

outsid@info

Providing news and analysis on the Australian outdoor media industry Ethics in advertising – be vigilant

Members of the OMA have been diligent in responding to community concerns about advertising content. This has been achieved through compliance with the OMA's own Code of Ethics which includes adherence with all decisions of the Advertising Standards Board (ASB), the body responsible for regulating advertising copy across most media.

As community opinion sometimes changes it is important that as an industry we be extra-vigilant in protecting against the display of offensive or otherwise unethical material.

It is written into each of the OMA Members' media contracts that if the ASB makes a determination for copy to be removed from an outdoor media panel, then it must be acted upon immediately.

In addition, many of our members have their own internal practices which include reviewing creative copy and rejecting that not deemed appropriate; establishing independent internal panels to make assessments about copy;

and moving advertisements if they are found to be not suited to a particular environment (eg. outside schools).

However, there are some advertisements that may not technically breach the OMA or ASB's Codes of Ethics, but still cause concern among some community members.



Tasteful lingerie ads are generally accepted by the community

While it is important that the Advertising Standards Bureau and its Board continue as the principal regulator in these instances, the OMA is committed to working with the ASB in identifying solutions.

Next month, the OMA will meet with members of the Advertising Standards Board to discuss ethics in advertising, and any potential strengthening of measures that may be taken to address this issue.

This will provide the OMA the opportunity to discuss the steps already taken by its own members to prevent unethical advertising being displayed, including showing examples of the types of advertising copy that have been rejected by OMA member companies in recent times.

If OMA Members have any suggestions about the regulation of advertising content, and the issue of ethics in general, please don't hesitate to contact the OMA office.

The OMA's Code of Ethics is posted on our website.

www.oma.org.au

Get ready to celebrate!

The Outdoor Media Association (OMA) is gearing up to host the inaugural Industry Showcase Dinner on 17 April 2008 at the Museum of Contemporary Art.

More than two hundred people, mostly from OMA member companies, are expected to attend the event to celebrate what the industry has achieved over the past two years, and what is being planned for the future.

The evening will commence at 6pm with cocktails, followed by dinner, loads of entertainment and presentations.

The night will include the first OMA Industry Awards to be presented to those members of the industry who have made a significant contribution.

Thank you to those OMA members who provided nominations.



Out there



A replica of a windmill has been used to promote one of AGL's innovative environmental solutions.

State round up

NSW

SEPP 64 update

The first Development Applications for new sites are currently being assessed under the amended legislation as part of the Road and Traffic Authority's program for providing outdoor advertising opportunities on highways and motorways. Importantly, this will be the first instance when the new Public Benefit Test will be applied requiring the proponent to demonstrate tangible community benefits.

In addition, the OMA has advised Planning NSW of a possible drafting error in transferring Clause 33 of the Model Provisions under the Environmental Planning & Assessment Act 1980 to the new Clause 15 of SEPP64 dealing with regional and rural advertising structures. Planning NSW has advised that it has lodged a proposed amendment to reflect the original intent.

The amendments to SEPP64 are due for review from August 2008 and the OMA will be seeking comment from members in the near future.

Council budgets

Just a reminder to keep a look out in the Public Notices for any exhibition of draft Council budgets to check all proposed fees and charges associated with third party outdoor advertising. The OMA is checking these Notices on a daily basis, however it is worth asking

any of your council contacts when their own budget is due to be advertised. This will give us time for the OMA to respond appropriately to any proposed changes.

New draft DCPs and LEPs

The OMA has been asked to comment on a draft DCP for Lane Cove Council and a draft DCP and LEP for Goulburn Mulwaree Council. A submission for Lane Cove Council's DCP has been forwarded to the Council for their consideration. Thanks to those members who contributed comments for this submission. A submission is currently being prepared for Goulburn Mulwaree Council's DCP and LEP, which is due Friday 11 April 2008. A copy of these documents can be found in the OMA Member's Website under 'latest news'.

QLD

Outdoor Signage on Trust Land

The OMA is seeking a follow-up meeting with the Minister for Natural Resources and Water, the Hon. Craig Wallace, regarding his Department's current policy which prohibits signage on trust land used by community groups. Members of the OMA are concerned that while the policy openly encourages community groups to seek alternative revenue to support their activities, it has ruled out a viable and appropriate

source of funding without any consultation with the industry. The policy has been used by at least one Council to reject applications by a number of community groups wanting to raise revenue from outdoor signage.

Department of Main Roads

DMR has sought comment from the OMA regarding an updated section of its Guide to Roadside Advertising which primarily affects only one Member (TorchMedia). The OMA has responded to DMR advising it is not in a position to comment given there has been no resolution on the entire Guide despite an 18 month process established at the request of the former Minister for Transport, the Hon. Paul Lucas. However, TorchMedia has been advised of the request so they may comment directly.

Victoria

Review of signage legislation

The OMA has been advised that the Minister for Planning, the Hon. Justin Madden, has received the report from the review of VPP Advertising Sign Provisions Advisory Committee. The OMA is awaiting a response from the Minister's office regarding the timing of its release.

Useful Links

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

Outdoor Advertising Association of America

www.oaaa.org

Out of Home Marketing Association of Canada

www.omaccanada.ca

Outdoor Advertising Association of Great Britain

www.oaa.org.uk

Outdoor Advertising Association of South Africa

www.oaasa.com

Upcoming events

Regulatory Affairs Committee Meeting:

9 May 2008

Occupational Health and Safety Meeting:

5 May 2008

Marketing Committee Meeting:

7 April 2008

Board meeting:

20 May 2008

AGM/Industry Dinner

17 April 2008



The MOVE Technical Committee have been working on rebranding the MOVE logo and developing the MOVE website. Once the site is launched public information on Audience Measurement will be found at www.moveoutdoor.com.au.

The website will also be the point whereby authorised users will be able to access the system.