



February 2009

# Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

This months edition features • MOVE • Outdoor Awards • Earth Hour 2009 • The Big Issue

## Adelaide first test market for MOVE

**Adelaide will be the first market to be tested under the OMA's new audience measurement system, MOVE (Measurability of Outdoor Visibility and Exposure), with results due within the next few weeks.**

This will be the first time outdoor media operators in Australia will have their inventory measured according to people's "Likelihood-To-See" (LTS) an outdoor advertising campaign.

The LTS results will be the major differentiation with other media measurement systems as it measures 'actual' audiences rather than 'potential'.

OMA Chief Executive Helen Willoughby said this was an exciting time for the industry given the enormous investment in time, money and resources that have gone into developing the MOVE system.

Ms Willoughby said processing results for the five major markets would take approximately six to eight weeks

"Outdoor media operators will be issued



with scoreboard reports for their own inventory, showing the total (Opportunity-To-See) and adjusted (LTS) audiences for each of their faces," Ms Willoughby said.

"At the same time, they will have the opportunity to test the LTS-based currency within the MOVE system by running reports for a variety of packages and campaigns within chosen markets and demographics.

"Once this process is complete, and operators have prepared their organisations for MOVE's release, the system will be launched to market."

The MOVE system has been built by a combination of Australian and international experts including Brisbane-based transport planners, Veitch Lister Consulting, and the world's leading expert in visibility adjustment for outdoor media, Mr Simon Cooper.

Mr Cooper was the architect of the successful UK Postar system which was the first to introduce the LTS concept to the outdoor media industry globally.

## Outdoor Awards Prize unveiled

The winner of the 2009 Outdoor Awards is set for a time consuming task – 20 days to scratch 10,000 tickets, at one per minute for 8 hours per day!

And the \$10,000 prize could be worth a lot more as each ticket has the potential to reveal \$20,000!

The prize was unveiled on Parramatta Road in Sydney's west on 2nd February 2009. The massive billboard – featuring the Outdoor Awards' golden pigeon logo made from the instant scratchies, will be handed over to the creative person or team responsible for the year's Best Outdoor advertisement – accompanied by a golden pigeon statue.

The prize has been guarded 24/7 by security staff who have really earned their wages with many days of continuous rain.

The voting jury, assembled by non-voting Chairman Jonathan Kneebone of The Glue Society will include six leading creatives from the world's most respected and awarded agencies.

Entries are starting to roll in so please encourage your clients to enter now.

Entries close 30th April 2009.

[www.outdoorawards.com.au](http://www.outdoorawards.com.au)

## Media rallies for Bush Fire victims

Outdoor media companies have contributed to the Victorian Bush Fire Appeal, in many ways this month, from donating inventory to promote the Appeal to matching staff donations.

The OMA has also been liaising with Overseas Disaster Resources and offered the use of advertising skins when needed for the recovery and rebuilding process. Meanwhile, more skins are being collected in readiness for ongoing relief.



# State round-up

## NATIONAL

### OMA research project on driver interaction with signage

The Board has agreed to commence a research project to explore how drivers visually interact with traffic signage and outdoor advertising in a motorway environment. The OMA has commissioned Dr Peter Brawn, an independent eye tracking specialist from eyetracker to conduct this research, which will be completed by July this year.

## NSW

### SEPP 64 review and planning consents

The Department of Planning has sent letters to all NSW Councils inviting submissions for the review of the State's planning policy for advertising and signage. Another working group with the OMA, RTA and RailCorp may be held after Council submissions have been analysed.

The OMA raised with the Department of Planning recent examples of where the use of biodegradable skins has been included as part of consent conditions. The Department is now aware of the issues with prescribing conditions to use a particular product or material. If any members have this condition in their approvals they should contact: Carolyn Samsa, Senior Policy Adviser on (02) 8356 9000 or carolyn.samsa@oma.org.au.

## QLD

### Brisbane City Council and planning schemes for outdoor advertising

The OMA and Queensland members attended an industry forum on 26 February to discuss a range of issues currently affecting the industry. The OMA recently provided comments to BCC regarding an internal practice note for combined billboard signs and electronic display screens.

The OMA will be commissioning JensenBowers to monitor any proposed changes to councils' planning schemes. The OMA has written to Mr Colin Jensen, Director General from the Department of Infrastructure and Planning, requesting a meeting to discuss its concerns surrounding the planning schemes of recently amalgamated councils.

## VIC

### VicRoads working group

The OMA attended the second VicRoads working group meeting held on 16 February. Given that digital signage is a pressing road safety issue for VicRoads, the OMA is currently preparing a discussion paper on this matter which will be distributed to the group to aid in decision making processes for these signs.

# Out There

MediaCom Melbourne and Badjar Ogilvy teamed with out-of-home operator, EYE to develop this green billboard campaign with the intention of connecting with environmentally conscious consumers and highlighting how the brand "gives back to nature". The beer is 100% carbon offset and packaged in a light weight glass that has a high percentage of recycled content. The outdoor campaign is running in Sydney, Melbourne and Brisbane and forms part of an integrated marketing campaign that sees all advertising for the brand use 100% carbon offset materials



through the Australian Government's Greenhouse Friendly program.

## A good read for a good deed

The CEO of The Big Issue, Steve Persson has thanked the Outdoor Media Association for the valuable contribution it made in 2008 by donating over \$1million in advertising space to support



The Big Issue and to promote the 2008 Melbourne Homeless World Cup. "It is with the support of partners such as the OMA that we can continue empowering homeless and marginalised people across Australia – and in the case of the Homeless World Cup, the world – to make positive changes in their lives".

The board of the OMA has determined to continue support for The Big Issue during 2009.

## OMA Street Soccer Experience

The Big Issue invites members to an afternoon of street soccer. Learn to play for the first time, or unleash your soccer talent. Either way, it's a fun environment to play and get to know some members of the community you may not usually interact with – Big Issue's street soccer players who are experiencing homelessness.

### Save the date

Monday, May 25. 2:30pm at the King George V Recreation Centre, The Rocks, Sydney.



## Earth Hour 2009

What began in 2007 as a campaign to get Sydneysiders to turn their lights off, has grown to become one of the world's biggest climate change initiatives.

In 2009, at 8.30pm on March 28, people around the world will turn their lights off for one hour – Earth Hour. The campaign is aiming to reach one billion people, in more than 1000 cities, all joining together in a global effort to show that it's possible to take action on global warming.

To support this growing and important cause, media display members have donated advertising space to Earth Hour in 2009.

# Update

### • 2008 Annual Report

The Outdoor Media Association Annual report will be distributed to members and key stakeholders in April 2009.

### • OHS DVD

In 2008 the OMA was awarded a \$96,000 Occupational Health & Safety grant from WorkCover NSW to develop a DVD and training manual on safe manual handling practices for its production and installation members.

Filming for the OHS risk management DVD is scheduled for 11 and 12 March at locations around the airport and at factory locations of USI & Cactus.