



## Media Release

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### Rediscover veggies and win

The Outdoor Media Association (OMA) today launched its competition to encourage Australians to cook with vegetables, inspiring us all to add a rainbow of colours to our meals.

The competition is an extension of the Out of Home (OOH) *Better than you remember* campaign currently in market. The \$3M<sup>+</sup> campaign running on thousands of signs nationwide inspires Australians to think differently about vegetables and encourages us all to include more vegetables in our meals.

The *Better than you remember* campaign has been donated by OMA members and is delivered in partnership with Health and Wellbeing Queensland and Nutrition Australia.

OMA CEO, Charmaine Moldrich, said: “The competition is a tangible way to make the *Better than you remember* message come to life. It’s as simple as trying new vegetables and new ways of cooking them. The dedicated campaign website has plenty of delicious recipes available at [boostyourhealthy.com.au](https://boostyourhealthy.com.au).

“We will be calling out some of our favourite chefs to share their best veggie recipes over the next few weeks. Our intention is to inspire everyone to take on the challenge of adding more vegetables to their meals. It’s a healthy choice and great for the planet.”

The competition is open until 11:59pm (AEDT) 27 February on Instagram tagging @OMA\_Australia and including #BetterThanYouRemember. Competition entrants must take a photograph of their dish and caption it with what veggie they have rediscovered. The winner will receive four weeks of fresh veggies delivered to their doorstep. People can enter multiple times with all entries going into the draw.

“As a home cook I am looking forward to using the eggplants, tomatoes, thyme, and curry leaves I have growing in my garden to whip up a few vegetable feasts for my family and friends. While I can’t take part in the competition, I hope the public will get behind us and show us their vegetable creations,” concluded Moldrich.

The *Better than you remember* campaign is part of the OMA’s world-first, National Health and Wellbeing Policy that aims to meet community expectations and support government efforts to tackle overweight and obesity in Australia.

Visit [www.healthyoutdoor.org](http://www.healthyoutdoor.org) for more information and full Terms and Conditions.

**ENDS**

**FURTHER INFORMATION:**

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^The final media value will be confirmed at the end of the campaign.

**About 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.

**About the OMA's National Health and Wellbeing Policy**

The OMA's National Health and Wellbeing Policy came into effect on 1 July 2020 and restricts the advertising of certain occasional food and drink products on OOH signs within a 150-metre sightline of a school. The Policy aims to meet community expectations and support government efforts to tackle overweight and obesity in Australia.

With more than a decade's experience in implementing and monitoring targeted geographical 'place-based' policies, the Outdoor advertising industry has previously met and exceeded community expectations around the advertising of alcohol, gambling, and adult products, ensuring these products are not seen within a 150-metre sightline of primary and secondary schools across Australia.