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Providing news and analysis on the Australian outdoor media industry New campaign seeks help for homeless

OMA members will from next month be running a new creative campaign calling on all Australians to support the homeless by purchasing The Big Issue magazine.

Outdoor media companies and suppliers will provide free printing, installation and media space to The Big Issue over the next 10 months as part of a \$1 million sponsorship to raise awareness of the brand.

Two creative concepts will be appearing across most outdoor advertising formats in the metropolitan cities where The Big Issue employs homeless people to sell its magazine. Vendors keep 50 per cent of the \$5 price tag, assisting them with their living costs and in connecting with the community.

The campaign – using the taglines “A Good Read for a Good Deed” and “The World’s Best Home Improvement Magazine” – has been developed by the Melbourne-based Sense



Advertising. Mitchells in Melbourne has provided the media planning services.

The Big Issue has been active in Australia for over 11 years, providing employment and critical support for many thousands of the country’s estimated 100,000 homeless persons.

CEO Steve Persson said the campaign would raise awareness of their brand, and hopefully encourage all Australians to support homeless people by making The Big Issue magazine a regular purchase.

Mr Persson said the campaign would not have been possible without the generous support of the OMA and the other advertising and media partners.



MOVE update

The outdoor media industry’s audience measurement project, MOVE, is in its final stages of development.

Focus is now on developing the Visibility Adjusted Contact (VAC) scores and in finalising the functionality and design of the MOVE software.

The VAC scores will be used to develop a new currency of audience measurement by producing results based on an audience’s ‘likelihood’ of seeing signage, as opposed to simply recording all ‘opportunities’ for viewing.

Once these components of the project are complete, the system will need testing and refining prior to its launch to market.

A communications strategy for MOVE is being implemented across the industry and will include the launch of a new website in the near future. Almost 40 MOVE presentations have been made to media agencies in Sydney, Melbourne and Brisbane.

Out there



Outdoor advertising on construction hoardings have appeared in the heart of the city of Sydney.

These are widely used in European cities as attractive ways of hiding construction sites.

Strong half yearly revenue results

The outdoor media industry recorded an 11 per cent increase in revenue for the first half of 2008 when compared to the same period last year.

Now in its sixth consecutive year of growth, the sector recorded \$217.4 million in net media revenue compared to \$195.8 million for the first half of 2007.

“The results are particularly pleasing given the signs of a slowing economy,” said Ms Willoughby, CEO of the Outdoor Media Association.

“The cost benefit of using outdoor to reach mass audiences has enabled the industry to punch above its weight.”

New sign provides safe access for golfers



Eastlake Golf Club patrons will no longer have to dodge traffic between holes following the construction of a new pedestrian road bridge across Wentworth Avenue in southern Sydney.

The bridge is being funded by two new supersites, understood to be the first large format signage to be built on non-Government land in Sydney for more than 15 years. They are also the first using new member Prismaflex's design.

OMA Member Outdoor Systems constructed the bridge and its two 12.6 x 3.4 supersites following an unsuccessful appeal by Botany Bay Council to the Land and Development Court to stop its development.

Brian Tyquin, Managing Director of Outdoor Systems, said the bridge would be officially opened within the next month.

"The Eastlake Golf Club has tried for many years to find a safe crossing across Wentworth Avenue, particularly after one its patrons was badly injured trying to cross a road that carries around 60, 000 vehicles a day," Mr Tyquin said.

"This is a clear demonstration of how the business of outdoor advertising can provide a tangible community benefit."

Vale Shazie

Shazie wanted a party for her wake – and for donations to be made to the Oncology ward of Townsville's Mater Hospital to pay for a television and DVD in lieu of flowers at her funeral.

She got both her wishes when members and friends of the outdoor media industry farewelled the popular wife of Paradise Outdoor's Phil James earlier this month.

The OMA sends its deepest sympathies to Phil and his family, and to the staff at Paradise, for their loss of a woman described by all as a 'truly beautiful person'.

State round up

NATIONAL

The OMA is currently investigating options for establishing a recycling program for unwanted advertising skins. The OMA has recently met with Overseas Disaster Resources Incorporated, a company involved in procuring, processing, warehousing and dispatching items of basic necessity to victims of disasters, to discuss an ongoing partnership for the recycling of these skins. These skins would be used as temporary housing for victims of natural disasters both nationally and internationally.

NSW

SEPP 64 review

The OMA will meet next month with Mr Sam Haddad, the Director General of the Department of Planning, to discuss the process leading up to the imminent review of the amended SEPP 64 and any other issues currently affecting the industry.

AMBER alerts

The OMA has had some preliminary discussions with NSW Police about whether they would be interested in using outdoor advertising for investigative publicity to notify the public of missing children and other urgent cases where the community may be of assistance, or require immediate information. NSW Police have expressed interest in establishing such a program. The OMA is currently preparing a list of the inventory available in NSW and will meet with the NSW Police in the near future to discuss this further.

Meetings with key stakeholders

The OMA has sent letters to the Roads and Traffic Authority, Council of the City of Sydney, Local Government and Shires Associations and selected Regional Organisations of Councils requesting meetings to discuss any issues they may currently have with the industry. The aim of these meetings is

Useful Links

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

to improve the dialogue with these key stakeholders and to ensure that outdoor advertising continues to be appropriately integrated in the environment. The OMA will be developing similar plans for other states.

QLD

Department of Main Roads' Guide to the Management of Roadside Advertising

The OMA met with Mr Alan Tesch, the Director General of the Department of Main Roads (DMR) to discuss the industry's ongoing concerns with the DMR's roadside advertising guide and restriction distances for outdoor advertising. The Director General has agreed to reinvestigate the current restriction distances, and subsequent review process, to see if a common position can be reached. Mr Tesch said he would report back to the OMA by the end of August.

Victoria

Review of signage legislation

A meeting was held with the Minister for Planning's Office on 23 July to discuss the OMA's request for a further 12 months extension on signage permits that are due to expire in September, as the review of the policy that relates to these permits has not yet been released. The Minister's office has advised that members should continue to submit applications for these signs even though these applications will not be determined by September. There are still no clear indications as to when the outcomes of the review in general will be released.

Vegetation management strategy for large format signs

The OMA and large format members met with VICRoads Metropolitan North West Region to discuss vegetation management issues around large format signs. It was agreed that a formal vegetation management strategy was needed, which the OMA is currently preparing with members. This strategy will be trialled on a small number of sites in the region for a period of time.

Committees

**Marketing Committee Meeting
4 August 2008**

**Regulatory Affairs Committee Meeting:
12 September 2008**

**Occupational Health and Safety Meeting:
3 November 2008**

**OMA & MOVE Board meetings:
19 August 2008**

