

## Media Release

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For immediate release | 24 July 2024

# Collaboration is Key in Advancing Sustainability in Out-of-Home Advertising

On Tuesday the 23rd of July, the Advancing Sustainability in OOH Advertising event was held on Gadigal Country, organised in collaborative effort between the OMA, JCDcaux, oOh!media and QMS. The purpose of the event was to bring the outdoor advertising industry together, to discuss progress and actions for a sustainable future in OOH advertising. The event recognised that there are major challenges facing the media industry in the coming years and the key to success will be collaboration, thus it marked a substantial step in the right direction for the industry.

Elizabeth McIntyre, CEO of the OMA, opened the event, stating, "The intention for the industry today is to educate, on a broader scale, how some of our members are approaching the ESG opportunity, how we are collaborating with key stakeholders in our industry to address the issue, and as an industry how we hope to continue to work with Government to influence a better outcome for everyone."

McIntyre added, "The footprint of our industry on the wider community is significant. A recent Deloitte Study finding that for every dollar spent in Out-of-Home, another dollar is contributed to the economy. Not many people realise that it is the Outdoor industry that contributes over \$665 million to the economy that includes providing over 21,000 public infrastructure assets including bus shelters."

The first panel discussion, Out-of-Home for good, featured Senator Jenny McAllister – Assistant Federal Minister for Climate Change and Energy, who was joined by CEO's Steve O'Connor (JCDcaux), Cathy O'Connor (oOh!media) and John O'Neill (QMS) in exploring the role of OOH in driving sustainable change. The discussion was moderated by the CEO of the OMA, Elizabeth McIntyre.

Senator Jenny McAllister said "There is a global economic transformation underway as the world decarbonises. Australia is well positioned to take advantage of it, and we should all be optimistic about the opportunities it presents."

The following panel addressed the industry collaboration needed for sustainability and saw Richard Bean, Executive Director, Ad Standards; Sophie Madden, CEO,

Media Federation Australia; John Pabon, Sustainability author, consultant, and UN advisor, discuss the GARM framework, sustainability initiatives and greenwashing. This Discussion was moderated by Vanessa O'Hanlon, Senior PR & Comms consultant at oOh!media.

Subsequent to this, a panel featuring Alexandra Heaven, Head of ESG, JCDecaux; Sarah Young, Group Director - ESG, oOh!media; Joanna Georges, Head of ANZ, Scope3; Christopher Sewell, Co-Founder, Net Zero Media explored what action can be taken today on emissions reduction.

The concluding panel discussion, consisting of Nigel Spicer, General Manager, Cactus Imaging and Jose Sanz, Asset Development Director, JCDecaux, analysed the opportunities and challenges of classic banner materials and recycling.

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#### Further Information

Brad Garbutt, Marketing Lead, OMA – Mob: 0438 028 241

#### 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.

#### About MOVE

MOVE is Australia's premier quantitative audience measurement currency for OOH media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trains/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS).

LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual's mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination.

Note that LTS is neither a qualitative measure of the sign nor the audience dwell.

MOVE is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).