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Providing news and analysis on the Australian outdoor media industry

The Year in Review



Helen Willoughby, CEO Outdoor Media Association

Only time will tell if the amendments to *State Environmental Planning Policy No. 64 – Advertising and Signage* – introduce some objectivity back into the planning process.

However, the amendments do open up new areas for large format signage and place the Minister for Planning, rather than individual councils, as the consent authority for certain applications.

The Victorian Signs Advisory Committee, established by the Planning Minister Justin Madden, is due to report before the year is out. Although we are yet to see what the Committee will recommend, the process itself has been constructive as there appears genuine interest in striking a balance among the key stakeholders. This review followed a thwarted attempt by Melbourne City Council to limit large format advertising to three cluster locations without consultation with either outdoor media operators or property owners.

In an important sign of the industry's determination to improve its relationship with the planning community, the Outdoor Media Association (OMA) entered an alliance with the Planning Institute of Australia (PIA). The partnership has resulted in

a new annual international scholarship for young planners, the first of which was awarded to Mildura Town Planner, Rachael Attwood, last month.

On the creative front, the OMA has been equally diligent, appointing gun creative team, the Glue Society, to help re-position the outdoor creative awards. The new-look awards will be launched early next year, specifically targeting creative types to produce, and enter, high quality outdoor advertisements. And we launched a new website that has been well received by both our internal and external stakeholders.

Many of the issues and opportunities we face as an industry in Australia are shared by our international colleagues and in 2007 the global heads of outdoor media associations came together to discuss future collaboration. Members can expect to see more on this front over the coming 12 months.

All up, a most productive year.

2007 ends on a positive note for the outdoor media industry as the much-awaited audience measurement system moves closer to completion and revenue growth looks set to exceed \$400 million for the year.

Throughout the year, analysts continued to predict further strong growth for the industry based largely on the investments being made in research and innovation.

And while MOVE – Measurement of Outdoor Visibility and Exposure – has attracted significant commitment from across the industry, there have been achievements in other areas, including the ever-challenging regulatory environment.

Reviews of outdoor advertising laws were conducted in all of the eastern seaboard States, with some changes to legislation in New South Wales already enacted.

State round up

Queensland

The OMA is continuing to consult with the relevant officers from Brisbane City Council with regard to their current consideration of moving their advertising and signage rules to the planning scheme from the their local law.

This month, the OMA formally responded to the Whitsunday Shire Council's Draft Planning Scheme, focusing on the advertising components in the scheme which may not be consistent with the Queensland Government's implementation note.

Victoria

The OMA has received confirmation that the Signs Advisory Committee will have completed its review of the advertising components of the Victorian Planning Provisions this month.

The OMA understands that once the final report is received, the Victorian Planning Minister will use this as a basis for making a decision on any adjustments to the VPP's, and that this is likely to occur in the first quarter of 2008.

Out there



Road authorities such as the RTA have already launched major road safety campaigns to encourage safe driving this holiday season.

The now infamous 'little pinky' campaign pictured above has been effective in raising awareness of safe driving among young male drivers as well as the larger public.

Please be careful on our roads this holiday season.

MOVE update

Internal testing has commenced on the MOVE system with the release this week of interim data for the Brisbane market.

The data is incomplete as it does not yet factor in some of the modeling – airports, for example – and is yet to have applied any Visibility Adjusted Contract scores. However, the full data for Brisbane, and all other markets, is expected to be available for internal testing within the early part of 2008.

Over the past few months, the MOVE team, and its contractors, VIEW Measurement, have been focused on:

- Gathering and classification of inventory across each of the five markets;
- Development of the final design documentation for each of the audience environments (Transit, Private Vehicle, Public Transport, Shopping Centre, Airport, Pedestrian);
- Fieldwork and analysis for the eye tracking study;
- Commencement of the Longitudinal Survey, which maps travel behaviour over a nine-day period; and
- Development of the software to run the MOVE system.

The eye tracking fieldwork involved 40 respondents who did not know for which industry the research was taking place. Together they produced 160 hours of footage, in which they experienced around 75,000 incidents of outdoor advertising. A team of experts from the Australian company, Access Testing, is now working on the



Eye tracking field work gets underway.

data with each hour of video requiring between 6 and 9 hours of detailed analysis. The results of this study will help determine what factors impact a person's 'likelihood' to see an outdoor advertisement.

With most of the survey work now complete, the project has moved into a more intensive software development stage. This involves the processing of significantly large amounts of data to produce the effective reach and frequency of a large variety of outdoor campaigns. Importantly, these results will be based on "probability" rather than "possibility", providing greater accuracy.

The MOVE project was awarded a Federal Government grant under AusIndustry's *Industry Cooperative Innovation Program (ICIP)* in September and MOVE will be providing regular progress updates under the terms of this funding agreement. The grant will provide matching funds of approximately \$830,000.

Next steps for the project are to finalise site classification processes, including necessary audits; complete the software development; test the system and train internal operators; and prepare MOVE for market in the second half of 2008.

Effective use of outdoor recognised with Gold Award



Above: The Chasers War on Everything billboard in India where the advertisement had to be hand painted.

Creative agencies performed well in the outdoor-related categories of the 2007 Australasian Writers and Art Director's Association Awards (the 'AWARD Awards'), with outdoor advertisements taking out a gold award, a silver and two bronze.

The Glue Society, who were commissioned this year to assist in the development of the 2008 outdoor awards, won the all-important gold gong in the Outdoor Campaigns category for their campaign 'The World's Cheapest Billboard', which saw billboards for the Chaser's War on Everything erected in Iraq, India, Estonia and Kenya. These ads also attracted a silver award in the category of 'Outdoor 24-sheet and six-sheet posters.'

The two bronze awards which were issued on the night went to TBWA\WHYBIN for their Virgin Blue 'Tassie' campaign, and Cummins & Partners Brisbane for 'Pago Post it note installation' for ASB Bank.

Seasons Greetings



The staff of the OMA wish all our members and stakeholders a Merry Christmas, Happy Holidays and all the very best for the New Year.

We thank all those who assisted on committees throughout the year – your input has been greatly appreciated, and assisted in driving the OMA's strategy in a number of key areas.

And a special thank you to the OMA and MOVE Board members for their ongoing support and commitment.

Useful Links

Please use the following links to access details on other industry inform

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

Outdoor Advertising Association of America
www.oaaa.org

Out of Home Marketing Association of Canada
www.omaccanada.ca

Outdoor Advertising Association of Great Britain
www.oaa.org.uk

Outdoor Advertising Association of South Africa
www.oaasa.com

Upcoming events
Marketing Committee Meeting:
4 February 2008

Regulatory Affairs Committee Meeting:
14 March 2008

Occupational Health and Safety Meeting:
11 February 2008

Board meeting:
19 February 2008