

# outsid@info

Providing news and analysis on the Australian outdoor media industry

## Industry growth marks positive start to New Year

Happy New Year to all our members whom we hope have enjoyed some well earned rest with families and friends.

The year has started on a positive note for outdoor media companies with net revenue results for 2006 again revealing good growth for the industry, rising 7.1 per cent on 2005 figures. A further reinforcement of outdoor's potential has been the forecasts by industry analysts such as Mitchell & Partners (*Sydney Morning Herald*, 13/01/07, p47) predicting outdoor will be among those to benefit from expected modest increases in advertising spending during 2007.

This continuing upward trend for the outdoor industry has been the result of increasing media fragmentation and the focused business and marketing activities of our members. The challenge in sustaining - or improving - upon this growth will depend on a number of factors, including:

**Audience measurement** - the industry's desire for one, effective audience measurement tool is now a reality, with development of the world's first whole of format measurement system having

commenced. Successful delivery of this new product will provide the increased level of accountability media buyers and advertisers have been seeking;

**Innovation** - increasing investment in new technologies and innovation has enabled outdoor operators to cross effectively between 'traditional' and 'new media', providing enhanced opportunities for consumer engagement. Emerging technologies such as digital and blue-tooth will further position outdoor operators as leaders in this field;

**Quality design and integration** - while outdoor operators have invested significantly in the quality of their infrastructure in recent years, this is an area that will need continuing focus. Better solutions for integrating outdoor media into streetscapes will be necessary to build support among regulators and the wider community;

**Social capital** - outdoor operators individually support a wide variety of charities and community events. However, the OMA needs to form strategic alliances with the not-for-profit sector, and to support

important community causes, to ensure wider public benefit.

**Creative excellence** - although outdoor media operators do not control the content of advertising, the industry can work harder to promote excellence among the creative industry through strengthening its awards program and keeping creative people updated on new products and technologies.

**Business processes** - improving business processes and providing industry training are being explored in areas such as end-to-end tracking of creative materials, and occupational, health and training initiatives. These are being modelled on successful overseas programs and may provide opportunities for reducing costs to business while improving operational efficiency.

The above is not an exhaustive list, but reflective of some of the priorities being set by the OMA in its business planning. We are looking forward to a proactive year ahead and to working with you all in 2007.

## Outdoor grows 7.1% in 2006

The outdoor media sector grew 7.1 per cent in 2006, attracting net revenue of \$378.7 million compared to \$354 million in 2005.

Street furniture received the largest boost, rising 14.9 per cent on 2005 with net revenue results hitting \$149.9 million. Large format was next at \$124.1 million for the year, a rise of 6.3 per cent on 2005, while posters grew 3.1 per cent over the same period, attracting \$27.4 million in net revenue.

The results are in line with strong industry performances in the United States and United Kingdom, reflecting the increasing global confidence among advertisers in the effectiveness of outdoor media.

Industry analysts predicted at the annual Commercial Economic Advisory Service of Australia media conference in November that the outdoor media sector would continue to grow this year, benefiting from an anticipated modest increase in advertising spend.

Peter Horgan, a Managing Partner with OMD, said he expected the outdoor industry would continue to outperform traditional media in the foreseeable future.

## Out there

SBS television has put together a quirky outdoor campaign to attract viewers over the summer holiday period.

The humorous campaign has run across transit media and posters in New South Wales and Victoria.



"Thankfully not everyone has less on over Summer."

## ONE Awards final judging



Congratulations to the finalists of the 2006 ONE Awards. The overall winner will be announced in a 'winners liftout' in the February issue of Adnews.

A judging panel chaired by Michael Simons, the Executive Creative Director of Foote Cone and Belding, will select the winning finalist. The winning Creative Team will receive \$10 000 cash and up to \$500 000 free outdoor space for their company's client.

Voting closes for the People's Choice ONE Award on 9 February. The public can vote for their favourite creative online at [www.oma.org.au](http://www.oma.org.au) and go in the draw to win \$500 cash.

The call for first round entries in the 2007 ONE Awards will be announced shortly.

## New Members

The OMA welcomes ROVA Media as the latest Media Display Member to join the Association. ROVA Media is a taxi advertising company operating in Sydney and Brisbane.

Meanwhile, the Association has been receiving an increase in enquiries about membership, from commercial operators, asset owners and non-media display companies associated with outdoor media.

## Upcoming events



**One Awards Final Judging:**  
Friday, 2 February 2007.

**People's Choice ONE Award:** Voting closes Friday, 9 February 2007.

**Marketing Committee Meeting:**  
Monday, 5 February 2007.

**Regulatory Affairs Committee Meeting:** Friday, 9 February 2007.

**OMA Board Meeting:** 20 Feb 2007

# State round-up

## New South Wales

- **Wyong Shire Council**

Wyong Council is proposing to revise its guidelines for advertising signs to align with the *State Environmental Planning Policy No. 64 – Advertising Signage*. The guidelines are contained in DCP 2005: Chapter 50, available for viewing at [www.wyong.nsw.gov.au](http://www.wyong.nsw.gov.au) Council is inviting comments on the current guidelines by 28 February 2007 and has advised the OMA that it will be invited to make comment on the draft revised Chapter once completed. Further details can be obtained from Jenny Oosterveen, Council's Policy Development Planner, on 02 4350 5742.

- **Goulburn Mulwaree Council**

Goulburn Mulwaree Council's decision to refuse three highway signs will be challenged in the Land and Environment Court over the coming months. The signs are to direct motorists into food and refreshment facilities within the City of Goulburn. Such signage is permissible under State planning laws and their proposed locations comply with Council's current policies.

*The Goulburn Post* (17/01/07) reported that council's legal bill in defending its development decisions had almost hit \$200,000 for 2006/07 – double its allocation.

## Queensland

- **Gladstone City Council**

The OMA has received advice from Council that it did not accept the industry's proposed amendments to the draft Planning Scheme for Gladstone. The OMA had argued through its Town Planners, Jensen Bowers, that there were "overly restrictive" advertising codes

within the scheme. However, the Council has clarified that it would consider alternatives to these Codes provided the advertising signage was designed to complement the local environment. Such alternatives would be merit-based assessments.

- **Main Roads Department**

The Main Roads Department has invited the OMA to attend a meeting in early February to discuss the industry's proposal on restriction distances for signs on Motorways. Members of the industry have been involved in a lengthy process with Main Roads to review its guidelines for roadside advertising.

## Victoria

- **City of Melbourne – policy review**

Melbourne City Council's Planning Committee will consider proposed amendments to its Advertising Signage Policy at its next meeting on Tuesday, 6 February 2007. The OMA has made an initial submission and will attend next week's meeting to make a verbal presentation. Council officers have indicated the City of Melbourne will be seeking an amendment to the Melbourne Planning Scheme following completion of the review.

- **VicTrack tender**

VicTrack is preparing to go tender within the next few months with a rationalised portfolio of outdoor signage assets. The State-owned organisation wants to award a new contract by June 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](http://www.adstandards.com.au)