

# outsid@info

## Providing news and analysis on the Australian outdoor media industry 2008 OMA Showcase Dinner

The Outdoor Media Association (OMA) hosted the first ever industry showcase dinner on 17 April at the Museum of Contemporary Art. Over 240 people from across Australia joined together to celebrate the industry's achievements.

The evening included the announcement of the new OMA Chairman, Steve McCarthy, CEO of Adshel.

Chris Tyquin, CEO of GOA billboards, retired as Chairman after four successful years of steering the association in a new direction.

The event also saw the launch by Mr McCarthy of the OMA's first industry achievement awards, to recognise outstanding contribution to the industry.

Brian Hull, CEO of Brite Solutions; Brian Tyquin, Owner and Managing Director of Outdoor Systems; George Savage, Owner of Savage Signs; and Anthony Xydis, Marketing Director with Adshel, received the first honours.

An update on the Audience Measurement system was provided, including the premiere of the MOVE (Measurement of Outdoor Visibility and Exposure) promotional video.

Guests were entertained by one of Australia's leading comedians, Dave Hughes, and partied throughout the night to a live DJ and percussionist.

The OMA has been receiving a fantastic response from those who attended. A big thank you to Two de Force who were the event organisers.



Brian Hull receives his award



Chris Tyquin, Helen Willoughby and Steve McCarthy



Dave Hughes finds some Adshel fans



A shocked Anthony Xydis



George Savage congratulated



The then Network team in party mode



Award recipient, Brian Tyquin, catches up with family.



Peter and Sue Savage



The OMA team

## State round up

This month the OMA wrote to 150 stakeholders across NSW, Queensland and Victoria introducing its new Senior Policy Adviser, Carolyn Samsa, and forwarding a copy of its annual report. Already, the OMA has received a call from Greater Dandenong City Council in Victoria wanting to work more closely with the OMA regarding large format advertising.

### NSW

#### *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 changes.

### QLD

#### *Outdoor signage on trust land*

The OMA met with the Minister for Natural Resources and Water's Adviser and the Director-General from the

Department regarding a policy which prohibits signage on trust land used by community groups. The OMA was advised freestanding signage has been prohibited on trust land since 1992. There are, however, opportunities for members to provide signage/scoreboards attached to buildings for sponsors to advertise on. The OMA put forward a case for review of the policy.

#### *Department of Main Roads*

The OMA has written to the Minister for Main Roads, the Hon. Warren Pitt MP requesting a meeting to discuss the DMR's *Guide to the Management of Roadside Advertising*.

#### *Local council amalgamations*

The OMA has written to all amalgamated councils advising that the OMA would be interested in providing input on any drafting of new planning schemes in relation to third party advertising to ensure that it reflects the best interests of the Council, the industry and the community in general. A copy of the annual report has also been included with this letter. The OMA are also seeking a meeting with the Minister for Local Government, the Hon. Warren Pitt regarding this matter.

### Victoria

#### *Review of signage legislation*

The OMA has been advised that the Minister for Planning, the Hon. Justin Madden, received the report from the review of VPP Advertising Sign Provisions Advisory Committee and has forwarded it to the Department of Planning and Community Development for advice. Once the department has briefed the Minister on this report he will then make his final decisions regarding the recommendations. This is expected to take a couple of months.

#### *Taxi advertising*

The OMA has written to the Minister for Public Transport, the Hon. Lynne Kosky MP requesting a meeting to discuss external advertising on taxis in Victoria. The OMA is now awaiting a response from the Minister.

## 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](http://www.adstandards.com.au)

**Outdoor Advertising Association of America**  
[www.oaaa.org](http://www.oaaa.org)

**Out of Home Marketing Association of Canada**  
[www.omaccanada.ca](http://www.omaccanada.ca)

**Outdoor Advertising Association of Great Britain**  
[www.oaa.org.uk](http://www.oaa.org.uk)

**Outdoor Advertising Association of South Africa**  
[www.oaasa.com](http://www.oaasa.com)

## Upcoming events

**Regulatory Affairs Committee Meeting:**  
9 May 2008

**Occupational Health and Safety Meeting:**  
5 May 2008

**Marketing Committee Meeting:**  
2 June 2008

**Board meeting:**  
20 May 2008

## Out there



Recent photos from downtown Manila. They obviously love their outdoor advertising!