



22 September 2016

Mr Tony Doyle
Chief Executive Officer
Knox City Council
511 Burwood Highway
Wantirna South VIC 3152
Attn: Ms Nicole Vickridge

Email: psamendments@knox.vic.gov.au

Dear Mr Doyle

OMA Submission: Proposed Amendment C150 Knox Planning Scheme

Executive Summary

The Outdoor Media Association (OMA) thanks Knox City Council for the invitation to comment on the proposed amendment to the Knox Planning Scheme and the new Local Policy on Advertising Signs. The OMA recognises that new policy has been drafted to provide a local context and direction for the placement of advertising signs to ensure that the placement of advertising signs are appropriate to the character of the area, the streetscape and on the building or site on which they are located. The OMA is supportive of the overall intent of the council's proposed new policy to ensure that advertising signs are appropriate to the character of the area, the streetscape and on the building or site on which they are located and to protect significant views and vistas.

Introduction

The Outdoor Media Association (OMA) is pleased to be invited to comment on Proposed Amendment C150 to the Knox Planning Scheme, and in particular the proposed new Local Policy on Advertising Signs. The purpose of this letter is to provide an introduction to the OMA and also to provide some general comments about the proposed new policy.

Background

The OMA is the peak national industry body representing 90% 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 governments and stakeholders that lead to better policy decisions. The OMA advocates for regulation that is fair and equitable for governments, the community and the OOH industry.

Advertising and marketing play a fundamental role in the Australian economy, and are significant drivers of economic growth, contributing some \$40 billion of value in 2014. This means that advertising is responsible for driving approximately 2.5% of Gross Domestic Product. For every person directly employed by advertising another three people are reliant upon advertising for their jobs. There are over 200,000 people in Australia employed due to advertising.¹

¹ 2016, Deloitte Access Economics, *Advertising Pays - The economic employment and business value of advertising*

I am enclosing a copy of the OMA's 2015 Annual Report to provide details about the role of the OMA and some recent projects that we have undertaken. I am also enclosing a copy of OPEN², the second edition in an anthology of books published by the OMA featuring a variety of standout OOH campaigns from home and abroad. More than just a book of images, OPEN² also features opinions and experiences about advertising, crafted by a league of industry leaders.

The OMA's current media display members are:

ADLED Advertising	oOh!media
Adshel	Outdoor Systems
APN Outdoor	Paradise Outdoor Advertising
Bailey Outdoor	QMS Media
Bishopp Outdoor Advertising	TAYCO Outdoor Advertising
Executive Channel Network	Tonic Health Media
goa Billboards	TorchMedia
JCDecaux	

OMA media display members advertise third party products on both digital and static signs across a variety of OOH formats and locations including, airports, bicycle stations, billboards, buses, bus stations, cafes, doctors' surgeries, free-standing advertisement panels, medical centres, office buildings and lifts, pedestrian bridges, railway stations, shopping centres, trams, universities and street furniture (bus/tram shelters, public toilets, telephone booths and kiosks).

The OOH industry plays an important role in supporting the arts, sports and charitable organisations and is widely used by government bodies to advertise community messages such as road safety alerts and health awareness campaigns. In 2015, the industry donated advertising space valued at more than \$34 million to more than 160 charitable and community campaigns.

The OOH industry also provides over 17,600 items of infrastructure to the community across Australia, including pedestrian bridges, bus shelters, kiosks, phones, park benches and bicycles. Total replacement value for this infrastructure is estimated at around \$352 million in December 2014.²

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 for outdoor advertising that are fair and equitable to governments, the community and the industry.

Proposed Policy on Advertising Signs

The OMA recognises that Clause 52.05 Advertising Signs of the Knox Planning Scheme sets out the regulations for the display of advertising signs and associated structures within the Knox City Council local government area. It is also understood that the proposed Local Policy on Advertising Signs has been drafted to provide a local context and direction for the placement of advertising signs. In particular the new policy sets out to ensure that advertising signs are appropriate to the character of the area, the streetscape and on the building or site on which they are located. The policy recognises that the views and vistas towards the Dandenong Ranges and other significant landscapes need to be protected from imposing signage.

² 2016 Deloitte Access Economics, *Out-of-Home Adds Value: Out-of-Home Advertising in the Australian economy*.

The OMA is currently preparing a series of Model Advertising Device Codes for use by local governments when drafting new controls for advertising devices. Key objectives of the new Model Codes are to protect the character of the local area and also significant vistas and view corridors when placing advertising structures, as follows:

- To promote innovative, unique and creative signs that contribute positively to the character and vibrancy of the council area and integrate well with local buildings, streetscapes, the urban skyline and also the natural setting if placed within a rural zone.
- To ensure compatibility with the existing or proposed streetscape, present a visually attractive appearance and provide for a functional purpose in public spaces.
- Where placed on buildings, advertising devices should be compatible with the design of the building and with the type, nature and scale of development within the locality.
- Advertising devices should not compromise access to key vistas and view corridors or excessively block sunlight and breeze flows.

In summary, the OMA is supportive of the overall intent of the council's new policy to ensure that advertising signs are appropriate to the character of the area, the streetscape and on the building or site on which they are located and to protect significant views and vistas.

Digital Signs

The OMA would also like to use this letter to outline the importance of recent developments in digital advertising and the need for local governments to recognise and plan for this format within their local planning policy. During the past five years the use of digital signage has grown significantly across Australia. Currently digital technology makes up approximately 39%³ of total OOH advertising revenue and it will continue to grow. Digital technology is increasingly being accepted as the new way to advertise given its flexibility, creativity and versatility, and the OMA considers that this should be recognised in the local planning policy.

The technology of outdoor advertising is constantly evolving, bringing with it new opportunities for attracting public interest and meeting industry objectives. Static and non-static electronic message display can add to a streetscape, be more environmentally friendly, avoid occupational health and safety issues associated with changing screens and help disseminate emerging or community information.

Conclusions

The OMA is supportive of the aim of the council's new local policy to ensure that advertising signs are appropriate to the character of the area, the streetscape, the building or site on which they are located, and to protect significant views and vistas.

On a continuing basis, the OMA also advocates for the following outcomes in local planning policy:

- The recognition of outdoor advertising signage as a legitimate land use.
- Provision of a set of fair and reasonable development policies that are appropriate for signage land use.

³ Based on digital out of home as a percentage of total out of home revenue at August 2016 – Outdoor Media Association

- Provision for the responsible display of outdoor advertising signage within mixed-use zones, commercial and industrial zones and along transport corridors.
- The removal of the distinction between 'on-premise' and 'third-party' signage in planning policy.
- Recognition in local planning policy of the growth in digital signage.

Thank you for the time that you have taken to review this letter. Should you wish to discuss any of the issues raised in more detail, please contact Tess Phillips, the OMA's General Manager, Government Relations, on 02 9357 9900 or tess.phillips@oma.org.au. We would also be pleased to arrange a time to meet with and your colleagues to provide more detailed information about the OMA and the challenges and opportunities the OOH industry faces in Victoria.

Yours sincerely



Tess Phillips
**General Manager,
Government Relations**

Encl.