



Monday 3 August 2015  
For immediate release

## Media Release

# Outdoor encourages you to ‘follow your instincts’ for National Missing Persons Week 2015

The Outdoor Media Association (OMA) has today launched an Out-of-Home (OOH) advertising campaign for the 2015 National Missing Persons Week (NMPW). Running Australia-wide from 2–8 August, and officially launched in Sydney on Monday 3 August, NMPW is a national annual campaign aimed to raise awareness about the issues and impacts associated with missing persons cases.

“The Outdoor industry is now in its seventh year of supporting this vital campaign in New South Wales and taking the campaign to a national audience in partnership with the AFP is a natural progression. Our audiences keep growing and our digital reach is increasing – using this unique position to broadcast critical information that could bring solace to people in need is very important to us,” said Charmaine Moldrich, CEO of the OMA.

The partnership will see OMA members across Australia donating advertising space and production costs to provide national coverage of the campaign on both static and digital inventory.

“We hope that the campaign will assist in finding these people, and, importantly, raise awareness for all missing person cases,” said Moldrich.

The 2015 NMPW Outdoor campaign will focus on:

- ACT – Megan Mulquiney – last seen in Woden, 28 July 1984.
- NSW – Ursula Barwick – last seen in Kings Cross, December/January 1987 – 1988.
- QLD – Tanya Buckland – last seen in Warwick, 11 August 2013.
- QLD – Michael Devitt – last seen in Cannonvale, 1 February 2010.
- SA – Kenneth Camplin – last seen in Paralowie, 30 December 2013.
- SA – Daniel Sheppard – last seen in Port Adelaide, 1 January 1995.
- VIC – Jake Lyons – last seen in Dandenong North, 25 August 2014.
- VIC – Karen Rae – last seen in Frankston North, 15 April 2015.
- WA – James Norman – last seen in West Cape Howe, 18 February 2015.
- WA – Victor Walsh – last seen in Bunbury, 20 April 2015.

A staggering 35,000 people are reported missing each year in Australia. While 95 percent of people are found within a short period of time, there remains approximately 1,600 long term missing persons. This is an issue that has the potential to affect anyone, irrespective of age, gender, sexuality, culture, profession or educational background.

Assistant Commissioner Shane Connelly of the AFP said that the newly formed partnership between the AFP and the OMA would significantly work towards increasing the number of Australians viewing missing person’s profiles during NMPW.

“We would like to sincerely thank the OMA and its member organisations for sponsoring National Missing Persons Week 2015. Providing this level of support to our state and

territory police agencies by way of providing advertising space will greatly encourage members of the public to come forward with any information they may have relating to these unsolved missing persons cases. We look forward to working with OMA on future campaigns,” Assistant Commissioner Connelly said.

In 2015 OMA members have generously donated over \$991,752 in advertising space and production costs across the ACT, NSW, QLD, SA, VIC and WA, which is an increase of 200% over last year. Participating OMA member companies include Adshel, APN Outdoor, Bishopp, Executive Channel Network, goa, JCDecaux, Metrospace, oOh! Media, QMS, ROVA Media, Tayco Outdoor and TorchMedia. Printing services were provided by Cactus Imaging, MMT Print and Omnigraphics.

For more information on the campaign visit: [www.missingpersons.gov.au](http://www.missingpersons.gov.au)

## **ENDS**

### **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.

### **About National Missing Persons Week:**

National Missing Persons Week is an annual event which takes place during the first week of August each year. It is coordinated by the National Missing Persons Coordination Centre (NMPCC) through the Australian Federal Police with the support of Australian State and Territory police. It aims to raise awareness of the significant issues associated with missing persons, and to reduce the incidence and impact of missing persons in Australia.

National Missing Persons Week was launched in 1997 and is seen as an effective way to raise the awareness of missing persons issues in Australia through targeted awareness and prevention campaigns using national and state-based media. Although National Missing Persons Week officially commenced in 1997, 2007 was the first time a national media campaign was developed and implemented.