

12 December 2016

Mr Craig Doyle, CEO  
Mackay Regional Council  
PO Box 41  
Mackay QLD 4740

Attention: Strategic Planning

Email: [strategic.planning@mackay.qld.gov.au](mailto:strategic.planning@mackay.qld.gov.au)



Dear Mr Doyle

**OMA Submission: Draft Mackay Region Planning Scheme**

Thank you for inviting the Outdoor Media Association (OMA) to comment on the draft Mackay Region Planning Scheme. As the peak industry body representing 90% of Australia's Out-of-Home (OOH) media display companies and production facilities, we are pleased to be part of the Regional Plan consultation process. The OMA has previously engaged with the Regional Council and made a submission to the earlier version of the draft Planning Scheme on 18 July 2013 (copy attached). The submission related mainly to the Advertising Device Code included as part of the 2013 draft Planning Scheme.

The OMA has noted the Regional Council's response to the OMA's July 2013 submission that the Advertising Device Code has been removed from the draft Planning Scheme as advertising devices will be regulated under a Local Law. The OMA also notes that the Council understands it is no longer a legislated requirement to regulate advertising devices under the Planning Scheme.

The OMA has reviewed the Subordinate Local Law No. 1.4 (Installation of Advertising Devices) and notes that it will become out-of-date as Clauses 2 and 3 reference advertising device approvals made under the Planning Scheme. With regard to this, the OMA contacted the Strategic Planning team who advised a review of the Subordinate Local Law would need to follow any adoption of the Planning Scheme. The Strategic Planning team also acknowledged that the Subordinate Local Law would need to be updated to make provision for new types of digital signage which are emerging.

The OMA is fully supportive of any revisions to the Subordinate Local Law that recognise digital signage and we would be pleased to participate in the consultation process for the review.

In recent years, the use of digital signage has grown significantly across Australia. Digital OOH offers flexibility, immediacy and utility – these signs can offer benefits such as Wi-Fi, wayfinding services, and the ability for governments to access them for emergency messaging. With digital OOH making up nearly 39%<sup>1</sup> of total OOH advertising revenue, this innovation investment is paying for itself.

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<sup>1</sup> Based on digital out of home as a percentage of total out of home revenue at August 2016 -  
Outdoor Media Association

Furthermore, static and non-static electronic message display can add to a streetscape, be more environmentally friendly, and make it more economically viable for the industry to support charities and government initiatives, given one sign can play the role of many.

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.<sup>2</sup> Out-of-Home (OOH) advertising makes up approximately 5.3% of the advertising spend in Australia.<sup>3</sup>

The OOH industry gives back to the community. Across Australia, the OOH industry:

- o Contributes more than 17,664 pieces of public infrastructure with a replacement value of \$352 million, including bridges, bus shelters, kiosks, benches and bikes;
- o Directly contributes \$273 million GDP each year to the economy;
- o Pays over \$49 million in taxes;
- o Employs over 900 people directly and a further 2,200 indirectly;<sup>4</sup> and
- o Supports arts, sports and charitable organisations, donating advertising space valued at more than \$34 million in 2015 to more than 160 campaigns;<sup>5</sup>
- o Is widely used by governments to engage with the community and build awareness for tourism, road safety alerts and health awareness campaigns.

The OMA is currently preparing Model Advertising Devices Codes for each State. The Model Codes are best practice guidelines for the regulation of OOH advertising devices and aim to balance placement, design and utility outcomes for local governments and the community with the commercial requirements of the OOH industry. The Code for Queensland will be finalised after the commencement of the new Planning Act in 2017. However, a copy of the finalised Model Code for WA is enclosed as an example.

To provide some further background on the OMA, I am also sending to you by post a copy of our Annual Report 2015 and a copy of Open<sup>2</sup>, a book published by the OMA that showcases creativity in OOH advertising campaigns.

I would be pleased to meet with you in early 2017 to talk further about the role of the OMA and to discuss any proposed drafting changes to the Subordinate Local Law. My contact details are [tess.phillips@oma.org.au](mailto:tess.phillips@oma.org.au) or telephone 02 9357 9900.

Yours sincerely



for

Tess Phillips

**General Manager, Government Relations**

Encl.

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<sup>2</sup> 2016 Deloitte Access Economics, *Advertising Pays - The economic employment and business value of advertising*

<sup>3</sup> 2015 Commercial Economic Advisory Service of Australia (CEASA)

<sup>4</sup> 2016 Deloitte Access Economics, *Out-of-Home Adds Value: Out-of-Home Advertising in the Australian economy*.

<sup>5</sup> 2015 OMA Annual Report