



OMA Environment and Sustainability Statement

Background

The Outdoor Media Association (OMA) is the leading industry body for the Out-of-Home (OOH) advertising industry in Australia. Under the OMA Code of Ethics, members are expected to engage in environmentally responsible and sustainable practices to minimise the impact of the industry's operations on the environment, and to contribute to the sustainability of the communities in which they operate. This includes the recycling of waste materials, where practicable.

OMA members have demonstrated an ongoing commitment to reducing the impact of the industry on the environment and are continually improving sustainable practices by promoting best practice. The OMA supports environmentally responsible and sustainable practices undertaken by its members and embraces new initiatives as they are developed.

Commitment

The OMA requires its members to demonstrate a commitment to the environment and this can be achieved by undertaking the following practices:

- Adopting programs to reduce waste generation, including the waste produced from the production and display of PVC advertising banners.
- Monitoring and reporting on evolving OOH technologies that reduce the impact of industry on the built and natural environment.
- Establishing achievable and measurable environmental initiatives, including:
 - Benchmarks for monitoring the reduction in the generation of waste, including recycling programs for outdoor advertising skins.
 - Programs to conserve energy, water and natural resources through increased efficiency and the introduction of new technologies and production methods.
 - Targets to increase the number of fuel efficient vehicles within operational transport fleets.
- Providing sponsorships or in-kind support towards community initiatives that champion environmental causes.
- Communicating openly and constructively with relevant authorities, government agencies and the community on sustainability and environmental issues which relate to the industry.

Advancing the industry's environment and sustainability policies through targeted promotion and education amongst stakeholders.

Outdoor Media Association

Suite 504, 80 William Street, East Sydney NSW 2011
T 02 9357 9900 F 02 8356 9500 E info@oma.org.au
ABN 59 004 233 489 www.oma.org.au

Member Initiatives

OMA members have adopted a range of practices that demonstrate a commitment to the environment and sustainability, as follows:

- Members have been awarded ISO14001 Standard certification. The ISO 14001 Standard specifies the requirements of an Environmental Management System (EMS) for small to large organisations. An EMS is a systemic approach to handling environmental issues within an organisation.
- Billboards & Shopping Centre Panels:
 - Switching to LED and LCD (digital network technology) screens and trialling solar panels to reduce energy consumption for illuminated sites.
 - Recycling of printing materials including inks, solvents, packaging materials and billboard banners.
 - Research into sourcing of recyclable products for manufacture of billboard skins.
- Street Furniture:
 - Switching to use of energy efficient initiatives, including LED lighting and solar panels.
 - Trialling of the operation of sustainability practices that reduce water consumption and eliminate the need for detergents to clean bus shelters.
 - Reuse of glass involving the repurposing of shattered safety glass.
 - Recycling of steel and aluminium bus shelter structures and media display poster materials.
- Moving towards paperless offices.

Vinyl Council

In 2015, the OMA partnered with the Vinyl Council of Australia to provide industry wide engagement of a landmark project to trial the recycling of PVC coated banners into new products. The OMA and its members are supporting the Vinyl Council and its research partners, Monash University and University of NSW, in their efforts to prototype products made from recycled PVC and seek input and engagement from manufacturers. This project has been made possible through funding support from the NSW Environment Trust as part of the NSW Environment Protection Authority's Waste Less, Recycle More initiative, funded from the waste levy.

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