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Providing news and analysis on the Australian outdoor media industry

OMA welcomes \$96 000 OH&S grant

The Outdoor Media Association has welcomed a \$96, 000 Occupational Health and Safety grant from WorkCover NSW which will enable the development of a training program for its production and installation members.

With the help of OH&S consultant Dom Weir from CoreSafe the OMA is developing a training manual, supplemented by a DVD, and will conduct training sessions for supervisors of members' staff working in the high risk areas of the production and installation of outdoor media.

The training will focus on manual handling, chemicals, working at heights, and personal protective equipment.

The program aims to improve the competency of supervisors in risk

management principles and educate them on how to better communicate with employees in identifying hazards and risks.

Once trained, supervisors will be better equipped to lead their staff in working safely.

Development of the 47 week project is underway now with the first training sessions planned to take place during the first half of 2009.

A steering committee comprised of representatives from media display and non media display members has been convened to assist in the development of the program so that it accurately reflects their conditions and will meet their needs.

The program resources will be loaded onto the OMA website to be accessible to all members.

Out there



Big Issue creative has now started to appear on outdoor sites in Sydney and Melbourne.

Homeless world cup kicks off

OMA Chairman Steve McCarthy and CEO Helen Willoughby joined other sponsors for the launch on 28 August by Victorian Premier John Brumby of this year's Homeless World Cup (HWC) at Federation Square.

Melbourne secured the rights to stage the HWC in the first week of December 2008 when teams from 56 nations will compete.

The HWC is being organised with the assistance of *The Big Issue*, a not-for-profit magazine which creates employment and social opportunities for homeless people.

OMA members are providing up to \$1 million in advertising space to the HWC and *The Big Issue* over the next 10 months.

Other sponsors of the HWC include the Victorian Government, City of Melbourne, Goldman Sachs,

Macquarie Group Foundation, bhpbilliton, Mitchell and Whybin/TBWA.

Ms Willoughby thanked all OMA members who had so far contributed to the sponsorship campaigns, which will run across most formats in Sydney, Melbourne, Brisbane, Adelaide and Perth.



The creative for the Homeless World Cup was released at the launch this week.



Victorian Premier, John Brumby shoots for a penalty goal... where OMA CEO, Helen Willoughby, might have done better in soccer boots.

ASB to offer guidance on creative

The Advertising Standards Bureau (ASB) is offering a free copy guidance service for advertisers to test if their creative is in line with community standards.

The ASB plans to introduce the service as part of its response to the recommendations of the Senate Inquiry into the Sexualisation of Children handed down in June this year.

This will assist advertisers dealing with controversial or sensitive topics, or who want to take some risks with their creative approach to add impact.

While the service will not exempt copy from Board decisions should a written complaint be made to the ASB, it will provide advertisers with guidance as to whether or not an advertisement generally complies

State round up

NATIONAL

The OMA is still investigating options for establishing a recycling program for unwanted advertising skins. The OMA recently met with Haul, a Melbourne-based pop-recycling company that manufactures products from outdoor advertising skins to discuss an ongoing partnership for the recycling of these skins. Haul uses billboard and street furniture skins to make corporate gifts such as conference satchels and pencil cases and sells a number of products such as laptop cases and satchels in their retail store. Discussions with Haul are still continuing at this stage.

NSW

SEPP 64 review

The OMA recently met with Mr Sam Haddad, the Director General of the Department of Planning to discuss the upcoming review of SEPP 64 August other issues currently affecting the industry. The Director General requested that the OMA submit a briefing note outlining some of the current issues the industry has with SEPP 64. This briefing note will be sent to the Department shortly. It is not clear at this stage when the formal review of SEPP 64 will commence.

QLD

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

The OMA is awaiting advice from the Department of Main Roads (DMR) regarding their proposed methodology for resolving the industry's concerns with the Guide and restriction distances.

with the self-regulatory codes administered by the Bureau. All advice will be provided on a confidential basis.

It will also allow the ASB to provide feedback on the particular media being used given the Board's recent ruling to uphold a complaint against the "Want Longer Lasting Sex?" content being used by the Australian Medical Institute (AMI) on billboards throughout Australia.

Previously, the ASB had permitted the content, which was first brought to its attention as a print advertisement.

However, an increasing number of complaints against the billboard copy over the past 18 months led to the ASB upholding a recent complaint. AMI has said publicly that the company will fully comply

for outdoor advertising. The OMA expects to hear from the DMR in late August/early September.

VIC

Review of signage legislation

Another letter was sent to the Minister for Planning's Office following the meeting held on 23 July to discuss the signage permits that are due to expire mid-September. The letter requested advice from the Minister's Office as to whether an extension would be granted for these signs given the outcomes of the review have still not been released. The OMA has been following this matter up with the Minister's Office but has not yet received a response.

Vegetation management strategy for large format signs

The OMA will meet with VICRoads Metropolitan North West Region on 10 September to discuss the proposed vegetation management strategy for large format signs in that region.

Progressive Business Forum

The OMA has been invited to attend the Progressive Business Forum on 10 October. The OMA has requested meetings with the Hon. Lynne Kosky, Minister for Public Transport, the Hon. Justin Madden, Minister for Planning, the Hon. Tim Pallas, Minister for Roads and the Hon. Gavin Jennings, Minister for Environment and Climate change. If there are any issues members would like the OMA to raise at this forum, please contact Carolyn Samsa, Senior Policy Adviser on 02 8356 9000 or carolyn.samsa@oma.org.au.

with the ruling.

Under its Code of Ethics, the Outdoor Media Association (OMA) also states its members will comply with ASB decisions. This is important if members are to protect against moves away from self-regulation in the future.

Further information can be obtained from www.adstandards.com.au

The ASB recently increased membership of its Board to 20 with 8 new appointments, including former Managing Director of the Seven Network Gary Rice and former Australian Democrats leader Natasha Stott Despoja.

OH&S on OMA website

The OMA has recently developed a package of new OHS resources for members such as safe work instructions, templates and forms to customise, and a guidance paper.

These will be available from the Resource Centre tab of the OMA website in the coming weeks. Please contact Rosemary in the OMA office if you have any questions.

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
13 October 2008

Regulatory Affairs Committee Meeting:
12 September 2008

Occupational Health and Safety Meeting:
3 November 2008

OMA & MOVE Board meetings:
18 November 2008