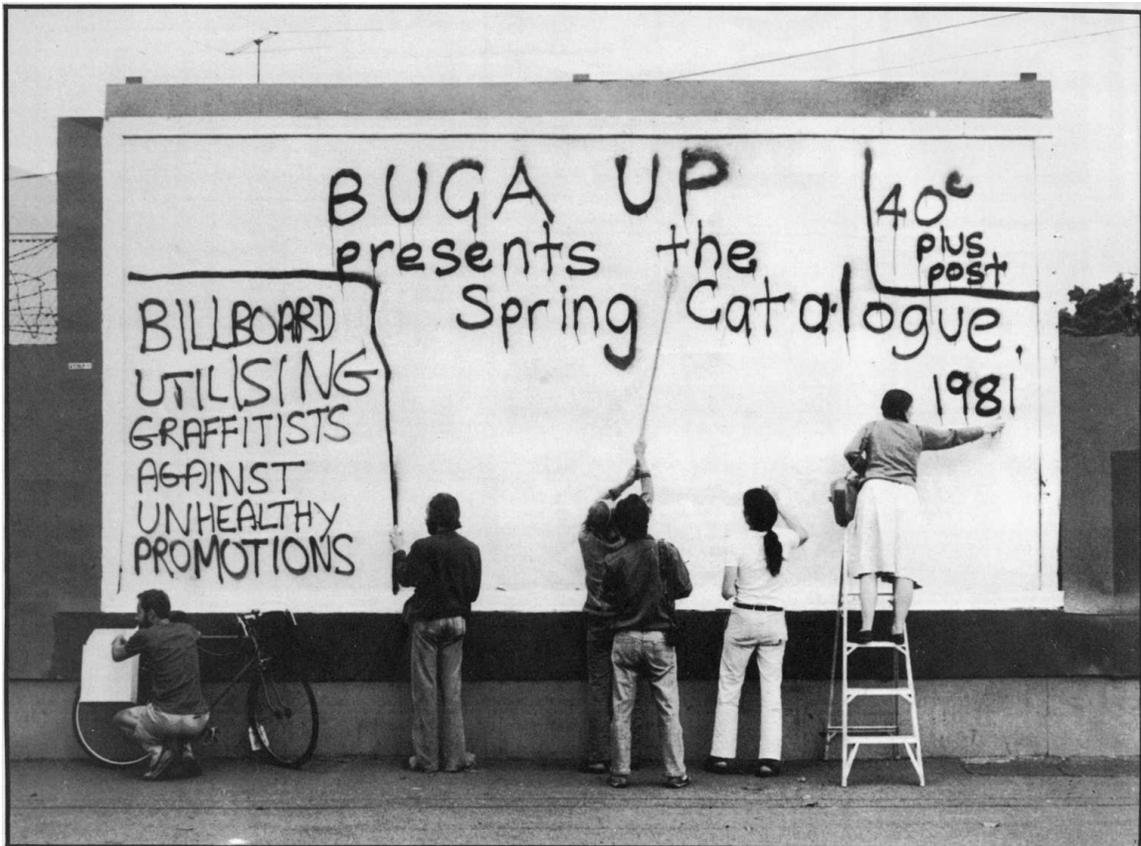


## **BUGA UP - You've come a long way baby**

The name BUGA UP was a play on the uniquely Australian 'bugger up' and linked the idea of using satirical messages to communicate anti-smoking messages. The very next refaced billboards were located on Parramatta Road opposite Sydney University and were signed using the full name *BILLBOARD UTILISING GRAFFITISTS AGAINST UNHEALTHY PROMOTIONS* and thereafter the billboards were signed using only the BUGA UP acronym. Strong media interest followed and the BUGA UP movement was born.

In October 1980, BUGA UP held its first public meeting and with growing numbers launched the *BUGA-UP Summer Offensive*. Hundreds of tobacco and alcohol billboards were refaced during the offensive and growing public support prompted the establishment of a post office box and fighting fund to enable supporters to lend financial support. Funds did flow in and these were used to publish material and pay, where possible, fifty percent of the fines for the 'BUGs' who were caught.



**Advertising the Spring Catalogue – a poster of BUGA Up's work 1981**

## PART TWO

The group was unstructured with no formal membership or office bearers however during its peak the Sydney based movement spread to Melbourne, Adelaide, Hobart and Perth. Those active in BUGA UP included people aged 8 to 71 years of age and from a variety of professions and backgrounds. BUGA UP inspired similar movements in the United Kingdom, Canada and the United States. The London based group COUGH UP modeled themselves on BUGA UP. The spread of BUGA UP and the breadth of their campaign were much greater than many people realised.

It was not only a lack of social responsibility and total disregard for health displayed by the tobacco and advertising industries which angered and drove founding members to action, it was also the visual assault of the billboards which they saw as a blot on the landscape.



**Cigarette advertising at the Royal Easter Show Sydney**

## PART TWO

BUGA UP attracted a number of professionals including doctors and academics to its activities. Dr Arthur Chesterfield- Evans was fighting the tobacco industry and raising awareness through the Non Smokers Movement Australia and through the radio program 'Puff Off'. As a surgeon Chesterfield-Evans saw first hand the destructive properties of tobacco as he treated patients dying from tobacco caused cancer. He saw refacing billboards as a moral rather than an illegal act.



**Dr Arthur Chesterfield-Evan at a public demonstration 'refacing' a billboard in October 1983 near the Sydney Cricket Ground. Malicious injury was the usual charge however police made no arrests on this day.**

Those active in BUGA UP were motivated to fight against the seeming right that wealthy corporations enjoyed in pushing their carcinogenic products through seductive advertising without challenge. BUGA UP saw tobacco advertising as drug pushing and turned to civil disobedience as a way to redress the social irresponsibility that the governments of the day permitted.

# Making the big boys **pushers**

**Windfailed Cup**



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The Windfailed Cup Poster