



Gladstone Regional Council Planning Scheme

December 2014

Submission from the Outdoor Media Association

01 ABOUT THE OUTDOOR MEDIA ASSOCIATION

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

Part of the role of the OMA is to develop constructive relationships with State and Local Governments and to contribute to the process of developing policies, laws and regulations for outdoor advertising that are both fair and equitable to governments, the community and the industry.

On behalf of its members, the OMA advocates for planning systems across Australia that deliver the following:

- The recognition of outdoor advertising signage as a legitimate land use;
- The removal of the distinction between 'on-premise' and 'third-party' signage in planning policy and local laws;
- Provision of a set of fair and reasonable development standards that are appropriate for signage land use; and
- Provision for the responsible display of outdoor advertising signage within urban centres and along transport corridors.

OMA members advertise 'third-party' products on billboards, free-standing advertising panels, buses, trams, taxis, pedestrian bridges and street furniture (including bus/tram shelters, public toilets, phone booths and street kiosks). OMA members also display advertisements in bus stations and train stations, at shopping centres, universities and airport precincts.

The OMA does not represent the owners of 'on-premise' advertising on privately owned buildings and land.

02 VALUE OF THE INDUSTRY TO THE QUEENSLAND ECONOMY AND COMMUNITY

Advertising and marketing plays a fundamental economic role in Australian society and in 2013 the OOH industry raised revenue of \$543.8 million, making up approximately 5% of advertising spend in Australia.

The OOH industry also plays a considerable role in the Queensland economy. In 2013, the OMA engaged Deloitte Access Economics¹ to estimate the economic contribution of the OOH industry in Queensland for the calendar year 2012. The Deloitte research found that in Queensland in 2012 the OOH industry:

- o Employed 150 full time equivalent staff;
- o Raised revenue of \$115 million;
- o Made a value added contribution to the Queensland economy of \$42.6 million;
- o Contributed an estimated \$10.43 million to the upkeep of public infrastructure; and
- o Donated a considerable amount of money and free advertising space to charities and 'not for profit' organisations.

The industry provides, maintains and cleans public infrastructure at no cost to local government, including bus shelters, footbridges, public toilets, bicycle stations and park benches.

03 GLADSTONE REGIONAL COUNCIL PLANNING SCHEME

The OMA has reviewed the draft Gladstone Regional Council Planning Scheme and has noted that an Advertising Devices Code has not been included in the new Draft Plan. The absence of an advertising devices code within the draft Planning Scheme will mean that advertising devices can only be assessed under the Subordinate Local Law No 1.4 (Installation of Advertising Devices) 2011 and this local law does not provide for third party signage.

The OMA submit that the absence of an advertising devices code is contrary with the advice given by the Queensland Government Department of State Development, Infrastructure and Planning in the 'Draft User Guide on Advertising Devices' (Refer Attachment 1). The purpose of the Draft User Guide is to outline and provide guidance to stakeholders about the role of planning schemes in regulating the development impacts of advertising devices. The Draft User Guide states that the planning scheme is the most appropriate regulatory tool for development matters associated with advertising devices, rather than a local law under the *Local Government Act 2009*. Furthermore, it states that local government required to make the necessary amendments to their planning scheme to ensure that it is consistent with the draft User Guide.

¹ Deloitte Access Economics, Contribution of the Outdoor Media Industry (Queensland), published 2013

It is important to bring to Council's attention the great importance placed by local businesses in Queensland on billboard advertising. It is a highly cost effective advertising media that provides an effective platform for businesses to promote their goods and services to the community as well as the tourist drive market. The inclusion of an advertising devices code also fits within the intention of Gladstone Regional Council to provide development and business opportunities as per the strategic outcomes in the Planning Scheme.

The OMA believes that 'on-premise' advertising and 'third party' advertising should not be treated as separate types of development and should be assessed against the same criteria. The use of a separate definition for third party advertising within the Subordinate Local Law or within any Planning Scheme is not supported by the OMA.

04 ADVERTISING DEVICES CODE

The OMA submits that the draft Planning Scheme be amended to include an Advertising Devices Code. The OMA is concerned that the draft Planning Scheme fails to include an Advertising Devices Code, particularly in light of the absence of any provision for third party advertising in the local law.

In March 2012 the OMA finalised a '*Model Advertising Devices Code*' specifically for use in the urban areas of Queensland (Refer Attachment 2). The OMA's '*Model Advertising Devices Code*' could be used by the Gladstone Regional Council as the base document for preparing a new Advertising Devices Code for the draft Planning Scheme.

The OMA is aware that there is a concern within the community about the occurrence of an over proliferation of billboard signage on roads and transport corridors. OMA members however, do not want to see a multitude of signs in any one location as this weakens the commercial impact and viability of their signage. The OMA would be pleased to work with Council to discuss guidelines for signage separation on road and transport corridors that could be incorporated within a Planning Scheme Advertising Devices Code.

05 DIGITAL SIGNAGE

The Planning Scheme Advertising Devices Code should include performance criteria/outcomes for digital advertising signs, as demonstrated within the OMA's '*Model Advertising Devices Code*'. In the past five years the use of digital rather than static signage has grown across Australia. Currently digital technology makes up 13.9%² of total OOH advertising revenue and it will continue to grow. The Queensland Government has worked with the OMA to develop guidelines around digital signage which are included as part of the 'Department of Transport and Main Roads '*Roadside Advertising Guide 2013*'. In addition the largest Queensland Council, Brisbane City Council, has prepared '*Technical Guideline for Advertisements with Illumination &/or Electronic Display Components*'. Digital technology is increasingly being accepted as the new way to advertise given its

² Based on second quarter 2014 revenue figures – Outdoor Media Association

flexibility, creativity and versatility, and it is important that this is acknowledged within the Gladstone Regional Council Planning Scheme.

o6 RECOMMENDATION

The OMA submits that the Gladstone Regional Council takes the following matters relating to the OOH industry into consideration in the review of the draft Planning Scheme:

- o The regulation of advertising devices to be considered under the draft Planning Scheme, rather than under the Local Law.
- o The inclusion of an Advertising Devices Code within the Planning Scheme, which can be based upon the OMA's '*Model Advertising Devices Code*' for Queensland;
- o The recognition of the growth of digital advertising signage and performance criteria for this type of signage to be included within the Advertising Devices Code;
- o Not to regulate the content of advertisements through either the Planning Scheme or Local Laws as this is achieved through industry codes administered by the Advertising Standards Bureau.

o7 CONCLUSION

Thank you for taking the time to read and consider the OMA's submission, and the OMA hopes that it will be of practical use in the review of the draft Planning Scheme.

Should you have any questions regarding this submission, please contact the OMA's Town Planner, Cathy Towers on (02) 9357 9900.

ATTACHMENT 1

Sustainable Planning Act 2009 (SPA) draft Planning Note on Advertising Devices

ATTACHMENT 2

OMA Model Advertising Devices Code