

Outdoor Media Association

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Media Release

Outdoor Industry Body Clarifies Digital Signage Changes in Queensland

Reports from earlier today suggest that there might be a sweeping ban of digital billboards in Brisbane - as the peak industry body for the outdoor industry, the Outdoor Media Association (OMA) would like to clarify some facts on the matter and alleviate any unnecessary concerns.

“Today’s coverage suggested that amendments might hinder the existing digital network when in fact they provide clarification on the use of digital outdoor advertising,” said OMA CEO, Charmaine Moldrich.

The proposed amendments stemming from this went through Council today, however they will not result in a ban on the existing digital network in Brisbane. Brisbane City Council Neighbourhood Planning Chairman, Councillor Amanda Cooper said the changes were the first since 2005 and were aimed at ensuring Council's laws kept pace with advancements in digital technology.

"We've worked closely with the OMA and other representatives to ensure advertisers have clear guidelines about how they can use these new technologies without adversely impacting the community," Cr Cooper said.

“OMA members already have rules like this in place and Cr Cooper has confirmed that the changes do not ban static digital advertisements or fixed images that are in line with current safety guidelines,” said Ms Moldrich.

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FURTHER INFORMATION:

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Editor’s Notes:

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership.

Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

