



Media Release

For immediate release
Monday, 5 August 2019

Out of Home signs amplify search of missing people

Starting today, Out of Home (OOH) signs across Australia will highlight and profile missing people as part of National Missing Persons Week (NMPW), which runs from Sunday 4 August to Saturday 10 August.

The 2019 campaign marks the eleventh year that Outdoor Media Association (OMA) members have supported NMPW in New South Wales, and the fifth year in partnership with the Australian Federal Police (AFP).

Research commissioned by National Missing Persons Coordination Centre (NMPCC) reveals that there are currently more than 2,600 Australians who have been listed as missing for three months or more.

The focus of this year's campaign, is to highlight the people behind the statistics: they are fathers, daughters, students, chefs and academics with families and friends who are grieving their loss.

"For many years, the Outdoor industry has been a valued supporter of NMPW with close to \$5M of advertising space donated over the last 4 years – resulting in increased public awareness and perception of missingness in Australia," said Commander Justine Gough, Manager Child Protection, Australian Federal Police.

This year, OMA members have generously donated a campaign valued at close to \$600,000. Participating OMA members include: Bishopp, goa, JCDecaux, oOh!media, Outdoor Systems, Paradise Outdoor Advertising, QMS Media, and Tayco Outdoor Advertising.

"Our network of signs are perfectly positioned to broadcast community awareness messages such as Missing Persons because they are in the places where people live, work and socialise. With 93% of the Australian population viewing Outdoor advertising each day, we hope that this campaign will spark a conversation, ignite a memory and be the encouragement that is needed for people with information to come forward," said Charmaine Moldrich, CEO of the OMA.

This year the Outdoor campaign will focus on the following missing people:

- Ashley Bindon – last seen in Rose Bay, NSW, 26 February 2005
- Wendy Dalla – last seen in Cook, ACT, 25 September 1975
- Andrew Dymott – last seen in Mt Eliza, VIC, 10 January 1999
- Rebecca Hayward – last seen in Alice Springs, NT, 1 January 2017
- Michael Lorenz-Schrader – last seen in Gordonvale, QLD, 21 August 1996
- David Mansell – last seen in Bowden, SA, 6 May 2019
- Nazrawi Woldemichael – last seen in North Hobart, TAS, 9 October 2016
- Martyn Tann – last seen in Mullaloo, WA, 2 April 2013

“The impact of this contribution is invaluable, and the NMPCC values this important partnership. We look forward to continuing our work together to create awareness and reduce the incidence and impacts of missing persons in Australia,” said Commander Gough.

For more information visit: www.missingpersons.gov.au

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FURTHER INFORMATION:

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About the OMA:

The OMA is the peak industry body which represents most of Australia’s Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA’s charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders.

Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.