



MEDIA RELEASE

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NEW FIGURES RELEASED: 72,000 AUSTRALIAN OUTDOOR ADVERTISING OPPORTUNITIES SAVE RATE PAYERS \$MILLIONS

The Outdoor Media Association today released results from new, independent Access Economics research which shows outdoor advertisers provide **\$205 million worth of community infrastructure in Australia**, including bus shelters, tram shelters, street kiosks, park benches, bins and billboards for use in advertising council services or road safety messages.

The OMA's Chief Executive, Helen Willoughby, said that results from the study quantify the economic impact and benefits of outdoor advertising, and will also help establish industry performance benchmarks. Results from the study include that outdoor advertising:

- Funds **8,500 bus and tram shelters** in Australia, including their design, installation, and ongoing maintenance via 24/7 maintenance crews. The industry spent **\$13.3 million on bus and tram shelter maintenance in 2006/07 alone**. It also provides **1061 bins, 575 park benches, 151 street kiosks** and **14 public toilets** throughout Australia.
- **Directly employs almost 900 people** in Australia and created a **further 600 full time jobs in other related industries** such as design and construction. The industry estimates that **employment in outdoor companies will increase by up to 10% in 2008**.
- **Donated more than \$4.5 million** in funding and in-kind advertising in 2007 to charitable causes, including to the Red Cross, Salvation Army, and Royal Flying Doctor Service.
- Is increasingly concentrating its focus on public infrastructure delivery – of the more than **72,000 outdoor advertising sites in Australia, 51% are in the transit category** (ie advertising on buses and trams) and **39% are on street furniture** (ie bus / tram shelters and street kiosks). **Only 10% of outdoor advertising sites are classified as posters or billboards**.

"The results from the study show that the outdoor advertising industry delivers not only an effective platform for advertisers to market their goods and messages, but also provides significant public benefits to communities in many of the areas where we operate", Ms Willoughby said.

"The focus on public infrastructure delivery has become a quite uniquely Australian feature of the outdoor advertising market, particularly since the 1998 introduction of the advertising-funded street furniture model.

"The millions of dollars worth of public infrastructure which the industry provides in Australia is millions that tax and rate payers don't have to expend on facilities such as bus and tram shelters, and also helps to keep public transport fares and road tolls down through providing alternative funding sources.

"In appropriate locations, outdoor advertising can enhance the streetscape and represent a good, responsible arrangement for advertisers, rate payers, commuters and communities."

A full summary of the results are available from the OMA website: www.oma.org.au

Further information:

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