



October 2009

Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

This month's edition features • Date set for launch of MOVE • Signs of recovery

Date set for launch of MOVE



The 23rd February 2010 has been confirmed as the launch date for the outdoor media industry's new audience measurement system, **MOVE (Measurement of Outdoor Visibility and Exposure)**.

MOVE will be launched with a series of breakfast events commencing in Sydney, followed by the other four markets of Melbourne, Brisbane, Adelaide and Perth. The events will be attended by key stakeholders from media agencies, advertisers, outdoor media companies and suppliers, and trade media.

With the Sydney data already delivered for internal testing, processing has commenced for Melbourne and Perth which are expected to be uploaded for internal testing by mid-December 2009. Adelaide will follow shortly after, with Brisbane scheduled for delivery no later than mid-January 2010.

MOVE Chief Executive Helen Willoughby said discussions would soon commence with media agencies and operators to determine the numbers of people who will be seeking access to the system post-launch.

"We have already indicated to media agencies that the first six months' access will be free of charge. However, we still need to have access agreements in place

to set out the terms and conditions for the system's use," Ms Willoughby said.

MOVE will introduce a new currency to Australian media – Likelihood To See (LTS) – which will significantly increase the accountability and transparency of all outdoor media formats.

It has been developed at a cost of \$5million by a consortium of Australian and international research companies headed by the Brisbane-based transport and travel modellers, Veitch Lister Consulting (VLC). Funding was provided by outdoor media operators and through the support of a Federal Government Industry Co-operative Innovation Program (ICIP) grant of \$830,000.

The original timeframe was extended to accommodate the involvement of Simon Cooper, the architect of the UK's successful POSTAR outdoor audience measurement system, and to address identified issues following a thorough review of the Sydney data which was released to operators in April this year.

Celebration for this year's YPS winner

Landscaped highways and living billboards will be among the topics researched by this year's winner of the OMA's Young Planners' Scholarship, Brisbane City Council (BCC) planner Michelle Willemse.

Ms Willemse received a cheque for \$15,000 on Friday, 23 October at a special event hosted by Councillor Amanda Cooper, Chairman of the BCC's Neighbourhood Planning and Development Assessment Committee. Also in attendance were the Chief Executive Officer of the OMA Helen Willoughby and the President of the Queensland Division of the PIA Dyan Currie.

Clr Cooper congratulated Ms Willemse for her success and for setting another good example for women in planning. Cities to which Ms Willemse will travel to conduct her research include San Francisco and New York in the United States, and Toronto, Canada.

Ms Currie expressed her delight at the "second Queenslander in two years" taking out the prestigious award. Last year's winner, Colleen Keegan is currently conducting her research on the use of outdoor advertising in cities covered by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) City of Design Network.



Ms Willemse with OMA CEO Helen Willoughby

State round-up

An OMA regulatory affairs update

National

A new Environmental Claims in Advertising and Marketing Code has been announced by the AANA (Australian Association of National Advertisers), to take effect in January 2010. It requires advertisers to follow rigorous standards to make sure claims about environmental compliance are accurate, genuine and able to be substantiated. The OMA Environmental Committee is considering the implications for the outdoor advertising industry.

QLD

Queensland Rail

New rules for accessing railway corridors are being developed by QR to enhance safety procedures. The OMA has been advocating member interests for these rules to be practical, based on proper consultation, and well-resourced, reducing any unintended effects of delays in changing billboard copy as required by contracts with advertisers.

An urgent meeting has been sought with the Chief Executive Officer of QR, Mr Lance Hockridge, to discuss the new arrangements.

VIC

Vegetation Management

VicRoads North West division is developing a proposal to trim or remove vegetation around select signage in return for tree planting in other locations.

OMA granted \$102K from WorkCover

The OMA has secured a second grant from WorkCover NSW to produce more specific, targeted OHS resources for our members working in the high risk areas of production, maintenance and installation of outdoor media. This follows on from the resources developed with last year's grant.

Topics to be addressed in this round are the hazards associated with working around traffic and pedestrians, working outdoors in sun, wind and rain, working with glass, managing fatigue, and drugs and alcohol.

The video and workbook can be used in many situations, e.g. when inducting new employees, during toolbox talks, as part of a wider OHS training program, as refresher training, etc, and contain all trainers' notes so that supervisors with little or no training experience can deliver them.

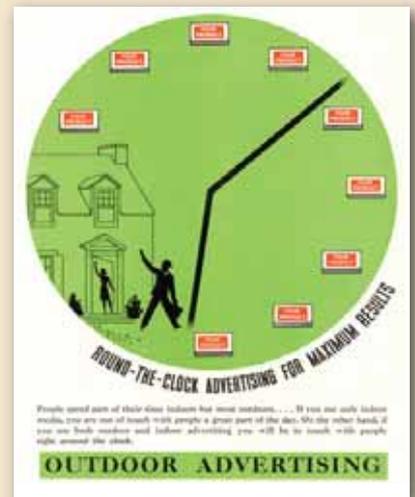
Production of the DVD and workbook will take around 10 months, and is expected to be completed by September/October 2010. The OMA will again be calling on its members for assistance to help develop the DVD script, loan staff for filming on site and in the field, and to help test the final product, so please help out if you can.

If you have any questions about the grant or want to volunteer your help, please contact Rosemary on (02) 9357 9900.

70 years of the Outdoor Industry Association

Promoting the industry

From the outset the Outdoor Industry has used its own media to promote itself. Signage carrying messages such as "To make a long story short...Outdoor Advertising" and "Round-The-Clock Advertising for Maximum Results" were often carried on billboards and posters. The message was that outdoor advertising created a desire to buy. It built enthusiasm for a product by use of size, colour and illumination; and it had longer remembrance value because of short copy with picture appeal. It was also billed as the medium that reached the greatest number of people for the longest period of time for the least expenditure!



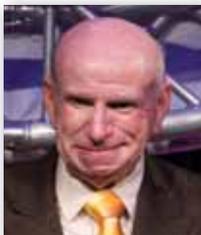
Vale Brian Hull

The highly respected and much loved Brian Hull sadly passed away on Friday, 23 October, following a long illness.

Brian was a well-deserved recipient of the OMA's first industry awards having spent almost 30 years with Brite, an OMA member and one of the nation's leading suppliers to the industry.

He leaves behind daughters Leanne and Melissa, his grandchildren, and a host of friends and colleagues including those who will be placing a few bets at the Nags Head Hotel on Tuesday, 3 November in his memory.

Brian's funeral is being held on Friday, 30 October at 11.30am, at Rookwood Gardens Crematorium, South Chapel, Memorial Avenue, Rookwood NSW.



Celebrities sell The Big Issue

City workers and pedestrians in Sydney, Melbourne and Brisbane were taken aback this month when celebrities hit the streets to sell The Big Issue magazine.

The Big Issue's 2009 Celebrity Selling Campaign kicked off on Monday 12 October in Sydney and saw David 'Kochie' Koch, Craig Foster and Tim 'Rosso' Ross all take to the streets to sell the magazine in order to raise awareness and showcase some of the challenges faced by The Big Issue vendors.

In the following days the campaign moved to Melbourne and Brisbane where Hamish Blake, Andy Lee, Peter 'Strauchanie' Helliar, Judith Lucy, Triple M's (Brisbane) The Cage and musician, environmentalist and politician Peter Garrett all took part.

And while their stints as vendors might have been over in just 30 minutes, the involvement of this year's twelve 'celebrity sellers' will leave a lasting legacy for The Big Issue's 350 plus vendors across the country.

The Big Issue CEO Steven Persson thanked all twelve celebrities that took part in this year's campaign saying that their involvement has assisted The Big Issue to break down stereotypes and boost the self-esteem and confidence of their hundreds of vendors across the country.

Since 1996 The Big Issue's vendors in Australia have sold more than 6 million magazines, with over \$10 million going into the pockets of Australia's homeless and unemployed.

The OMA has proudly sponsored The Big Issue for the past two years, providing more than \$2 million in advertising space to raise awareness of both the magazine and Homeless World Soccer Cup held in Melbourne's Federation Square in late 2008.



Hamish Blake & Andy Lee with vendors



"Rosso" hard at work

Out There

Local

Is that billboard growing???

Fertility specialists Repromed are building a billboard of growing proportions in the Adelaide CBD to create awareness of its services, which includes providing highly personalised care, support and treatment options for couples trying to conceive. The large format sign, created by out-of-home specialists oOh!media, is featured on oOh!'s highly visible North Terrace site.

The imaginative design, which uses 3D foam extension to create the effect that the billboard is pregnant, will grow in size each week over the duration of the campaign. This is the first time Repromed have utilised large format signs to promote their services, with the billboard aiming to build brand awareness for Repromed in Adelaide – where its main facility is located – through the quirky campaign and prominent location.



International

Swimming along the baggage carousel

There they are, two half-naked women, hair streaming

Airport travellers are inundated with ads, so when a Biloxi, Missouri, resort wanted to use the local airport to drum up some business, its agency knew it needed to come up with something really creative to cut through the clutter.

The solution: two half-naked women, always an attention-getter, with their pictures on a unique space – the panels of a baggage carousel belt. You have a captive audience when they're looking for bags.

The belt is coloured blue with white accents, made to look like the dazzling water at the Gulf Coast resort. Images of two women in bikinis and a man in a swimsuit are layered atop the water. It looks as though the swimmers are being observed from above as they glide through the water. The idea was bringing the very tranquil tropical pool they have at the resort to the airport.

Putting the carousel ad together was a lengthy process, taking roughly a year from when it was first conceptualized. The campaign worked by achieving the most basic of alternative media objectives, finding a new use for something commonplace.



Signs of recovery to follow quarter 3 revenue fall

Outdoor media operators are anticipating a stronger fourth quarter following signs of recovery during the month of September.

Despite net media revenue being down 22.9 per cent compared to the third quarter last year – from \$111.1m to \$85.6m – operators were hopeful the economic recovery and the confirmation of the launch of MOVE would give the sector a further boost.

They also stressed differences with figures released by the Standard Media Index (SMI) which included non-OMA formats such as in-flight and stadium advertising and based their figures on confirmed bookings of media agencies only.

In comparison, the OMA figures are based on actual expenditure and include direct advertisers which the SMI does not.