

Anger over horse race ad on Sydney Opera House

10th October, 2018



There is public outcry in Australia over controversial plans to use the Sydney Opera House as a "billboard" to advertise a horse race. Tens of thousands of Australians have signed a petition

to block the plans to project an advertisement for the Everest Cup onto the iconic white sails of the Opera House. The race is the richest horse race in the world. The decision to use the Opera House as a platform for the ad even has the backing of Australia's Prime Minister Scott Morrison. He said: "It's not like they're painting it on there. I mean, it's lights flashing up there for a brief moment of time....I don't understand why we tie ourselves up in knots about these things."

The former chief executive of the Opera House described the decision to promote the race on the world-famous landmark as "crass, inappropriate and offensive". He said: "I find it extraordinary that the state politicians on both sides have somehow decided that this is in the interests of Sydney, New South Wales or Australia to corrupt the way the Opera House works, to corrupt the art integrity of the building." The son of Peter Hall, the architect who helped complete the Opera House, said: "My father would have been sickened by it....He would not have condoned advertising on the building in any way. Lucky he's not around to see the desecration of our beautiful, iconic masterpiece."

Sources: theguardian.com / 9news.com.au / news.com.au

Writing

It's OK to use famous world landmarks to advertise horse races. Discuss.

Chat

Talk about these words from the article.

outcry / controversial / advertise / petition / opera house / sails / horse race / brief / chief executive / landmark / politicians / integrity / building / iconic / masterpiece

True / False

- a) A billboard has been attached to the Sydney Opera House. T / F
- b) Hundreds of thousands of people signed a petition against an advert. T / F
- c) Australia's prime minister supports using the Opera House for the ad. T / F
- d) The prime minister said people should tie knots if they are angry. T / F
- e) A former opera house chief called the ad on the opera house offensive. T / F
- f) The former chief said the ad was in the interests of Australia. T / F
- g) The former chief said the ad corrupted how the opera house works. T / F
- h) An architect's son said his father would not have supported the ad. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|------------------------|-------------------|
| 1. outcry | a. most lucrative |
| 2. block | b. allowed |
| 3. richest | c. support |
| 4. backing | d. degrade |
| 5. brief | e. stupid |
| 6. crass | f. protest |
| 7. corrupt | g. good character |
| 8. integrity | h. dishonoring |
| 9. condoned | i. stop |
| 10. desecration | j. short |

Discussion – Student A

- a) What do you think about what you read?
- b) Why do people think the ad is inappropriate?
- c) Is it bad to promote horse racing?
- d) Does promoting horse racing lead to an increase in gambling?
- e) Should the architect be considered in this story?
- f) What do you think of opera?
- g) How beautiful is the Opera House as a masterpiece?
- h) What questions would you like to ask Australia's prime minister?

Phrase Match

- | | |
|---------------------------------------|----------------------------------|
| 1. signed a petition | a. of Sydney |
| 2. the iconic white | b. up in knots |
| 3. the ad even has the backing | c. famous landmark |
| 4. for a brief moment | d. sails of the Opera House |
| 5. why we tie ourselves | e. iconic masterpiece |
| 6. promote the race on the world- | f. to block the plans |
| 7. crass, inappropriate | g. advertising on the building |
| 8. this is in the interests | h. of time |
| 9. He would not have condoned | i. and offensive |
| 10. the desecration of our beautiful, | j. of Australia's Prime Minister |

Discussion – Student B

- What do you know about the Sydney Opera House?
- How controversial is it to advertise on the Sydney Opera House?
- Have you ever signed a petition?
- How effective are petitions?
- Do you think it is OK to advertise a horse race on the Opera House?
- Is it OK to advertise anything on famous world sites?
- Is the ad OK because it is just light projected on the Opera House?
- What do you tie yourself up in knots about?

Spelling

- There is public oytrcu in Australia
- ltevricaosnor plans
- signed a tiineotp
- the incoci white sails
- for a ebrijf moment
- we tie ourselves up in stkon
- The former chief xevuticee
- mtpoero the race
- crass, inappropriate and feveniosf
- the art iyiernttg of the building
- the irchecatt who helped complete the Opera House
- He would not have eocndon advertising

Answers – Synonym Match

1. f	2. i	3. a	4. c	5. j
6. e	7. d	8. g	9. b	10. h

Role Play

Role A – Sydney Opera House

You think the Sydney Opera House is the world's greatest site. Tell the others three reasons why. Tell them what is wrong with their sites. Also, tell the others which is the least interesting of these (and why): Pyramids, Taj Mahal or Statue of Liberty.

Role B – Pyramids

You think the Pyramids are the world's greatest site. Tell the others three reasons why. Tell them what is wrong with their sites. Also, tell the others which is the least interesting of these (and why): Sydney Opera House, Taj Mahal or Statue of Liberty.

Role C – Taj Mahal

You think the Taj Mahal is the world's greatest site. Tell the others three reasons why. Tell them what is wrong with their sites. Also, tell the others which is the least interesting of these (and why): Pyramids, Sydney Opera House or Statue of Liberty.

Role D – Statue of Liberty

You think the Statue of Liberty is the world's greatest site. Tell the others three reasons why. Tell them what is wrong with their sites. Also, tell the others which is the least interesting of these (and why): Pyramids, Taj Mahal or Sydney Opera House.

Speaking – Famous Sites

Rank these with your partner. Put the best at the top. Change partners often and share your rankings.

- | | |
|----------------------|--------------|
| • Sydney Opera House | • Louvre |
| • Machu Picchu | • Pyramids |
| • Masai Mara | • Taj Mahal |
| • Statue of Liberty | • Mount Fuji |

Answers – True False

a	F	b	F	c	T	d	F	e	T	f	F	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.