

Media Release

For immediate release | 1 August 2022

Out of Home campaign aims to speak for the missing and their loved ones

This week Out of Home signs across Australia will profile missing people, in a campaign for National Missing Persons Week (NMPW) which runs from Sunday 31 July to Saturday 6 August.

This campaign marks the 14th year in NSW and eighth year nationally of the partnership between the Outdoor Media Association (OMA) with the Australian Federal Police (AFP) and the National Missing Persons Coordination Centre (NMPCC).

“This is the longest standing community partnership for our industry. We believe that Outdoor is the perfect canvas to raise awareness about this issue, with our signs reaching 93 per cent of the population every day. While it is our greatest hope that the campaign will lead to finding these missing people, we are also proud to play such a prominent role in raising awareness. Our members have donated more than \$12 million of advertising space over a decade,” OMA CEO Charmaine Moldrich said.

“The OMA and its members provide an invaluable contribution to the families and friends of long-term missing people. Their generous donations of space in public areas provides support and hope that information may be uncovered about their loved-ones,” said Acting AFP Assistant Commissioner Jason Kennedy.

The 2022 NMPW campaign focusses on the emotions of those who are left “Hoping,” “Holding on,” “Guessing,” “Asking,” and “Praying” that their family member or friend will be found.

There are eight missing people featured in this year’s campaign:

- Elizabeth Herfort – missing 13 June 1980, last seen in Acton, ACT
- Allan Bentley – missing 26 April 2021, last seen in Tea Gardens, NSW
- Li Bing Di – missing 4 February 2001, last seen in Dandenong, VIC
- Susan Goodwin – missing 19 July 2002, last seen in Port Lincoln, SA
- Josephine Jennings – missing 1 April 1997, last seen in Kalgoorlie, WA
- Nathan Brosnan – missing 8 September 2021, last seen in Logan, QLD
- Paul Baker – missing 6 August 2021, last seen in Katherine, NT
- Darlene Geertsema – missing 23 October 1978, last seen in Devonport, TAS

“In 2021, NMPCC recorded over 53,000 missing persons reports. Fortunately, more than 98 per cent of reported missing persons are eventually located. Our work focuses on the two per cent long-term missing persons who are still missing for three months or more,” said Acting AFP Assistant Commissioner Jason Kennedy.

This year, OMA members are donating advertising space for the NMPW campaign valued at approximately \$2.5 million.*

Participating OMA members include: Australian Outdoor Sign Company, BIG Outdoor, Bishopp Outdoor Advertising, Civic Outdoor, goa, GoTransit Media Group, JCDecaux, JOLT, Motio, oOh!media, Outdoor Systems, Paradise Outdoor Advertising, QMS, Shopper, The Media Shop, Tonic Media Network, Total Outdoor Media, and Val Morgan Outdoor.

For more information visit: www.withoutthem.com.au

*The total media value will be confirmed at the end of the campaign.

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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 owners, as well as production facilities, other suppliers, and some 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.