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Providing news and analysis on the Australian outdoor media industry

OMA welcomes \$830,000 AusIndustry Grant

The Outdoor Media Association has welcomed a Federal Government *AusIndustry* grant worth almost \$830,000 which will assist in delivering Australia's first industry-wide audience measurement system for outdoor advertising.

CEO of the OMA, Helen Willoughby, said the grant was provided under AusIndustry's *Industry Cooperative Innovation Program (ICIP)*, and would go toward planning, development and rollout of the \$5 million **Measurement of Outdoor Visibility and Exposure (MOVE)** project.

"When it is launched in the second half of 2008, the MOVE project will set a world standard for measuring and determining the effectiveness of outdoor advertising," Ms Willoughby said.

"The MOVE system will help give greater certainty to the industry, advertisers and media buyers on the number of people who are likely to see outdoor advertising across all formats within the major metropolitan regions.

Ms Willoughby said work was progressing well with the contractors, VIEW Measurement, now well into the design of the Models that will drive the system.

She said work had also commenced building the new software with the aim to have the first major test conducted in December around the Brisbane market.

MOVE will enable accurate measurement of outdoor advertising campaigns through incorporating leading edge eye-tracking technology combined with accessing 68,000 Government Household travel surveys, census data, supplementary surveys and geographic mapping tools.

Ms Willoughby said the new system will make this information available through a web-based tool that will be directly accessible to media buyers, enabling the industry to compete on a more level playing field with other advertising media.

"And because the system will cover all outdoor media formats, it will be a significant advance on any currently available international outdoor media measurement tools," Ms Willoughby said.

Successful delivery of MOVE is pivotal to the long-term growth and competitiveness of the \$400 million outdoor advertising industry.

Out there



A billboard in Italy of a naked anorexic woman has sparked controversy across the world.

The billboard was posted during Milan fashion week to highlight the effects of the illness while promoting fashion brand, Nolitita.

The picture was shot by the controversial Italian photographer Oliviero Toscani, who in 1992 photographed a man dying of AIDS for a campaign for clothing group Benetton.

Toscani used the shocking image to point to the influence of the fashion industry on young women's body image.

Young Planners' Scholarship - last call for entries

Entries close for the \$15 000 annual Young Planners' Scholarship on Monday 1 October 2007.

The scholarship, which is a joint initiative of the Outdoor Media Association (OMA) and the Planning Institute of Australia (PIA) has received a high level of interest among young planners.

CEO of the OMA, Helen Willoughby, said the scholarship will provide the opportunity successful applicants to explore outdoor advertising in an international market while broadening their knowledge of the challenges and opportunities outdoor media operators and regulators face.

Entrants are required to provide a 1500 word submission, curriculum vitae and a statement of claim as to why they should be chosen.

Entrants will be judged 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.

For more information on the scholarship please visit the OMA and/or the PIA's website.

www.oma.org.au www.planning.org.au



The Young Planning Committee

Global outdoor meeting in London

The Outdoor Advertising Association of America (OAAA) is hosting the first global congress of Outdoor Association Executives in London on 24 October 2007.

A number of key issues are on the table, including Audience Measurement, regulatory issues across the markets, technology advances, research and resource sharing, global business practices and global collaborations.

OMA CEO Helen Willoughby said the OAAA had been planning this event for some time in response to the industry's worldwide growth and ever-changing landscape.

"In most markets the outdoor media industry face similar risks and opportunities, and is seeing similar trends in revenue and technological advancements," Ms Willoughby said.

"It makes sense for those who represent the commercial operators to come together and share their ideas and knowledge in the interests of strengthening the media on a wider scale."

Industry briefing on SEPP 64

An industry briefing about the recent changes to NSW State Environment Planning Policy No 64 (Advertising and Signage) will be held at 8.00am on Friday 12 October 2007.

The briefing will be held by the OMA's lawyers (Cutler, Hughes & Harris) together with Belinda Barnett, a Town Planner who has worked with the outdoor industry for several years. Areas of focus will include the new public benefit test and general issues associated with the management of signage applications on land owned by RailCorp or the RTA.

Any members wishing to attend should RSVP to the OMA's Senior Policy Officer, Philip McCall on (02) 8356 9000 before Friday October 5. More details and an agenda will be circulated prior to the meeting.

Upcoming events

Marketing Committee Meeting:
5 November 2007

Regulatory Affairs Committee Meeting:
12 October 2007

Occupational Health and Safety Meeting:
12 November 2007

Board meeting:
20 November 2007

The Australian Printer Magazine quoted a new report claiming the world outdoor advertising market would reach USD30.4 billion by the year 2010, driven primarily by lifestyle changes.

According to the report, *Outdoor Advertising: A Global Strategic Business Report by Global Industry Analysts, Inc (GIA)*, the research showed that modern urban dwellers were participating in a "greater indulgence in outdoor activities" and an increasing out-of-home lifestyle.

The researchers also pointed to the growing attractiveness of digital billboards and visual technologies in increasing consumer engagement with the outdoor advertising medium.

Ms Willoughby said the global meeting was timely given the progress currently being made in audience measurement in Australia, the United States and the United Kingdom.

Neil Eddleston of JCDecaux and Tony Jarvis of Clear Channel Outdoor will be guest speakers at the meeting.

Ethics in advertising



Ads like this pass the ethics test.

The Advertising Standards Bureau has been visiting media associations to discuss proactive measures for addressing community complaints about certain advertisements.

ASB CEO Fiona Jolly recently visited the offices of the OMA to discuss where outdoor media currently sits in terms of the number of complaints received by the self-regulatory body.

Ms Jolly and her team have been conducting research and expect to come back with some specific measures, including increasing the community awareness of the role of the ASB and how to register complaints.

She said often with outdoor it had more to do with the location of a particular advertisement than with the creative itself.

The OMA's own Code of Ethics requires members to adhere to the ASB's Advertiser Codes which can be found on www.adstandards.com.au

State round up

VIC

The Committee which is reviewing the advertising section of the Victorian Planning Provisions has released an issues and options paper for public comment. The paper is available from the Department of Sustainability and Environment website - www.dse.vic.gov.au

The OMA is currently developing a submission to respond to the paper, which will need to be in by Friday 19 October. Any members wishing to have input should contact Philip McCall at the OMA on 02 8356 9000

NSW

The OMA is anticipating a meeting with the NSW Minister for Planning, the Hon. Frank Sartor, to discuss recent changes to SEPP 64.

Meanwhile, Amanda Logan recently left Claude Group and the OMA Regulatory Affairs Committee. We thank her for her enormous contribution and support, and wish her well with her new career.

QLD

The OMA is currently preparing a submission in response to the Queensland Government's review of the Local Government Act 1993. The paper will focus on several issues including who regulates outdoor advertising, business consultation processes, license fee structures and accommodating emerging trends in outdoor. Responses are due on Friday 5 October, and any members wishing to have input should contact Philip McCall

In October, the OMA will be holding MOVE road shows in Queensland to brief media buyers about the audience measurement project. The roads shows, held so far in NSW and VIC, have been well received and attended.

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