

# A part of the Australian community

The valuable contribution of the  
Out of Home industry

September 2021

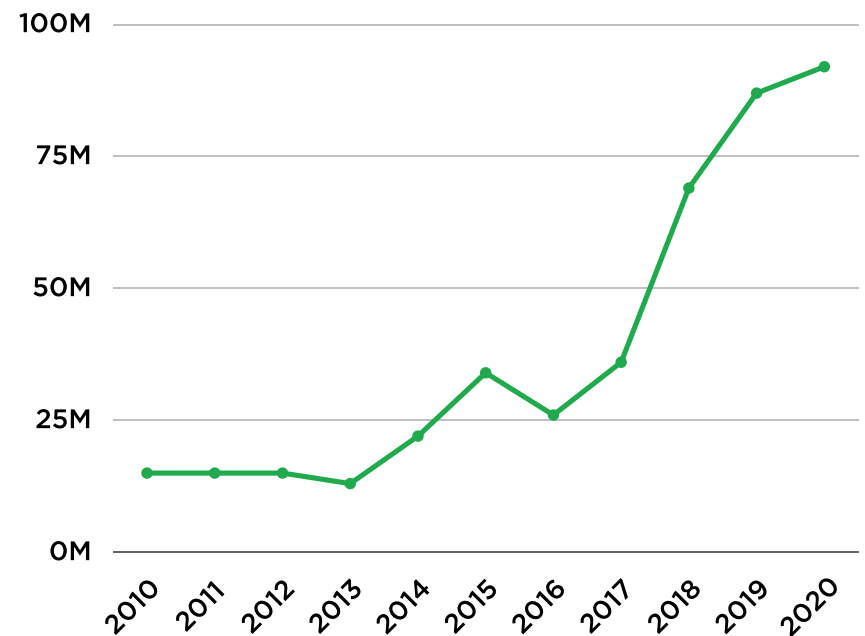


# Supporting the community

The Out of Home (OOH) industry is an active member of the Australian community, from provision of public infrastructure, to donations of space and services for use by not-for-profit groups. Since 2010, donations have grown from \$15 million to \$92 million in 2020.



IN 2020  
the OOH industry  
donated  
**\$92M**  
of advertising space to  
140+ beneficiaries



Among other initiatives, the OOH advertising industry united to support National Missing Persons Week (NMPW) and DrinkWise. As the number one 'always on' broadcaster in Australia, reaching 93 per cent of the population, OMA members are committed to coming together to lead the way in supporting initiatives that support healthy communities and positive role modeling behaviours. The DrinkWise 'Children can inherit more than your looks' campaign ran four times between 2018 and 2020. The results are available here: [www.oma.org.au/drinkwise-case-study](http://www.oma.org.au/drinkwise-case-study)

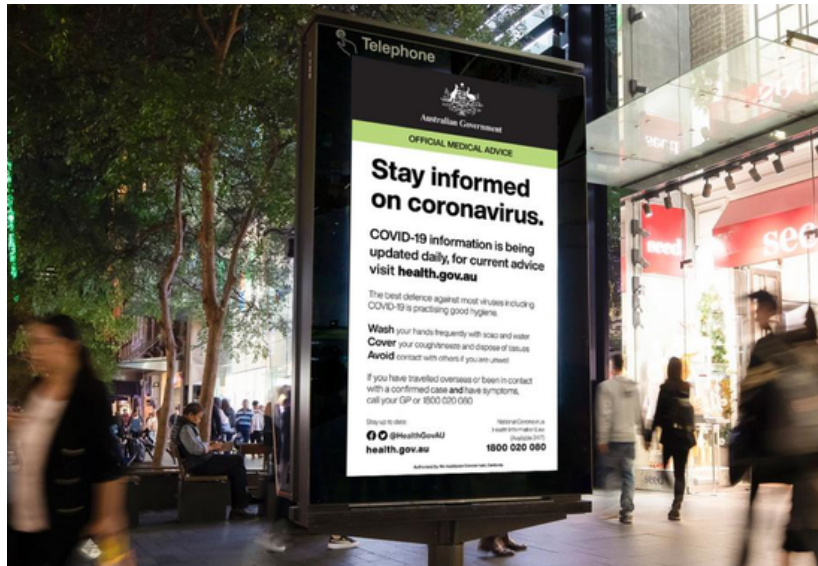
SINCE 2009  
the industry has donated  
**\$10M+**  
of advertising space  
to NMPW





# Promoting health and safety

OOH advertising is always on; it cannot be blocked or fast forwarded. In times of crisis, during COVID-19, OOH is the channel that reaches people when they are out in public, most at risk and in need of information.



*"The Out of Home industry played a pivotal role during the pandemic, broadcasting government health information as well as initiating campaigns aimed to thank essential workers and lift the spirits of those dealing with personal hardship."*

**Charmaine Moldrich, CEO of the Outdoor Media Association**

# Uniting communities globally

Broadcast on OOH signs around the world, #OurSecondChance campaign ran in over 50 countries in multiple languages, making people reflect on what is dear to them and the positive changes they will embrace and commit to in a post-COVID world.



#SendingLove was a global initiative to promote messages of love that united communities all over the world during the fight against the effects of COVID-19. The socially enabled campaign ran on advertising space donated by over 70 media owners across 153 cities making it the biggest user generated content campaign ever to run on digital OOH.

# Igniting a movement

The OOH industry came together to share one simple message: LOOK UP. The science behind the public movement inviting Australians to look up was revealed in the report 'The Art & Science of Looking Up' by world-renowned neuroscientist Dr Fiona Kerr, in collaboration with Glider Global. This simple act provides many health benefits for our brain and body. The campaign first rolled out on over 7,000 outdoor signs across Australia in January–February 2019.



1 in 2

people who recall  
the 'LOOK UP'  
campaign say they  
are making a  
conscious effort to  
look up more

*"This is just one example in the gamut of benefits we hope people will discover with the Look Up movement [...] Together we're working to have a positive impact in the public domain, to reconnect people to their surroundings and to each other."*

**Dr Fiona Kerr**



# Working with government

The OOH advertising industry has united to take an active role in limiting children's exposure to discretionary food and drink products and in influencing healthier lifestyle choices through educational campaigns. As part of the newly launched National Health and Wellbeing Policy, the industry is donating a \$3 million campaign each year to promote healthy lifestyle choices around schools and community hubs. The 2021 campaign was launched in partnership with the Australian Government Department of Health and encouraged the Australian community to "add an extra handful of veggies" to their meals or snacks.

**\$3M**

**of donated advertising  
space to promote  
healthy lifestyle  
choices on  
OOH signs**



# OUTDOOR MEDIA ASSOCIATION