

**Outdoor Media Association**  
Suite 504, 80 William Street, East Sydney NSW 2011  
T 02 9357 9900 F 02 8356 9500 E info@oma.org.au  
ABN 59 004 233 489 www.oma.org.au

Monday, 4 August 2014  
For immediate release

## Media Release

# The Outdoor industry expands support for National Missing Persons Week 2014



Today the Outdoor Media Association (OMA) launches an Out-of-Home (OOH) advertising campaign for the 2014 National Missing Persons Week (NMPW), which runs from 3–9 August and is officially launched in Canberra on Monday 4 August. NMPW is a national annual campaign to raise awareness about the issues and impacts associated with missing persons cases.

This year's campaign is the result of a partnership with Alzheimer's Australia to raise awareness in the community of the links between dementia and missing persons. Dementia is the term used to describe the symptoms of a group of illnesses which cause a progressive decline in a person's mental functioning. Dementia has a debilitating effect on memory, intellect, rationality, social skills and normal emotional reactions.

The rate of moderate to severe dementia among Australians is one in 15 people over the age of 65. Research has identified that elderly persons, particularly those with dementia are one of the key 'at risk' groups in the Australian community of going missing.

"The Outdoor industry is now in its sixth year of supporting this vital campaign in New South Wales and we are excited to extend our partnership to Victoria in 2014. With over 90% of the population viewing Outdoor advertising, we are in a unique position to broadcast critical information about people who have gone missing and we are pleased to use our signs for this worthy cause," said Charmaine Moldrich, CEO of the OMA.

The 2014 advertising campaign in New South Wales focuses on Raphael Joseph who was last seen in Auburn around midnight 21 March 2014.

The Victoria campaign aims to locate several people including Brendan Breen, Shiva Chauhan, Donald Govan, Rodney Martini, Warren Meyer, Kim Teer and Lorrin Whitehead (nee Kaiser).

"We hope that the campaign will assist in finding these people, and, importantly, raise awareness for all missing person cases," said Moldrich.

A staggering 35,000 people are reported missing each year in Australia – that figure equates to one person every 15 minutes. This is an issue that has the potential to affect anyone, irrespective of age, gender, sexuality, culture, profession or educational background.

People go missing for different reasons – family and relationship conflicts, mental illness and suspicious circumstances – however going missing is not a crime. Missing person cases are a great toll on family and friends, reiterating the importance of the NMPW campaign.

"We are once again very grateful to have the support of the OMA for the 2014 NMPW campaign," said NSW Police Force Assistant Commissioner Peter Barrie. "It is not only about locating the people featured on the posters, it is about raising public awareness for all missing persons. I thank the members of the OMA for their on-going support and contributions."

Victoria Police Assistant Commissioner Stephen Fontana said “When a loved one, family member or friend disappears without explanation, it causes significant heartache for the families involved. If you can help, please contact police. It’s never too late.”

“Our sponsorship of NMPW is one of hundreds of sponsorships undertaken by our members, aligned to our commitment to contribute to and support the community. In 2013 the Outdoor industry contributed advertising valued at \$13 million to a plethora of charitable and not-for-profit organisations including arts, education and sport,” said Moldrich.

In 2014 OMA members have generously donated over \$330,000 in advertising space and production across NSW and Victoria, which is an increase of 57% over last year. Participating companies include Adshel, APN Outdoor, JCDecaux, oOh! Media, ROVA and TorchMedia. Printing services were provided by Cactus Imaging and Omnigraphics.

For more information on the campaign visit: [www.missingpersons.gov.au](http://www.missingpersons.gov.au)

**ENDS**

**FURTHER INFORMATION:**

Charmaine Moldrich, CEO, Outdoor Media Association – T: 02 9357 9999 M: 0407 418 273

**About the OMA:**

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.

**About National Missing Persons Week:**

National Missing Persons Week is an annual event which takes place during the first week of August each year. It is coordinated by the National Missing Persons Coordination Centre (NMPCC) through the Australian Federal Police with the support of Australian State and Territory police. It aims to raise awareness of the significant issues associated with missing persons, and to reduce the incidence and impact of missing persons in Australia.

National Missing Persons Week was launched in 1997 and is seen as an effective way to raise the awareness of missing persons issues in Australia through targeted awareness and prevention campaigns using national and state-based media. Although National Missing Persons Week officially commenced in 1997, 2007 was the first time a national media campaign was developed and implemented.