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Media Release

More signs of growth for Out of Home

The Outdoor Media Association (OMA) today launched research by Deloitte Access Economics. *Signs of Growth*, outlines the important and growing contribution of the Out of Home (OOH) industry to Australia's economy. The report establishes a crucial fact – Australian government at all levels benefits from OOH advertising.

“The OOH industry plays an important role in creating vibrant cities while contributing to our nation's wealth. OOH is moving from strength to strength particularly as our populations become more urbanised and digital technology enhances what our signs can offer advertisers, governments and citizens,” said Charmaine Moldrich, OMA, CEO.

Deloitte Access Economics predicts that these conditions pave the way for OOH to become a primary media channel.

The good news is the rise of OOH benefits both government and the community.

“At a time when many governments are grappling with budget deficits, the OOH industry provides a revenue stream, paying \$1 in every \$2 of revenue in rent and taxes to government and other landlords,” said Moldrich.

Deloitte Access Economics has found that OOH is a significant job creator in Australia. John O'Mahony, Deloitte Access Economics partner, said “For every person directly employed in the out of home industry, it supports another two jobs elsewhere in the Australian economy.”

The report, launched today at The Calyx, Royal Botanic Gardens, Sydney, identifies several branches of OOH growth, spanning the industry's contribution to Australian GDP (\$647 million), the number of jobs supported (3,100) and the number of essential services delivered to the community (17,664 items of public infrastructure).

The infrastructure delivered by OOH helps make our cities more user-friendly and offers services to all, paid for by the industry.

“We believe the best outcomes come from collaboration between the OOH industry and government, which in turn benefits the community,” said Moldrich. “This research offers us encouragement to continue on this journey.”

Guest speaker from the day, Megan Motto, CEO, Consult Australia said, “Signs of Growth is an excellent report that really drives home how influential Outdoor media is, and what a powerful role it has in shaping our communities and cities.”

For further information about this research, please contact [Tess Phillips](#), General Manager, Government Relations, OMA.

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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.