

## **BUGA UP – You’ve come a long way baby**

BUGA UP had plenty of colourful characters and two of the more eccentric BUGS are now fondly remembered in their obituaries on the BUGA UP website. fred cole (he insisted on small letters) and Lord Bloody Wog Rolo were active in the movement. Lord Bloody Wog Rolo changed his name from Rolando Mestman Tapier by deed poll reasoning that he had been called a ‘wog’ so often that he best make it official. Bill Snow, another founding member often engaged the police by calling in at local police stations to talk about the evils of the tobacco industry and BUGA UP’s counter attacks. Snow was also the ambassador at the 1984 BUGA UP embassy, strategically positioned opposite a leading advertising agency in North Sydney.



**Fred Cole**

BUGA UP also attracted women to the cause. Lord Bloody Wog Rolo and his future wife Ros met in 1983 at a billboard they were both about to ‘reface’. A driving force of the BUGA UP movement in Melbourne was Marge, a mature woman then and who is now in her eighties. Marge would conceal her spray cans inside her cape and discreetly reface billboards and the cigarette advertisements on trams as they passed through central Melbourne. Often dressed in a hounds tooth check she looked like the archetypal aunt rather than an activist. Other women include Sydney based activist Daniele. Daniele’s modus operandi was refacing by using pre fabricated stickers. A method also favoured by others such as Brian Robson and fred cole.



**Lord 'Bloody Wog' Rollo**

BUGA UP was active from 1979 to the mid 90's and their accomplishments can be attributed to the passion and tenacity of not just the older and founding members but also their success in attracting new talent which reinvigorated the cause. Peter Vogel, businessman and inventor of the Fairlight synthesizer and Lachlann Partridge were among the early recruits and brought more energy and ideas to the group. Their call to action included taking up the invitation "So if an advertisement bothers you, bother us" by the former Advertising Standards Council (ASC). Self regulation of the advertising industry was administered through the ASC. Lachlann and Peter established the Advertising Double Standards Council (ADSC) with the satirical motto: "If advertising standards are good, then double standards are TWICE as good" and went into overdrive 'bothering' the ASC by sending witty letters of complaint against tobacco advertisements. Whilst the ASC alleged the complaints to be frivolous the ADSC often pointed to clear breaches by the tobacco companies. In July 1985, Vogel was declared a vexatious litigant by the ASC and was informed that his complaints would no longer be investigated regardless of their merit.

PART FOUR

P.O. Box 252  
PADDINGTON  
N.S.W. 2021  
7th March, 1986

My ref: A6002

Ms B. Boden  
Administrative Secretary  
Advertising Standards Council  
2nd Floor  
St. Andrew's House  
Sydney Square, SYDNEY 2000

Dear Ms Boden,

Re: Advertisement for Alpine "15's"

I wish to lodge a complaint against a six sheet poster advertisement for "Alpine 15's" which has been appearing all over Sydney in recent weeks.

The ad features what is known in the industry as a "crotch-shot", with a packet of Alpine cigarettes stuck in the woman's bikini briefs. The text reads "New alpine 15's. They fit in anywhere".

I enclose a photograph of this ad for your reference.

The gross sexual innuendo of the caption and image of this ad exceeds all bounds of taste and decency. The use of the dissected female form to attract attention is discriminatory, insulting and offensive. The ad is also clearly targetted at young women, which, as well as breaking the Code, is particularly irresponsible given the advertiser's knowledge that smoking-related cancer now rivals breast cancer as a killer of women.

I trust Council will act swiftly to have this ad withdrawn.

Yours sincerely,

*P. V.*

PETER VOGEL



**Suave, sexy advertising was the arsenal of the tobacco industry. A letter of complaint to the Advertising Standards Council.**

## PART FOUR

In 2013 it will be twenty years since tobacco advertising on billboards was banned. Because of their unorthodoxy BUGA UP were largely unsung heroes however Nigel Gray, head of the Anti-Cancer Council of Victoria from 1968 to 1995 has publicly commented on the decisive role they played in the history of tobacco control.

In preparation for this significant anniversary a sizeable amount of content has been uploaded to the official BUGA UP website to capture this important and unique chapter of Australian history. Many Sydney dwellers over the age of 45 will recollect BUGA UP's *greatest hits* (billboards were often *hit* by paintballs) and for everyone else the website presents a comprehensive history of the world of tobacco advertising during that era and a struggle where David finally beats Goliath. A comprehensive collection of more than 120 press clippings taken from articles from Australian, Canadian, American and British newspapers and journals involving BUGA UP are now available on the website.

Whilst BUGA UP is essentially in hibernation, it is a long way from forgotten. BUGA UP is still approached from time to time with requests for interviews and information. BUGA UP is often referenced in the literature on culture jamming, as being possibly the first example in Australia. The term '*culture jamming*' was coined in 1984, well after the formation of BUGA UP.

Recently an activist group targeting the use of plastics requested the use of the BUGA UP brand. Whilst BUGA UP would most certainly support the campaign against plastics, a decision was made not to dilute BUGA UP's strong association with the anti tobacco push and the request was declined. The use of word 'UP' in modern activist groups is likely an acknowledgement of BUGA UP and its place in modern activism.

BUGA UP would love to hear from supporters and especially from those who were moved to take direct action with spray can in hand against the tobacco industry. Use the contact page at [www.bugaup.org](http://www.bugaup.org) and share your story.

