



MEDIA RELEASE

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ENTRIES OPEN FOR \$15,000 YOUNG PLANNERS' SCHOLARSHIP

New York's Time Square, **London's** theatre district or **China's** Beijing Olympic City are just some of the outdoor media environments that could be open to young planners under the first of a new \$15,000 international scholarship program.

Entries have opened for the annual young planners' scholarship, which is a joint initiative of the Outdoor Media Association (OMA) and Planning Institute of Australia (PIA). To be eligible entrants must be an Australian resident under 35 years of age and either a:

- second year or beyond planning student enrolled in one of 17 institutions with accredited PIA courses throughout Australia or another approved planning course (refer list attached);
- a recent graduate of one of those courses but not yet working in the planning environment;
- a young planner with less than five years' experience.

CEO of the OMA, Helen Willoughby, and CEO of the PIA, Di Jay, said the aim of the scholarship was to broaden understanding among its annual recipients of the challenges and opportunities planners and outdoor media operators faced in international cities so that they may apply that knowledge in Australia.

"Around the world, outdoor advertising takes on many roles – from traditional posters to innovative digital displays, from the subtle to the out there. And the regulatory environment can vary quite dramatically from place to place," Ms Willoughby said.

"This scholarship will provide the opportunity for young planners to explore how overseas' regulators manage outdoor advertising in the built environment, and how they are adapting to changing landscapes and new technologies."

Ms Jay said entrants would be required to provide a 1500-word submission, curriculum vitae and a statement of claim as to why they should be chosen. They would then be required to write a report and present their findings to the next Young Planners' and PIA Conferences in 2009.

The research will also be published on the OMA and PIA websites.

Entrants will be judged in October by a panel including representatives of the OMA and PIA, and up to two leading planning academics. The winner will be announced on World Town Planning Day on 8 November 2007.

For information on the scholarship: www.planning.org.au or www.oma.org.au

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