



**OUTDOOR MEDIA ASSOCIATION
SUBMISSION TO THE WHITE PAPER**

A PLANNING SYSTEM FOR NSW

Contents

- 01 Introduction 3
- 02 Delivery culture 4
- 03 Community participation 5
- 04 Strategic planning framework..... 6
- 05 Development assessment 10
- 06 Provision of infrastructure 12
- 07 Building regulation and certification 12
- 08 Conclusion 13

01 INTRODUCTION

The Outdoor Media Association (OMA) is the peak national industry body representing most of Australia's Out of Home (OOH) media display companies and production facilities, as well as some media display asset owners.

Part of the role of the OMA is to develop constructive relationships with Federal, State and Local Governments with the aim of ensuring that new laws and regulations for outdoor advertising are fair and equitable. The OMA has previously made submissions to the first round of consultation for the planning reform (Nov 2011) as well as to the Green Paper (Sept 2012). This OMA submission to the White Paper builds on these previous submissions.

The OMA supports the planning reform process in NSW, with the focus on strategic land use planning and a more streamlined development approval process. The review process is an excellent opportunity for all parties within NSW to have input into the strategic direction of the NSW planning system and to inform the proposed NSW Planning Policies, Regional Growth Plans, Subregional Delivery Plans and Local Plans.

The OMA is committed to ensuring that planning reform provides a system for its members that:

1. Recognises outdoor advertising signage as a legitimate land use. The new planning system must enable the outdoor advertising industry to operate in a fair and objective manner
2. Provides a set of fair and reasonable development standards that are appropriate for signage land use and which acknowledge the introduction of digital technology
3. Promotes the responsible display of outdoor advertising signage within urban centres and along transport corridors

The position of the OMA is that the best approach to achieve these reforms is through a proposed statewide Planning Policy for advertising and signage, developed in conjunction with all stakeholders, including the OMA. Such a Planning Policy would directly inform the Regional Growth Plans and Subregional Delivery Plans as well as the content of Local Plans, whilst providing a statewide framework and philosophy in regards to outdoor advertising.

The OMA supports the objectives upon which the new planning system will be based, providing certainty, transparency and simplicity. From the perspective of the OMA, it is essential that the new planning system deliver the same level of certainty and flexibility for advertising and signage related proposals as is currently provided under SEPP64.

02 DELIVERY CULTURE

Key Changes:

There are six key changes proposed in regards to Delivery Culture:

1. The establishment of a culture change action group to design and oversee the implementation of a range of culture change actions across the industry, in conjunction with the implementation of the new planning system
2. A series of training sessions for all practitioners and stakeholders in all areas of the new planning system, including details of how the system will work and ways to improve our culture
3. The restructure and other associated changes to the Department of Planning and Infrastructure to emphasise strategic planning and community participation
4. The appointment of a senior executive to enhance relationships between the Department of Planning and Infrastructure and planners within other sectors and to share with local government methods and ideas to effectively improve planning culture
5. Monitoring and reporting on the actions for culture change and lessons learnt on an annual basis, to provide a report card on the health of the culture of the NSW planning system
4. The preparation of a Performance Monitoring Guideline that will provide the methodology and performance indicators for monitoring the planning system

The OMA recognises that a new planning culture for NSW will set the framework for the future operation of the planning system. The establishment of a culture change action group and the proposed training sessions are seen to be positive actions to take, as long as all stakeholders are included. The OMA requests to be included as a key stakeholder in these processes, in recognition of the importance of outdoor advertising in the economy, culture and functionality of the community.

The White Paper places great emphasis on the importance of strategic planning and community participation in such strategic planning. The OMA accepts that this will see SEPP 64 switched into the new format of NSW Planning Policies and maintains that it is essential that the overarching directive and attitude towards signage already established in SEPP64 be upheld. Specifically, advertising and signage should be recognised and promoted as:

- A legitimate land use;
- An essential component of a global city and the transport corridors that connect the cities; and
- A core requirement to support local, state, national and international business markets.

With the continued growth of social media, outdoor advertising is becoming essential for businesses as they look to promote brand recognition and encourage audiences to their websites. The new planning regime must acknowledge and provide for the display of outdoor advertising and look to embrace the new digital technologies.

As part of the Sub Regional Delivery Plans, we would recommend that suitable locations where advertising and signage can be advanced as exempt, complying, code assessable, and

merit based development be identified. Exempt and code assessable areas must include rural, transport corridors, commercial centres, industrial areas, mixed use and enterprise zones (or their equivalent).

Recommendations:

- The OMA be included as a Key Stakeholder in Community Consultation.
- The attitudes of SEPP64 towards signage as a legitimate land use, essential for a global city and a core requirement to business markets be upheld.
- Advertising and signage be determined as appropriate for exempt, complying, and code assessable, as well as merit based assessment.
- Exempt and code assessable areas must include rural, transport corridors, commercial centres, industrial areas, mixed use and enterprise zones (or their equivalent in the simplified zoning system).

03 COMMUNITY PARTICIPATION

Key Changes:

There are four key changes proposed in regard to Community Participation:

1. The preparation of a Community Participation Charter that will form part of the new planning legislation. All planning authorities will be required to act consistently with this when undertaking strategic planning and development assessment
2. The requirement for planning authorities to prepare a Community Participation Plan to describe how the community will be actively engaged in all levels of plan making and development assessment
3. A high level of community participation will be required, in particular for the development of Regional Growth Plans and Subregional Plans, to help set where growth and infrastructure will occur
4. ePlanning will reshape the planning system by transforming paper based development application and assessment processes and traditional methods of consultation into an online environment. Consultation will build on traditional methods for engagement and include 3D interactive models and development guides to enable the community to have their say.

Comments:

The OMA supports the four Key Changes proposed for Community Participation, with particular interest in the following:

- Increased and earlier community involvement through the proposed Community Participation Charter. In keeping with the definition of “Community participation” provided on p.45 of the White Paper as *“an overarching term covering any of the processes for engaging the community (including industry, businesses, residents, groups and organisations) in plan making and planning decisions”* the OMA must be recognised as an important stakeholder in this process
- The proposed electronic planning system, with quality accessible information. The accessibility of information in real-time is vital to the operation of the OMA members, who are making business decisions based on this information.

The White Paper lists three groups who benefit from effective community participation in planning: communities; developers; and decision makers. The benefits listed range from a

shared sense of purpose, better planning outcomes and realising community capacity, to smoother relationships and increased access to expertise, all of which will be strengthened by involving the OMA as a Key Stakeholder in the proposed Community Participation Charter.

Recommendations:

- That the OMA be recognised as a Key Stakeholder in the proposed Community Participation Charter.
- That the proposed ePlanning system be fully resourced to ensure rapid implementation.

04 STRATEGIC PLANNING FRAMEWORK

Key Changes:

There are nine Key Changes proposed for the Strategic Planning Framework:

1. Shift to upfront evidence based strategic planning, with a focus on achieving sustainable development outcomes
2. Infrastructure that is integrated with land use so that the community has confidence those areas of growth and change will be supported by transport, infrastructure and services. A partnership between the state, the community, local councils, agencies and the private sector to develop a shared vision for regions, sub regions and local government areas
3. Whole of government requirements in strategic plans to improve planning outcomes and reduce the number of development applications that require multi agency concurrence, referral or approval
4. A shift in focus to sub regional planning jointly prepared by councils and the State, where there will be direct rezoning and supporting development guides for major precincts of state or regional significance
5. An innovative new approach to Local Plans focused on outcomes not development controls in isolation
6. Clearly structured and transparent plans, with all development controls and zones accessible to the community and business in Local Plans
7. Strong performance monitoring and reporting to ensure that plans deliver on agreed objectives
8. The transition of the relevant aspects of existing strategic plans and planning instruments to the new planning system

*“Major shift towards evidence based strategic planningtransformation to upfront planning key tool for better facilitating the delivery of housing and jobs in the right locations while protecting and managing the environment and people’s way of life”
(p.62/60 White Paper)*

The shift to upfront evidence based strategic planning, the integration of infrastructure with land use planning, whole of government requirements in strategic plans and outcomes focused Local Plans are all concepts supported by the OMA, subject to the inclusion of all stakeholders from the outset. This includes the OMA as an industry representative (as per the proposed increased and earlier involvement through the proposed Community Participation Charter) to build upon the position established by SEPP 64 that outdoor advertising is a viable and legitimate land use. This position should be reflected in each level of strategic planning, including the proposed NSW Planning Policies, Regional Growth Plans, Sub

regional Delivery Plans and the development assessment process via the Local Plans.

With the introduction of a performance based planning system, there lies the perfect opportunity for the upfront involvement of State Agencies and Authorities in the strategic plan making process. This would negate the need for the extensive concurrence provisions that traditionally apply under SEPP64, as these can be addressed through strategic planning decisions at the outset in the construction of the NSW Planning Policies, Regional Growth Plans and Sub regional Delivery Plans.

This approach will allow for an increase in the number of permissible uses in the Local Plans, supported by performance criteria for the remainder of uses, in keeping with the intent of the White Paper. The OMA also supports the use of independent panels for assessing merit based applications, and cites the Brisbane City Council approach as an example of such a system.

The focus on a strong strategic base for the new planning system in NSW provides additional opportunity for consistency across local government areas, in keeping with leading practice and research. This is particularly evident in matters of terminology; clarity regarding street furniture; large format vs small format signage; digital signage; zoning of land for public infrastructure; and what constitutes appropriate planning considerations.

In NSW alone, OMA members provide and maintain over 7000 items of public infrastructure (such as street furniture and bus shelters) to the value of \$90 million. This provides a considerable saving for local and state Government agencies, and a revenue stream back to Local Councils from these assets. As part of the NSW planning review and strategic overhaul, the uncertainty around the application of SEPP 64 on street furniture assets must be clarified, as well as the application of Clause 10 of SEPP 64 in residential zones, where bus shelters are necessary.

As we move forward into greater use of digital technology, the role of digital signage on street furniture will also increase. It should be noted that the RMS's draft guidelines recommend that digital signage be a minimum of 4.5m above the ground. The OMA do not support this position as it does not allow for inclusion of digital signage in street furniture. This should not be echoed in planning policy, SEPP 64 or LEP's.

In relation to the use of digital signage, the OMA has previously provided a detailed report from Dr Gordon Watson and Associates on LED advertising signage requirements to both the Green Paper review and the former NSW RTA in January 2011. This report is reproduced in its entirety as Appendix B and includes information stating:

- OMA members are negotiating with RMS and Transport for NSW to finalise regulations before displaying digital signage, in contrast to other operators.
- Digital displays operate differently to other light based signage. The luminance of this signage must be relative to the surrounding levels of luminance. Luminance levels recommended by Dr Watson are provided as follows:

Lighting condition	Zones 2 & 3	Zone 4
Full sun on face of signage	Maximum output	Maximum output
Day time luminance	6000 cd/m ²	6000 cd/m ²
Day time luminance morning and evening, twilight, inclement weather	.700 cd/m ²	.500 cd/m ²
Night time	.350 cd/m ²	.250 cd/m ²

- The OMA is advocating for a dwell time of 8-10 seconds across all speed zones with an immediate transition time for the changing of the display. The display is then static from its first appearance for a period of 8-10 seconds until the commencement of a change to another display. These are consistent with national and international procedures.

The OMA is currently working with RMS and Transport for NSW to finalise the operation of advertising and signage utilising digital technology. The agreed definition and criteria would then be used as the basis for the assessment of digital signage and advertisements in conjunction with the Department of Planning. This agreed criteria could then be progressed as code complying development for all digital proposals not exceeding 45m² in area and not located in a sensitive location.

It is commonly accepted that the most desirable locations for large format advertising and street furniture are on major arterial roads, railways, airports, tollways, transport interchanges and light rail. This review provides an opportunity for Councils to review their zonings to be in compliance with the Department of Planning Circular PN 10-001 (DOP Circular), which provides guidance to Councils on the zoning of public infrastructure land in standard instruments, or the proposed Local Plans, by zoning roads that pass through business zones with the zoning for the adjoining land.

It is the position of the OMA that Clause 10 of SEPP 64 could be addressed by upfront strategic planning, allowing for code assessment of applications for signage on rural land.

Many of the matters in Division 3 of SEPP 64 could be addressed similarly, providing for code based assessment where appropriate, and merit based assessment for the remainder. For example, the existing legislation which prohibits advertising in certain circumstances such as residential zones, environmentally sensitive zones, and tollways and freeways is inconsistent with available information as well as government contracts. Freeways and Tollways which have existing contracts regarding advertising (Eastern Distributor, M2, M4, M5 and Sydney Harbour Tunnel) are exempt from this provision, demonstrating that under certain conditions, advertising on Freeways and Tollways is safe and appropriate. The review of the NSW Planning System and the consequent shift towards performance based planning scheme provides a perfect opportunity to review and acknowledge and incorporate the conditions under which advertising on Freeways and Tollways is safe and appropriate in order to achieve nation-leading guidelines and regulations that deliver high quality advertising signage, sensitive to its' context, cultural and environmental settings. This opportunity to update the provisions to increase compliance is fully supported by the OMA.

Another example relates to the regulation of advertisement size, specifically the control of larger signs. The OMA strongly believes that removing the visual clutter of a number of small signs and replacing these with one larger, higher quality sign of an industry recognised format is the preferred planning outcome. This one sign could effectively cover all of the previous multiple advertisements, in a format proven to be more effective.

The safety of larger signs should also not be a barrier to compliance. The OMA would support the introduction of RMS agreed traffic safety criteria for static, illuminated and digital signs for building identification, business identification and general advertising signage. It is the position of the OMA that all outdoor advertising proposals that are over 20m² in area or 8 metres in height *and* within 250 metres of *and* visible from a classified road should meet RMS agreed traffic safety criteria. The criteria must be capable of assessment and where compliance can be determined it would be reasonable for RMS concurrence powers to be delegated to local consent authorities. For applications being progressed as merit based due to the size of the advertisement being over 45 metres in advertising display area the OMA would support the RMS concurrence provisions being retained.

The Explanatory Information for SEPP 64 states that *“The SEPP does not regulate the content of advertisements and signs and does not require consent for a change in content”*. The OMA maintain that appropriate planning considerations for the assessment of advertising should be based solely on planning merit, not content, entirely in keeping with Schedule 1 to SEPP 64. This review of the NSW planning system provides an opportunity to undertake this assessment up-front to inform the strategic decisions made and thus assisting with achieving the 80% code assessed goal set out in the White Paper.

As stated in the OMA submission to the Green Paper, Schedule 1 of SEPP 64 provides *“entirely relevant considerations underpinning a merit based planning assessment of a signage or advertising proposal. They are weighted appropriately to ensure that consideration is being given to the contextual fit of the proposal and the impact that it may have on maintaining the character of an area. They also address important considerations pertaining to traffic and pedestrian safety, illumination, occupational health and safety and the architectural integration of a sign with a host building”* (p.26, OMA submission to the Green Paper). The OMA position remains the same in this matter.

Recommendations:

- General consistency with SEPP 64 as well as consistency of terminology across all environmental planning instruments
- Advertising and signage being an acceptable land use in all land use zones
- The ability for advertising and signage to be considered as code complying development in Business, Commercial, Enterprise and Industrial, Mixed Use and Infrastructure zones, or their equivalent
- Merit based assessment for advertising and signage being considered for signs in excess of 45 square metres in advertising display area and to be located in sensitive locations such as heritage, residential, suburban character, open space and environmental zones
- General planning policy for NSW should be updated to inform SEPP 64 and LEP's to recognise the growing market for digital advertising, including comment on both small and large format.

05 DEVELOPMENT ASSESSMENT

Key Changes:

There are five Key Changes proposed in regard to Development Assessment:

1. Eighty per cent of all developments will be complying or code assessment within the next five years, with reduced timeframes and documentation requirements.
2. An expanded range of residential, commercial, retail and industrial developments will be complying or code assessment
3. Low cost appeal rights will mean greater access to existing appeal rights for applicants which will mean fairer assessments and reduced costs
4. Promoting independent expert decision making with the use of the Planning Assessment Commission, Regional Planning Panels and Independent Hearing and Assessment Panels
5. New merit assessment processes where applications that are consistent with performance outcomes will be subject to less delay and uncertainty, with greater confidence for investment

The OMA views this review as an opportunity to build upon and reinforce SEPP 64 position that outdoor advertising is a viable and legitimate land use, and to reflect this statewide position in development assessment, and with consistency across state-wide and local legislation.

Currently, the degree of difference between approval rates on private owned land and State owned land demonstrates incongruity between state and local planning laws. Research by the OMA suggests that since SEPP 64 came into effect in 2001, there has been only one new large format sign developed on private land, for every four on State land (road-facing signage only, and excludes State signage inside railway stations). While the OMA's members recognise that much of the prime land for signage is along major roads and therefore owned by the State, these figures indicate that the planning law framework for advertising signage in NSW may be weighted in favour of the State. A comparison of State laws and local laws reveals that these incongruities can be assigned to:

- the issue of third party advertising;
- the area dimensions prescribed within local laws; and
- appeal costs in NSW.

OMA members wish to see this addressed in the new planning system.

Specific to local legislation in the form of the proposed Local Land Use Plans, we would recommend that a number of provisions are appropriate for standardisation across all Local Government Areas to ensure consistency between these areas.

It is recommended that a standard 15 year consent term apply across NSW for all advertising and signage applications that do not involve digital technology. For consents relating to a digital advertisement, the high capital cost of the technology would render a 20 year consent term more applicable. The OMA supports the introduction of code assessable development and the nominated 10 day assessment timeframe. The following table identifies the signage and advertising types and locations that the OMA considers appropriate to be advanced as code assessable development.

In order to achieve the 80% code or complying assessment, the OMA supports the introduction of the nominated 10 day assessment timeframe. The following table identified

the signage and advertising types and locations that the OMA considers appropriate to be advanced as code assessable development:

Signage Types	Land Use location equivalents
Super 8 – illuminated and non-illuminated	Business Zones Mixed Use Zones Enterprise Zones Infrastructure Zones for transport corridors Industrial Zones
Supersites – illuminated and non-illuminated	
Billboard – Illuminated and non-illuminated	
Building wrap	
Special Promotional	
Hoarding	
Digital illuminated signs and advertisements under 45 square metres in advertising display area	

The OMA supports merit based assessment for the following signage types and locations:

Signage Types	Land Use location equivalents
Super 8 – illuminated and non-illuminated	Heritage Conservation Areas
Supersites – illuminated and non-illuminated	Open Space Zones
Billboard – Illuminated and non-illuminated	Environmental and Scenic Protection Suburban Character Zones
Signs utilising digital technology in these locations	Residential Zones
Signs over 45 square metres in advertising display area	All Zones

Recommendations:

- That SEPP 64 is integrated in full in both state and local legislation, including the attitude towards third party advertising and signage area dimensions.
- That the definitions contained in Clause 4 of SEPP 64 be retained and made mandatory as they relate to signage, advertisements, advertising structures, digital signage and advertisements, Transport, Rail and Road Corridors.
- Provisions are defined for assessing advertising and signage as code assessable in landuse zones relating to rural, mixed use, enterprise, business, industrial, retail and transport corridors.
- Code assessable provisions should recognise the existing development standards embodied in Schedule 1 of SEPP 64 and the Transport Corridor Guidelines.
- RMS concurrence is delegated to Local Councils for code assessable development applications.
- Retain RMS concurrence provisions for signage and advertisements that exceed 45m² in advertising display area.
- Provide for merit based assessment in situations where signage and advertising proposals are being advanced in residential, suburban character, heritage conservation, scenic and environmental protection and open space zones (or their equivalent).

- Merit based assessment criteria should address visual impact; illumination levels; and traffic safety.

06 PROVISION OF INFRASTRUCTURE

Key Changes:

1. NSW will be the first Australian state or territory to introduce Growth Infrastructure Plans as an integral component of strategic planning at all levels. These Plans will be the key mechanism to integrate land use planning and infrastructure provision across sub regions. This represents a fundamental reform to how government manages infrastructure planning and delivery and will support important land use planning decisions for growth
2. Growth Infrastructure Plans will include contestability assessment to involve the private sector earlier in the planning process
3. Local and regional infrastructure contributions will be made more simple, certain and more consistent. Contributions will more closely relate to the infrastructure needed.
4. Public Priority Infrastructure, for example major projects identified in a government strategy such as the *Long Term Transport Master Plan* will be approved at the outset and the private sector will now be able to contribute earlier in the design and planning process in the knowledge that projects have been authorised to be carried out.

As per the OMA submission to the Green Paper, the OMA would support the replacement of the existing community benefit test provisions with a local infrastructure contribution. The OMA would support the local infrastructure contribution being calculated against the construction value of a sign and not the operating revenue value that is generated from the sign.

The OMA notes that prior to the introduction of SEPP 64, an annual licencing arrangement existed for advertising signs. This licencing arrangement provided an effective revenue stream to Councils and a better alternative to a one off monetary contribution. The OMA would ask that the reintroduction of a licence fee arrangement be considered as part of the planning review process.

Recommendations:

- That any local infrastructure contribution introduced be calculated against the construction value of a sign;
- That a licencing arrangement be reintroduced as an alternative to a one off monetary contribution.

07 BUILDING REGULATION AND CERTIFICATION

Key Changes (summary only):

1. Accreditation for all occupations involved in building design and construction;
2. Mandatory certification;
3. Improved documentation, including a building manual which will include key building information;
4. Increased support for certifiers on complex building matters;
5. Strengthened controls on certifiers including increased auditing and obligations to report non compliance.

The OMA supports the clarification of minimum standards for building design for improved

safety outcomes.

The OMA also supports the proposal to ensure that development consent is “*a concept approval for development....refocusing planning approvals on planning matters*”, rather than becoming distracted by building works.

Recommendations:

N/A.

o8 CONCLUSION

The introduction of SEPP 64 in 2001 was vital for the continued viability of the outdoor media industry in NSW. The release of the White Paper indicates that this growth will continue, implementing a hierarchy of strategic plans, informed by key stakeholders and leading practice from the upper strategic level and feeding through to development control.

What is still not clear, and what remains of paramount concern, is how the suite of planning controls that pertain to outdoor advertising will be addressed in the new legislation.

Through this submission, the OMA has made suggestions as to how advertising and signage can be managed under the new planning system. These are summarised in each of the relevant sections in direct response to the White Paper.

We look forward to the Government’s review of our submission and welcome the opportunity to meet and discuss our key points raised.

APPENDIX A: THE OUTDOOR MEDIA ASSOCIATION

Sourced from the OMA submission to the Green Paper

Introduction

The Outdoor Media Association (OMA) is the peak national industry body that represents most of Australia's Out of Home (OOH) media display companies and production facilities, as well as some media display asset owners.

Outdoor media display companies advertise third-party products, including those on billboards and other free-standing advertisement panels; on street furniture (e.g. public transport shelters, public toilets, bicycle stations, phone booths, kiosks); and in public transport stations, shopping centres, universities and airport precincts. The OMA members construct, provide and maintain the street furniture and community infrastructure for these advertisements.

The OMA does not represent businesses that install on-premise advertisements (vehicles, billboards and other structures that advertise the business, services and products on the advertiser's property). On-premise advertising is significantly more prolific than third-party advertising. For example, along Parramatta Road between Broadway and Leichhardt, there are about 2,140 on-premise signs compared to 14 third-party advertisements.

Part of the OMA's role is to develop constructive relationships with Federal, State and Local Governments with the aim of ensuring that new laws and regulations for outdoor advertising are fair and equitable. The OMA monitors regulatory developments that have the potential to affect the industry, oversees policy development and facilitates regulatory committees comprised of experienced industry members.

The OMA supports the reasonable regulation of outdoor advertising and is committed to working with the variety of regulatory bodies to ensure that all outdoor advertising signs are located in permissible areas, are well-integrated with the surrounding environment and support local community activities.

The Value of Outdoor Advertising as a Land Use in New South Wales

Local and global trends demonstrate that more people are spending a greater amount of time out of their home. As a result of this extended time out of home, people are less exposed to more traditional media like TV, radio, newspapers and magazines. Commercial Economic Advisory Service of Australia (CEASA) reported that in 2011, the OOH share of the total national \$10.7 billion advertising spend was 4.6%, a percentage that is on the increase due to the effectiveness of the medium. OOH advertising is maintaining and increasing effectiveness as a result of the ability of the medium to engage with users whilst they are out and about.

Outdoor media advertisements offer a business the capacity to:

- Cost effectively launch a brand, build and maintain brand awareness;
- Create a high impact advertising campaign to reach mass audiences cost- effectively;
- Target specific audiences and markets with high-frequency – i.e. shoppers, business travelers, teens, store catchment areas, tourist driven markets;
- Multiply the effect of other media by reinforcing the message over a longer period;

- Provide a 'path to purchase', converting brand awareness into consumer purchase behaviour;
- Support the business community and provide commercial strength to the state of NSW;
- Maximise the income stream of property assets which is particularly important when global financial markets negatively impact on the property market;
- Provide direct employment opportunities across a range of skill levels, as well as indirectly supporting other employment opportunities as a result of the effectiveness of the advertising medium.

In the state of NSW, the outdoor advertising industry makes the following contributions to the state economy:

- The industry donates around \$15million each year in free advertising space for charities and not-for-profit organisations, a large proportion of which is in NSW. Invariably, donations from the outdoor advertising industry enable these organisations to continue their service to the community – by increasing community awareness of their services, recruiting volunteers and soliciting donations from the public. These outcomes would otherwise be very difficult to achieve on their limited marketing budgets.
- The industry provides and maintains over 7,000 items of public infrastructure in NSW, such as pedestrian bridges, bus shelters, kiosks, bins and public toilets. This infrastructure is valued at \$90million and provides a considerable saving for Local and State Governments which would normally need to fund the provision of these assets. These assets also provide an income stream to State and Local Governments.
- Outdoor advertising assets provide an income stream for private land owners in NSW.
- In 2010 the industry contributed \$127.5 million to GDP.

These contributions should not be underestimated by the Government.

For local communities, outdoor advertising provides a cost-effective medium for businesses and organisations to advertise their products, services and events. It is also widely used by government bodies to advertise community messages such as road safety messages and health awareness campaigns.

In addition to providing affordable advertising to local businesses, the OMA's members also make contributions back to the community each year.

In 2011, the OMA's members donated \$13 million worth of free advertising space to charities and other not-for-profit organisations. Invariably, donations from the outdoor advertising industry enable these organisations to continue their service to the community – by increasing community awareness of their services, recruiting volunteers and soliciting donations from the community.

What makes good Outdoor Advertising?

Good outdoor advertising is:

Creative: Outdoor media provides the ultimate creative stage, giving creatives license to think outside the box.

Aesthetically appropriate: The success of outdoor advertising relies on its ability to add rather than subtract from its surroundings. Outdoor advertising at its best achieves direct communication with consumers-

- Where they live, work and play;

- Where they drive and shop;
- Where they commute; and
- Where they congregate.

Production: Effective outdoor advertising requires strong, high impact graphics as a key element. The advent of modern print technology and computer generated production has transformed the outdoor media industry with traditional processes having been either dramatically enhanced or replaced. Advertisers can realize a simple, streamlined process for signs produced to full photographic reproduction quality without major production costs. Production processes available range from screen printing to computer generated large format painting systems, custom made mechanical designs, 3D cut-outs and sign board extensions.

Technology and innovation: advancements in technology offer outdoor advertising greater scope for interfacing with consumers and therefore better outcomes for advertisers. Touch screen panels, Near Field Communication, Wi-Fi, integration of social media, facial recognition technology and the increase in the use of digital billboards were all part of OMA campaigns in 2012.

Forms of Outdoor Advertising

The outdoor advertising industry generally adopts standard formats for advertising signs. These standard formats are used internationally by the outdoor advertising companies. A common misunderstanding that occurs in the drafting of planning policies or guidelines is the numerical development standards that are applied to advertisements and signage. Frequently a Council will look to contain the size of structures in terms of its advertising display area with many policies limiting the area of signs to under 5 square metres.

Classifications commonly used by the outdoor industry for freestanding, wall and bridge advertisements are detailed below.



Spectacular: Poster displays over 50 square metres in area (standard dimensions are 18.99m x 4.45m). These are often located on highways and generally illuminated.



Supersite: Large displays around 42 square metres (often 12.66m x 3.35m). These signs are

generally illuminated and located on major arterial roads and national highways.



Billboards: 24 sheet posters, measure 6.3m in size and tend to be located mainly on building walls in commercial and industrial areas, along roads and in railway corridors.



Super 8: Generally these are illuminated light box signs and measure 6m x 3m which equates

to an advertising area of 18square metres. They are often mounted on freestanding pylons, walls and bridges.

It is noted that there are times when special promotional, building wrap or printed hoarding signage is used by the industry as part of a high profile advertising campaign. These types of advertisements are recognised under SEPP 64, with specific limitations on time on the period to be displayed, zoning, and corporate branding limitations.

In addition, there are OMA members that specialise in the development of street furniture advertising assets. Advertising displays are often integrated into the shelter structure at a bus stop, kiosk, public toilet, or telephone booth. The displays are frequently scrolling units that are illuminated.

Street furniture displays are commonly 1.8m x 1.2m or 1.5m x 1m in size and are backlit. They can be freestanding units or integrated into the street furniture structure.



Street furniture structure – Kiosk 1.8m x 1.2m



Street furniture structure – Bus shelter 1.8m x 1.2m

APPENDIX B: REPORT ON LED SIGNAGE (ATTACHED)

REFERENCES

State Environmental Planning Policy (Exempt and Complying Development Codes) 2008

State Environment Planning Policy No.64 – Advertising and Signage

Schedule 1 to SEPP 64

Transport Corridor Outdoor Advertising and Signage Guidelines: Assessing Development Applications under SEPP64

OMA resources:

Federal Submissions:

- OMA response to Austroads Research Report – Impact of Roadside Advertising on Road Safety
- Inquiry into the regulation of billboards and outdoor advertising
- Discussion paper on digital billboards and road safety

NSW Submissions:

- OMA Submission to the Green Paper (Sep 2012)
- OMA Submission to the NSW Planning System Review (Feb 2012)