



MEDIA RELEASE

Issued Monday 21 June, 2010

CEOS HIT THE STREETS TO SELL THE BIG ISSUE MAGAZINE

Conducting presentations is all in a days' work for the Outdoor Media Association's CEO Charmaine Moldrich, but her sales skills were put to the test today when she took to the streets of Sydney to help launch The Big Issue's 2010 outdoor media campaign.

Workers in Sydney's CBD were treated to a sight as six of the city's media movers and shakers took a break from the boardroom and stood on Sydney's rainy streets this morning, to sell The Big Issue magazine.

Within half an hour Ms Moldrich and her co-sellers had all experienced firsthand the trials and tribulations of being a vendor.

"What a tough gig, selling a magazine on a street to a wall of faces who are armed with their coffees, marching to work and caught up in their own daily bubble," Ms Moldrich said.

"It was difficult to just be acknowledged at times let alone make a sale!

"Lucky I had Vendor Robert here to help."

The other OMA members that took part in today's event were Steve Luck (Product Development Director at Adshel), Mike Tyquin (CEO EYE), Steve O'Connor (CEO JCDecaux), Brendon Cook (CEO oOh!media) and Matthew Byrne (Director ROVA Media), who all agreed at the end that they had formed a new found respect for The Big Issue's hundreds of vendors, who every day stand on street corners around Australia selling the fortnightly magazine.

"The experience was more daunting and frustrating than I thought it would be," Steve Luck from Adshel said.

"After 20 minutes without a sale I became increasingly frustrated to the point that I just wanted to grab people and ask do you know what I am selling and why?"

"Then my first sale lifted my spirit and a renewed energy and faith was restored by the generosity of one person."

The Outdoor Media Association and its members are long standing supporters of The Big Issue, providing an annual pro-bono outdoor media campaign to the Street Magazine Enterprise and its hundreds of vendors across the country.

In 2009 the campaign yielded amazing results for The Big Issue increasing sales by 20% during the outdoor media display period. Research showed increases in attitude shifts, and awareness of The Big Issue advertising, grew to 44 percent following the campaign.

MOVE analysis showed the five market campaign reached two out of three people, with a frequency of nine times.

The creative for the campaign was once again developed pro bono by Melbourne agency, the blue group, who also engaged with internationally renowned photographer, Chris Budgeon.

This year's campaign titled *Just like the magazine* highlights The Big Issue vendors' wonderful traits that many members of the general public may not be aware of, just like The Big Issue magazine. The creative also continues the theme from last year's campaign explaining the vendor model further with "from every \$5 issue, vendors earn half."

At a separate breakfast session this morning for over 40 of OMA's members at the Justice and Police Museum in Sydney, CEO of The Big Issue Steven Persson paid tribute to the support of the OMA and its members.

"With more than 100 000 people homeless in Australia every night reducing homelessness is everyone's responsibility," Mr Persson said.

"This is an issue that requires action from all levels of government, business, the not-for-profit sector and the community, and I commend the OMA and its members for their ongoing support of The Big Issue and all of our vendors.

"By allowing us to show who our vendors are as people, and tell their stories, we are able to break down stereotypes associated with homelessness and draw attention to the great work these guys do in helping themselves, each day, all around Australia.

"We would never be able to have our story so widely told if it wasn't for the support of our partners, such as the Outdoor Media Association.

"Their ongoing generosity is an investment in our society and is absolutely vital in allowing us to continue to provide opportunities to homeless and marginalised Australians to be actively included in society and earn a living."

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

Authorised vendors buy the magazine for \$2.50 from The Big Issue and sell it on the streets for \$5, keeping the difference.

ENDS

Images from this morning's event can be found at

<http://www.flickr.com/photos/bigissueaustralia/sets/72157624196031559/>

In their own words. Here is what some of the other sellers who took part in this morning's event had to say....

"Next time you see a vendor selling The Big Issue, spare just \$5 to help them help themselves. Not only will you be doing something good for the community but you will also get a great read." **Charmaine Moldrich.**

"It was definitely a very humbling experience and certainly more difficult than I thought." **Steve O'Connor.**

"I only sold for 40 minutes... it gave me a great appreciation for those the guys that do it all day." **Mike Tyquin**

"There was a lot of rejection. It was interesting how many people avert their eyes and just look away. I really realised how hard it is, it is quite amazing what a huge commitment these guys put in day in and day out."

Brendan Cook

"The experience was enlightening - I have a great deal of respect for those who do this every day to make a living and make a difference to their lives." **Steve Luck**

"It did make me realise there are some really nice people around Sydney who do care." **Mike Tyquin**

"Most people had a smile on their face and were amenable." **Matthew Byrne**

The Big Issue would like to acknowledge those who have assisted in pulling together their 2010 Outdoor Media Campaign.

Media display members include:

Adshel, APN Outdoor, EYE, Goa, JCDecaux, IOM, oOh!media, ROVA Media, TorchMedia

Printers include:

Brite, Cactus, MMT, Omnigraphics

Installers include:

ASAPS, Country Outdoor, Jamco, Paramount Outdoor, Prime Signs, Southern USI, USI, Visual Exposure, Vertigo High Access Services

Creative agency:

the blue group www.bluegroup.com.au

Photographer - Chris Budgeon

Attached/following: Artwork from The Big Issue's 2010 Outdoor Media Campaign

Media contact: Danielle Bombardieri on 0400 100 978



**CLEVER.
INSIGHTFUL.
FUNNY.**
JUST LIKE THE MAGAZINE.

FROM EVERY \$5 ISSUE,
VENDORS EARN HALF.

THE BIG ISSUE

**SMART.
SAVVY.
SUCCESSFUL.**
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WORDLY.
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