



For immediate release, 31 January 2014

Media Release

Industry opposes Government regulation of outdoor advertising in Queensland

The OMA today acknowledged the release of the Health and Community Service Committee's report from the Inquiry into sexually explicit outdoor advertising.

On first reading the recommendations are inconsistent with the tone and substance of the findings of the committee and deliver a heavy handed approach for an industry that boasts a near perfect compliance record in the current self-regulatory system.

If the recommendations are taken up by the Queensland Government they will have serious implications for advertisers and the outdoor media industry in Queensland and nationally.

The recommendations also seem to directly contravene the Newman Government's election promise to decrease red tape for business.

"For an industry that in Queensland is made up primarily of small businesses I am concerned about the impact the increased red tape will have on our members and advertisers," said Charmaine Moldrich, CEO, Outdoor Media Association (OMA).

Fiona Jolly CEO of the Advertising Standards Bureau (ASB) said, "The current system of complaints resolution is at no cost to individuals, community or government, and the advertising self-regulation system meets international best practice. The ASB supports the self-regulation system and its partners the AANA and OMA and believes that co-regulation as proposed is an unnecessary cost to the community, industry and government.

"We will make an informed comment when we have fully realised the implications of the recommendations as they are likely to be far reaching and heavily impact on business," said Ms Moldrich.

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FURTHER INFORMATION:

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Editor's Notes:

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.