

Outdoor Media Association

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Media Release

The OMA brings regulators and industry together to talk ‘big cities’

Last week the Outdoor Media Association (OMA) ran an industry-led urban design workshop, ‘Is Good Urban Design in the Eye of the Beholder?’ aimed at giving local governments across NSW the chance to describe their vision for their cities and help the Outdoor industry see where Out-of-Home (OOH) fits into this vision.

Held at the Australian National Maritime Museum Sydney, the event was opened and moderated by Dr Tim Williams, Chief Executive Officer of the Committee for Sydney and included speakers:

- Tim Horton – Registrar of the NSW Architects Registration Board (keynote)
- Charmaine Moldrich – CEO, Outdoor Media Association
- Sue Weatherley – Director Strategic Outcomes & Development, Parramatta City Council
- Toni Averay – Director Planning & Growth, Liverpool City Council
- Catherine McMahon – Manager Strategic Planning, City of Botany Bay Council
- Jesse McNicoll – Urban Design Coordinator, City of Sydney.

“As we all know, cities are becoming more important than ever. We held this workshop so that we could get a better understanding of each other’s perspectives and use that knowledge to create better outcomes for the future that benefit us all” said Charmaine Moldrich, CEO of the OMA.

The speakers put forward their views on what constitutes good urban design and how their city is planning for the future. This led to a conversation that found common ground in many areas and it was agreed that OOH advertising could offer an array of smart solutions needed by governments, including:

- Providing utility for people out and about, like information on weather, time, transport timetable updates, traffic updates, alerts and warnings.
- Protection against the elements, especially heat, in bus shelters and generally in making public transport more appealing and safer.
- WiFi hotspots, USB ports for charging devices.
- Interactive technology that helps people enjoy, experience and navigate their city.

Increasingly OOH provides infrastructure with in-built technology and there was a general consensus that this technology can provide innovative benefits to help make cities more accessible to more people.

The forum also highlighted how each city is facing its own set of unique challenges with differing focuses and priorities – from maintaining the character and heritage of Sydney’s current CBD, to building the second one (Parramatta).

All speakers were concerned with the challenges that lay ahead in planning for a doubling of Sydney’s population in the next few decades. They also shared an understanding that business can, and will, play a part in meeting these challenges. If Australia is to become a future knowledge-based economy, we all need to build cities and places that will attract people to work and live in.

The first industry urban design workshop began a journey where industry and government met to share information in order to build more productive partnerships. This is good news as cities are, by their very nature, shaped by a combination of public-private interests.

In her closing remarks Charmaine Moldrich echoed the sentiments of Prime Minister Malcolm Turnbull when she said “I believe that the future won’t belong to the left or the right of politics. It will belong to us, it is only if we work together to transcend ideology can we be assured of a future where the big issues are tackled and solved.”

ENDS

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.