



18 July 2013

Mackay Regional Council  
Attention: Strategic Planning  
PO Box 41  
Mackay QLD 4740

To whom it may concern

Thank you for the opportunity to provide a submission to the Draft Mackay Region Planning Scheme. The Outdoor Media Association (OMA) is the peak industry body representing 90% of Australia's outdoor media display companies and production facilities, and some media display asset owners.

Outdoor media display companies advertise third-party products including:

- on buses, trams, taxis, pedestrian bridges, billboards and free-standing advertisement panels;
- on street furniture (e.g. bus/tram shelters, public toilets, bicycle stations, phone booths, kiosks); and
- in bus stations, railway stations, shopping centres, universities and airport precincts.

The industry members build, clean and maintain the pedestrian bridges and street furniture, and provide other community infrastructure such as park benches, bins and bicycles.

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 more prolific than third-party advertising. For example, in NSW, along Parramatta Road between Broadway and Leichhardt, there are about 2140 on-premise signs compared to 14 third-party advertisements, an area similar to Gympie Road, Queensland.

The OMA is supportive of Mackay Regional Council's strategic vision and the impact of our member's business in the area also supports the Council's strong economic vision. Outdoor advertising in Queensland has a significant impact on the local economy and a recent study by Deloitte Access Economics found that the industry:

- employed 150 full time equivalent staff;
- raised \$115 million in revenue;
- made a value added contribution to the Queensland economy of \$42.6 million;
- contributed an estimated \$10.43 million to the upkeep of public

- infrastructure;
- donated a considerable amount in funds and free advertising space to Queensland charities and not-for-profit organisations.

The industry also works with more local advertisers in Queensland than in comparison to the rest of Australia, assisting local businesses to grow.

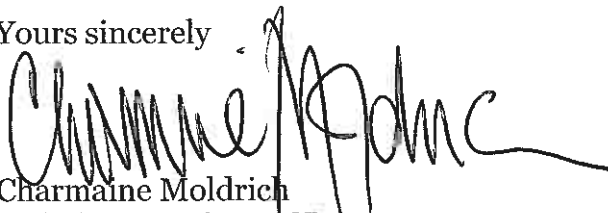
The OMA would like to comment on the following areas of the Advertising Devices Code section of the Planning Scheme and suggest changes to better assist the industry:

- A02.13 (a) (i) (pg 125 – Part 9 – Development Codes) – the maximum size of 20sqm does not meet current industry standards. In Mackay Region, the industry currently has ‘supersite’ structures, which are 42.41sqm. By changing this size to 48sqm, this will allow for current industry standards (for more information please see Attachment A: OMA Model Advertising Devices Code)
- A02.13 (a) (ii) – height of signs, not to exceed 6metres in a rural environment and 4 metres in a urban environment. This high limitation in urban/commercial/industrial areas does not work for the industry, for example, in some areas members currently have sights that are 7.5m or more due to obstructions such as sugar cane. The OMA proposes a maximum height in urban/commercial and industrial areas to be 10m.
- A02.13 (b) (i) (ii) (iii) (iv) – The OMA proposes that these restrictions are unnecessary and each site should be assessed on a case by case basis with regard to traffic and road safety concerns. The OMA notes also that DTMR’s Roadside Traffic Guide (RAG) is in use for state controlled roads and motorways.
- A02.13 (b) (v) – This requirement does not differentiate between different zones and areas and as such is too restrictive. Ideally the OMA would prefer that as above, each site should be assessed on a case by case basis. Alternatively, in rural zones, signs could be placed 300m apart. In urban and industrial zones the OMA submits that no distance between signs should be imposed as it is too difficult to prescribe where there may be both on-premise and third party signage already in the area. In these zones sites should be assessed on a case by case basis.

The OMA has recently put together a Model Advertising Devices Code to provide Council’s with a blueprint for best practice for the industry and this is provided as a support for the OMA’s submission at Attachment A.

If you have any further questions or concerns in regards to the OMA’s submission, please contact our Senior Policy Adviser, Emma Luttrell on 02 9357 9922 or [emma.luttrell@oma.org.au](mailto:emma.luttrell@oma.org.au).

Yours sincerely



Charmaine Moldrich  
**Chief Executive Officer**