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Providing news and analysis on the Australian outdoor media industry

OMA Launches Young Planners' Scholarship

The Outdoor Media Association (OMA) has teamed with the Planning Institute of Australia (PIA) to send a young planning student overseas each year as part of their research studies.

The annual \$20,000 Young Planners' Scholarship will commence in 2007 and be aimed at second and third year planning students with an interest in town planning and the built environment.

It will see the OMA become an official endorsee of the 2050 National Forum, an annual summit of young built environment professionals who consult with industry and government on sustainable planning and development practices.

OMA Chief Executive Helen Willoughby said funding the Young Planners' Scholarship would help increase the knowledge base of the outdoor industry among future generation planners and policy makers.

"Planners represent one of the outdoor industry's key stakeholders and yet often the initial interaction they have with the industry is when faced with assessing their first development application," Ms Willoughby said.

"This scholarship will provide an opportunity to increase the general knowledge base of the outdoor industry by enabling students to access markets outside Australia and see how outdoor media is integrated from a town planning and architectural perspective."

PIA Chief Executive Officer Di Jay welcomed the OMA's contribution saying it would facilitate enhanced understanding of an area of planning that was often complex due to the levels of regulation and numbers of stakeholders involved.

"We congratulate the OMA for having the foresight to work with students in generating debate among the planning

community about the outdoor media sector," Ms Jay said.

"This is an area in which both industry and the planning community could benefit from greater understanding and shared knowledge."

In New York special zoning has been applied to the famous tourist destination, Times Square, to integrate outdoor advertising as the main feature of the streetscape.

In France, where outdoor media has attracted almost four times the market share of Australia, street furniture and large quality panels have delivered quality designs that enhance the built environment.

Upcoming events

Marketing Committee Meeting:
5 March 2007

Regulatory Affairs Committee Meeting:
13 April 2007

Occupational Health and Safety Meeting:
14 May 2007

Board meeting and AGM:
22 May 2007

U.S National Convention:
6 – 8 May 2007

Please use the following links to access details on other industry information:

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

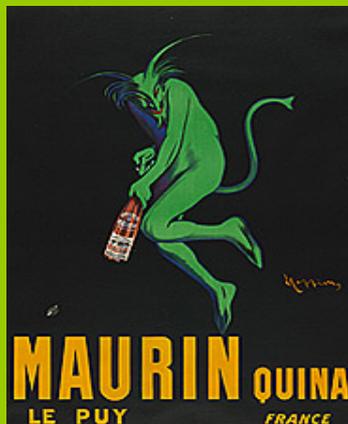
Out there

The National Gallery of Australia is featuring an exhibition by curator Mark Henshaw that showcases poster art and its evolution from the late 19th century to the early 20th century. The exhibition will draw exclusively from the National Gallery's Collection of International Posters.

The Gallery's extensive collection of posters has become a precursor to a much larger show covering 100 years of art posters that is scheduled for 2010 -2011.

The exhibition credits artists such as Leonetto Cappiello who is known as the father of modern advertising. Cappiello created the image of the Absinthe Green Fairy which first appeared on one of his posters in Paris in 1906.

The Birth of the Modern Poster Exhibition is on display at the National Gallery of Australia, Canberra until 13 May.



Above: Leonetto Cappiello's 'Maurin Quina' 1906

2006 ONE Award Winners Announced

Publicis Mojo's Environmentally Friendlier campaign for Green Choice has won the 2006 ONE Awards.

The award winning campaign was selected by the ONE Awards judging panel from 273 entries and six short listed finalists.

The cross format campaign used recycled materials to demonstrate the products benefit via the media.

The winning prize for the Publicis Mojo Creative Team: Heather Sheen and Hamish Spencer is \$10 000 cash and the client, Green Choice, will receive up to \$500 000 worth of outdoor media space.

The Claratyne Clouds campaign won the People's Choice ONE Award with 64 percent of the public voting for the transit campaign.

The winner of the People's Choice

ONE Award receives a trophy and a case of Moët Champagne.

Congratulations also to Rachel Watson of Roselands who won the \$500 random prize draw for voting in the People's Choice Awards.

Each category winner of the ONE Awards will receive a ONE Awards trophy and were featured in the February issue of Adnews.



Peugeot campaign – Winner of Street Furniture category



Environmentally Friendlier – Overall winner



Claratyne Clouds – Winner of Transit category & the People's Choice award.



Vodafone Mobile Office campaign – Winner of Large Format category

State round-up

New South Wales

- **Canada Bay – draft LEP**

Canada Bay Council has a draft LEP on exhibition which relaxes some of its previous restrictive policies on outdoor promotional signage. Council is proposing to allow outdoor advertising in "Enterprise Zones" (major roads and gateways) and Industrial areas where previously it 'discouraged' outdoor advertising in all areas. While the OMA will argue that the council's provisions for outdoor advertising remain inconsistent with State legislation, the new approach for some zones is welcome. The draft LEP can be viewed at www.canadabay.nsw.gov.au

- **Eastlakes Golf Club**

Botany Bay Council is intent on appealing the Land and Environment Court decision to allow the construction of a pedestrian bridge

across Wentworth Avenue, Pagewood. Council's decision is against advice that the bridge, to be funded by advertising, is the only viable means for providing a safe crossing for golf patrons and members of the public. The council has tried various means to stop the bridge construction – from claiming environmental concerns to proposing to charge excessive signage fees.

Queensland

- **Regulatory Review – South East Queensland**

The OMA has been participating in the State Government's review of regulatory issues affecting small to medium sized businesses across 18 South East Queensland councils. The Regulation Reduction Incentive Fund (Rrif) SEQ Program has prepared a Discussion Paper on the regulation of advertising devices, noting inconsistency and duplication in the regulation of signage across the local authorities.

While the Paper accepts councils

need to regulate to protect public safety and amenity, it also notes the outdoor media industry's support of "balanced" regulation and proposed some options for streamlining the process.

The review is due for completion on 31 March 2007 after which a Recommendation Plan will be presented to the SEQ CEO's Regional Collaboration Forum and the Council of Mayors.

Victoria

- **City of Melbourne – policy review**

The OMA is awaiting advice from the Office of the State Planning Minister, Justin Madden, over proposals by Melbourne City Council to amend the section of the Melbourne Planning Scheme governing outdoor advertising. It is not clear whether MCC has yet sought permission to exhibit its proposal to restrict outdoor advertising within the CBD.