffitiists have been having a ball with it. This ad reinforces the most destructive sexist stereotypes of our culture. Its definition of male identity focuses exclusively on the crotch, playing on both insecurity and macho power fantasies.

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

Please address enquiries and donations to:

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Wentworth Building  
University of Sydney 2006

VIC: Box 285                      WA: Box 598  
Fitzroy 3065                      Subiaco 6008

Please note new address for mail order:

PO Box 80  
Strawberry Hills 2012

