

outsid@info

Providing news and analysis on the Australian outdoor media industry

OMA announces the winner of the 2008 Young Planners Scholarship

Colleen Keegan, a Strategic Planner with Sunshine Coast Regional Council has been announced as the winner of the 2008 Young Planners Scholarship at the Planning Institute of Australia's National Report Card launch held at Customs House, Brisbane on Friday 7 November.

Colleen is the second recipient of the annual \$15,000 scholarship which is funded by the OMA in partnership with the Planning Institute of Australia (PIA). The scholarship provides for young planners with less than 5 years experience to research the integration of outdoor advertising in international locations of their choosing.

Colleen will travel to Montreal, Buenos Aires, and Amsterdam to study how outdoor advertising has been integrated in cities appointed to the United Nations Educational, Scientific and Cultural Organisation (UNESCO) City of Design Network.

Helen Willoughby, Chief Executive of the OMA, said that there was a strong interest in the scholarship this year, which allows applicants to choose their own research project and the cities they think will offer the best outdoor advertising case studies.

"Around the world, outdoor advertising takes on many roles – from traditional posters to animated digital displays, from the subtle to the out there," Ms Willoughby said.

"The scholarship will give Colleen a fantastic opportunity to broaden her horizons and her career opportunities by building on Australia's understanding of how outdoor advertising can contribute to cities and communities.

"Cities appointed to the UNESCO City of Design Network must demonstrate a willingness to promote design as a way to improve the quality of life of its residents as well as being a cultural and economic driver for the city. Montreal and Buenos Aires will provide plenty of exciting outdoor advertising case studies which could very well have applications in Australia.

"Even though outdoor advertising currently contributes a large amount of public infrastructure to the community, our members are always looking at ways in which advertising can be integrated more effectively into the environment and to create a sense of place where people like to congregate."

The PIA's CEO, Di Jay, said that Colleen's overseas case studies will add to Australia's knowledge of how outdoor advertising should be integrated, managed and regulated.

"Colleen's research will explore how modern outdoor media technologies are integrated into the environments of these ethnically and culturally diverse cities."

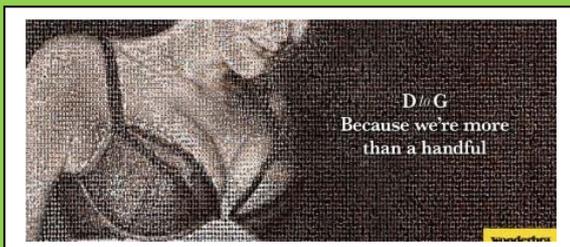
"It is important to understand how regulatory frameworks have been designed in these cities to encourage innovation and creativity."

Colleen will travel overseas to conduct her research in 2009 and will present her findings at the PIA/New Zealand Planning Institute Joint National Congress in Christchurch, New Zealand in 2010.



Colleen's manager, her mother and Colleen at the National Report Card Launch

Out there



Check out the latest Wonderbra outdoor campaign. The billboard is made up of thousands of photographs of women who submitted images of themselves in their underwear.





One of the major soccer events of 2008

56 nations One goal

CLICK TO CHECK OUT WHAT ALL THE FUSS IS ABOUT!

Come down and support your team LIVE!
1-7 December 2008. Federation Square and Birrarung Marr

www.homelessworldcup.org

OMA goes trucking to promote new creative awards

The Outdoor Media Association (OMA) has just taken part in driving a billboard truck 10,000 kilometres across Australia to promote their new awards program, the Outdoor Awards.

As part of a national awareness campaign, a truck carrying the message 'The Outdoor Awards are coming' returned to Sydney last Friday after spending 5 weeks on the road taking in Alice Springs, Broome, Perth, the Nullarbor, Adelaide and Melbourne.

OMA Marketing and Events Coordinator, Candice Scott, met the tour in Adelaide and drove the truck back to home soil via the Great Ocean Road. Candice said it was a great experience and that she had a fun time explaining to the people she met along the way what the Outdoor Awards were all about.

"Truckies were very interested in what a little billboard truck with a maximum speed is 80 kilometres per hour was doing competing with road trains on the motorways," she said.

"It got a little scary at times avoiding branches and even light posts when coming into towns but overall the interest sparked and the photographs taken along the way made it well worth it."

The purpose of the truck tour was to create interest amongst the creative community about the awards by posting pictures of the trucks journey on the awards website. The truck journey also received publicity on Campaign Brief's blog site, in AdNews and B&T magazine.

Images of the trucks journey can be viewed on the awards website www.outdoorawards.com.au where entries can also be submitted.

Entries close at the end of April 2009 and will be judged by a panel of Senior Creative Directors. Michael Simons, Chief Creative Officer of DRAFTFCB New York, will chair the judging process, and acted as a key advisory to the OMA in developing the new-look creative awards.

In addition to a new first prize of a Golden Pigeon statue, which will be given to the best overall outdoor concept, there will be a financial incentive worth \$10,000 for the winning creative team. Trophies will be awarded for other category winners.

For more information on the awards please visit www.outdoorawards.com.au or contact Candice Scott at candice.scott@oma.org.au.



State Round Up

NATIONAL

Establishment of OMA Environment Sub-Committee

The OMA's Environment Sub-Committee will have its first meeting on Tuesday 9 December to discuss potential environmental projects for 2009.

Scoping of a driver distraction research project

The OMA Board has approved the scoping of a driver distraction research project which will involve further analyses of the eye tracking data collected for MOVE. The OMA has invited representatives from the New South Wales' Roads and Traffic Authority, Queensland's Department of Main Roads and Victoria's VicRoads to assist the OMA in scoping the parameters of this research project. The OMA has commissioned Dr Peter Brawn to conduct the research.

NSW

SEPP 64 review

The OMA met with the Hon. Kristina Keneally, Minister for Planning on 13 November to discuss the review of SEPP 64. The Minister advised that she will follow this up with the Department of Planning. The OMA will be meeting with the Department of Planning, Roads and Traffic Authority and RailCorp on 26 November to discuss the review.

QLD

Department of Main Roads' Guide to the Management of Roadside Advertising

The OMA will meet with QLD

representatives on 26 November to discuss the four policy options for restriction distances for outdoor advertising on freeways and motorways.

Brisbane City Council

The OMA will meet with QLD representatives on 26 November to discuss two Practice Notes for outdoor advertising that have been distributed recently by the Council.

VIC

Permits for signs in mixed use zones

The OMA will meet with the Hon. Justin Madden, Minister for Planning on 27 November to discuss the future of existing major promotional signs in mixed use zones.

Vegetation management strategy for large format signs

The OMA has submitted a list of proposed trial sites to VicRoads for their consideration and will meet with them on 27 November to discuss the sites which will be included in the trial.

Taxi advertising

The OMA is still awaiting advice from the Hon. Lynne Kosky, Minister for Public Transport about its proposal to reverse the prohibition of taxi advertising in the State.

SA

Port Adelaide Enfield Council draft DPA

Heynen Planning Consultants will represent the OMA at a public hearing on 25 November to discuss Port Adelaide Enfield Council's proposed changes to their Development Plan Amendment (DPA) for outdoor advertising.

Useful Links

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

Committees

Marketing Committee Meeting
08 December 2008

Regulatory Affairs Committee Meeting:
January 2009

OMA & MOVE Board meetings:
17 February 2009