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Providing news and analysis on the Australian outdoor media industry

Global outdoor industry share issues and ideas

The heads of Outdoor Advertising Associations met in London on 24 October to share ideas and discuss future challenges for the industry, as well as identify opportunities for global collaboration.

The meeting was convened by the Outdoor Advertising Association of America (OAAA) and hosted by the UK's Outdoor Advertising Association (OAA). Also in attendance were representatives from the Australian, South African, Nigerian, Indian and Mexican Associations.

Issues discussed ranged from the industry's need to get serious about sustainability and environmental programs to the impact of new technologies such as digital displays.

A comprehensive presentation on Audience Measurement was provided by JCDcaux's Neil Eddleston and Clear Channel's Tony Jarvis. This included the status of measurement internationally, and

an update on the various projects in progress.

Australia is among those markets due to launch new systems within the next 18 months, alongside Northern America, South Africa and Mexico, while the United Kingdom recently signed a contract for a major upgrading of its POSTAR system. European cities including Norway, Sweden and Finland have already introduced their Audience Measurement systems, along with Ireland.

The results have been good for those markets with new Audience Measurement systems, with Finland in particular experiencing strong revenue increases after years of stagnated growth.

The inclusion of 'Eyes On' measurement, where audience numbers are adjusted from a 'possibility' to a 'probability' to see outdoor advertising, is gaining momentum across the globe. Only a few markets have chosen not to include a Visibility Adjusted Contact

(VAC) as part of their systems.

Planning issues were also on the agenda, with notable similarities in the regulatory challenges facing the industry at a global level. It was recognised that sharing research and quality examples of innovation and design would assist all markets.

Another issue high on the agenda was the quality of creative and the need for outdoor associations to improve communications with the creative industry.

Participants in the global meeting have agreed to progress a number of specific tasks that can be shared across markets for the benefit of all operators.

Strong third quarter results

Outdoor revenue for the 2007 third quarter has delivered once again double digit growth for the industry when compared to the same period last year.

The industry grew a record 15.2%, delivery \$103.3 million for the quarter compared to \$89.7 million in 2006.

Growth was across all formats and was further boosted by additional revenue of \$4.9 million which had not previously been captured by the OMA. This lifted total revenue for the 2007 third quarter to \$108.2 million.

OMA Chief Executive Helen Willoughby said the revenue was the result of OMA members

acquiring companies that had not been part of the Association, and therefore had not been reporting their revenue.

"We now have almost complete representation of the industry and estimate that with these acquisitions more than 97 per cent of revenue is now being captured," Ms Willoughby said.

The solid growth was consistent with global trends where outdoor advertising has continued to be the best performer among the traditional media.

However, it was also helped by a strong advertising market fuelled partially by the Federal election.

Out there



To the amazement of commuters and Brisbane Airtrain management, one eager puzzle solver has climbed this 20 metre high billboard site and has filled in the missing blanks on the Sudoku puzzle.

The billboard, located on Ipswich Road at Ebbw-Vale, was part of a campaign designed by De Pasquale for Brisbane Airtrain to promote the benefits of catching the Airtrain to Brisbane Airport.

Sate round up

VIC

The OMA has put a second submission to the Department of Sustainability and Environment in response to their current review of the advertising rules in the Victorian Planning Provisions. The OMA used the submission to address a number of areas where we believe the VPPs could be refined or improved, including accommodating emerging outdoor advertising developments and technology, highlighting the importance of achieving relatively consistent advertising rules across council areas, and refining some of the rules about advertising in different types of zones.

The next step in this process will be a second series of industry and stakeholder workshops. The OMA has been informed by the Signs Advisory Committee that these will be hosted in November, prior to the Committee making recommendations to the Victorian Government by the end of 2007. Thanks to the Victorian members for their help so far in this review process.

NSW

This month the OMA's lawyers (Cutler, Hughes & Harris) together with Belinda Barnett, a Town Planner who has worked with the outdoor industry for several years, held a very informative workshop on the recent changes to State Environment Planning Policy No 64 (Advertising and Signage). The workshop was a great opportunity for our industry to get some ideas about how to move forward within the new planning framework.

Also in October, the OMA and the Chief Executive Officers of a number of our members met with the NSW Minister for Planning, the Hon. Frank Sartor, to discuss the application of SEPP 64. Also in attendance were representatives from Planning NSW, the Roads and Traffic Authority and RailCorp. The importance of innovation, good design and integration was discussed along with the process for progressing applications.

The OMA is hoping to participate in joint workshops with the agencies to assist all parties.

QLD

Thanks to everyone who helped get together the industry submission in response to the Queensland Government's review of the Local Government Act 1993. The submission focused on a number of areas highlighted in the Issues Papers which were released by the Department as part of the review, including possible improvements to consultation processes, license fee structures and accommodating emerging trends in outdoor.

In the past month, a number of members in Queensland have highlighted issues with new or proposed local council rules about outdoor advertising, including new license fees structures and approval requirements for advertising signs. The OMA will continue to work with affected members and other relevant stakeholders to address these issues.

The OMA is monitoring a proposal to move Brisbane's advertising and signage rules from local law to the planning scheme, and we are currently consulting with affected industry members and stakeholders to achieve a good outcome for the industry.

*Member please note – the "Members Only" art of the OMA website contains a **state-by-state breakdown of many of the regulatory frameworks which affect our business in Australia**, including many of the relevant state or local planning policies. This information is updated regularly, **including with all of the submissions and issues papers** which are referred to in the this section of the newsletter. To access, please go to <http://oma.org.au/members>. If you require a User ID and password, please contact Candice.Scott@oma.org.au*

Upcoming events

Marketing Committee Meeting:
3 December 2007

Regulatory Affairs Committee Meeting:
14 December 2007

Occupational Health and Safety Meeting:
12 November 2007

Board meeting:
20 November 2007

Creative Awards

The Glue Society will present to the OMA Board next month on its proposal to relaunch the industry's outdoor creative awards.

The OMA commissioned the innovative agency following independent research that its awards program was not well known among the creative industry.

It is expected that the 'new look' awards will be launched in early 2008, specifically targeting Australian creatives.

Planning Scholarship

The winner of the Outdoor Media Association's inaugural planning scholarship will be announced on the 8 November on World Town Planning Day in Adelaide.

The lucky recipient of the \$15 000 scholarship was selected from a competitive array of submissions by a judging panel of industry experts including Helen Willoughby (CEO Outdoor Media Association), Di Jay (CEO of PIA), Trevor Budge (La Trobe Uni and head of the PIA Education Committee) and Robert Freestone (UNSW).

The scholarship which is a joint initiative of the OMA and the Planning Institute of Australia gives young planners the opportunity to travel overseas and research outdoor advertising as part of their studies.

Useful Links

Please use the following links to access details on other industry information:

The Advertising Federation of Australia
<http://www.afa.org.au/>

Media Federation of Australia
<http://www.mediafederation.org.au/mfa.aspx>

Australian Direct Marketing Association
<http://www.adma.com.au/asp/index.asp>

Australian Association of National Advertisers
<http://www.aana.com.au/>

Advertising Standards Bureau
www.adstandards.com.au