

# outsid@info

Providing news and analysis on the Australian outdoor media industry

## Entries open for \$15, 000 Young Planners Scholarship

**New York's** Time Square, **London's** theatre district or **China's** Beijing Olympic City are just some of the outdoor media environments that could be open to young planners under the first of a new \$15,000 international scholarship program.

Entries have opened for the annual young planners' scholarship, which is a joint initiative of the Outdoor Media Association (OMA) and Planning Institute of Australia (PIA). To be eligible entrants must be an Australian resident under 35 years of age and either a:

- second year or beyond planning student enrolled in one of 17 institutions with accredited PIA courses throughout Australia or another approved planning course (refer list attached);
- a recent graduate of one of those courses but not yet working in the planning environment;

- a young planner with less than five years' experience.

CEO of the OMA, Helen Willoughby, and CEO of the PIA, Di Jay, said the aim of the scholarship was to broaden understanding among its annual recipients of the challenges and opportunities planners and outdoor media operators faced in international cities so that they may apply that knowledge in Australia.

"Around the world, outdoor advertising takes on many roles – from traditional posters to innovative digital displays, from the subtle to the out there. And the regulatory environment can vary quite dramatically from place to place," Ms Willoughby said.

"This scholarship will provide the opportunity for young planners to explore how overseas' regulators manage outdoor advertising in the built environment, and how they are adapting to changing landscapes and new technologies."

Ms Jay said entrants would be required to provide a 1500-word submission, curriculum vitae and a statement of claim as to why they should be chosen. They would then be required to write a report and present their findings to the next Young Planners' and PIA Conferences in 2009.

The research will also be published on the OMA and PIA websites.

Entrants will be judged in October by a panel including representatives of the OMA and PIA, and up to two leading planning academics. The winner will be announced on World Town Planning Day on 8 November 2007.

ENTRIES CLOSE MONDAY 1 OCTOBER 2007

### Out there

This may not be traditional outdoor advertising but check out Julian Beever's creative talents.

Julian Beever is an English artist who is famous for his 3-D chalk art on the pavements of England, France, Germany, USA, Australia and Belgium.



This swimming pool chalk drawing appeared in Glasgow, Scotland. Below is the view of the drawing from the opposite side.



## Glue Society to re-vamp creative awards

The creative collective, The Glue Society, has been commissioned by the OMA to help with the re-branding and re-positioning of the outdoor industry's creative awards.

Well-known for their innovative and attention seeking campaigns, the creative team at the Glue Society now have the ultimate challenge – to build interest and excitement around the potential of outdoor among the creative industry.

The aim is to give the outdoor awards that 'cutting edge' that makes them a 'must enter' awards' program among the creative community.

Michael Simons, Executive Creative Director with Draft FCB, will continue as Chair of the Judging Panel for the awards and will help oversee the project.

The Glue Society, established in 1998 by Jonathan Kneebone and Gary Freedman, have worked with clients such as Nike, Virgin Mobile and Virgin Atlantic, Channel V, Levis and most recently developed The Chaser's War on Everything "cheapest billboards in the world" campaign.

Stay tuned for the launch of the new campaign planned for November.



The Glue Society developed this effective RTA youth speeding campaign.

## National outdoor media study underway

The OMA has engaged Access Economics to do an Australia-wide study of the economic contribution of outdoor advertising.

The study will help fill "knowledge gaps" about the industry, establish some industry benchmarks and quantify the benefit of outdoor advertising to the Australian economy and communities.

CEO of the Outdoor Media Association, Helen Willoughby, said that the study is an important industry initiative and encouraged all members to participate.

"This is the first industry-wide study into the economic impact and benefits of outdoor media to be conducted in many years," Ms Willoughby said.

"The study will help quantify how many people the industry employs, the industry's contribution to gross domestic product, and its donations to charities.

"It will clarify what funds are provided towards the construction, cleaning and maintenance of public infrastructure like bus and tram shelters, and pedestrian bridges."

"The study will provide individual members a baseline against which to compare their individual practices and performance against the industry average."

Results from the study are expected by the end of 2007. For more information, contact Philip McCall at the OMA on 02 8356 9000

## Website launch

The Outdoor Media Association, OMA, is launching its new website on the 3 September 2007. Please view the new OMA website at [www.oma.org.au](http://www.oma.org.au).

The website is more user friendly and reflects the OMA's new branding. The website features several new sections including an extensive image gallery, a MOVE (audience measurement) section and a resource centre.

The 'members only' site has been updated and now includes a Regulatory Affairs section which features links to relevant legislation and other websites.

If you have any feedback on the website please contact Candice Scott at [candice.scott@oma.org.au](mailto:candice.scott@oma.org.au).

## SEPP 64 changes

New rules governing outdoor advertising in NSW were gazetted by the State Government on Friday 3 August. The changes include:

- The introduction of a public benefit test for determining community value for outdoor advertising proposals in areas where the RTA or RailCorp have a role (for example, in transport corridors or on RTA or RailCorp owned land);
- The inclusion of a dispute resolution process to assist with the application of the public benefit test;
- The inclusion of OHS upgrades and signage removal in some transport corridors as exempt development (not subject to a formal development application process); and
- The inclusion of a requirement for vegetation management plans in development applications for outdoor signage in certain areas.

Helen Willoughby, CEO of OMA, said the OMA will monitor the application of a number of aspects of the new policy, particularly the public benefit test, in the lead up to a Government review of the policy in mid 2008.

"The new public benefit test will provide advertisers with the opportunity to clearly establish the benefit of new outdoor signage proposals through financial or in-kind contributions to the State Government or local councils," Ms Willoughby said.

"The changes follow new independent research by AC Nielsen which showed high public support for outdoor advertising which contributed to the provision and maintenance of public infrastructure.

"With State Government departments now required to annually report on advertising revenue received and expended on public projects, the public benefit test will provide further opportunities to demonstrate the public benefits associated with outdoor advertising."

The OMA will continue to work closely with NSW State and Local Governments to ensure the industry is well informed about the new rules, and understands how its members are to comply with the changes across the various Local Government Areas.

## State round up

### NSW

- Arrangements are being made for an industry briefing about changes to SEPP 64. More information soon.
- The OMA recently attended the NSW Government's Business Dialogue forum, following up on the SEPP 64 amendments with the Ministers for Roads and Planning.

### Victoria

- The OMA has been holding MOVE road shows to brief media buyers on the audience measurement project. The roads shows, held so far in NSW and VIC have been well received and attended.
- The OMA recently attended the Victorian Government's Business Forum, meeting with the Ministers for Planning, Local Government and Roads about the changes currently being considered to the advertising components of the Victorian Planning Provisions.

### Queensland

- The OMA has requested a meeting Brisbane City Council to discuss the possible transfer of signage regulation from local law to a new planning scheme.
- The OMA will soon commence a submission to the review of the QLD "Local Government Act".
- Work is continuing to launch a pilot police initiative in QLD, where free advertising space would be offered to Police for crime fighting or missing children programs.

## Upcoming events

**Marketing Committee Meeting:  
3 September 2007**

**Regulatory Affairs Committee Meeting:  
12 October 2007**

**Occupational Health and Safety Meeting:  
12 November 2007**

**Board meeting:  
20 November 2007**