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For immediate release

Media Release

The Outdoor industry lends its support to National Missing Persons Week 2013



Today the Outdoor Media Association (OMA) will launch an Out-of-Home (OOH) advertising campaign for the 2013 National Missing Persons Week (NMPW), which runs from 28 July to 3 August and is officially launched in Parramatta on Sunday 28 July. NMPW is a national annual campaign to raise awareness about the issues and impacts associated with missing person cases.

This year's theme focuses on the links between mental health and missing people – the tagline for 2013 is 'People living with a mental illness are at a greater risk of going missing.' The campaign, however, aims to raise awareness about all missing persons, not just those suffering from a mental illness.

"The OMA is proud to support this very important campaign for a fifth year. Outdoor advertising is seen by 90% of the population, and is therefore a great way to broadcast this vital information," said Charmaine Moldrich, CEO of the OMA.

The 2013 advertising campaign will focus on two missing person cases, Bethany Neville who was last seen at Central Station in Sydney and Neil Hinkley who was last seen in Umina in the Central Coast of NSW.

"We hope that the campaign will assist in finding Bethany and Neil, 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. In NSW last year, 12, 409 people were reported missing, of those 84 remain missing. 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 2013 NMPW campaign," said NSW Police Assistant Commissioner Peter Barrie. "This advertising is invaluable in raising the public awareness of missing persons. A picture truly is worth one thousand words in our search for missing persons such as Bethany and Neil. I thank the members of the OMA for their on-going support and contribution."

"Our community sponsorship with NSW Police is now in its fifth year and is one of hundreds of sponsorships undertaken by our members, aligned to our commitment to contribute to and support the community. In 2012 the Outdoor industry contributed advertising valued at \$15 million to a plethora of charitable and not-for-profit organisations including arts, education and sport," said Moldrich.

In 2013 OMA members have generously donated over \$210,000 in free advertising space.

Participating companies include 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

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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.