



OMA SUBMISSION

3 October 2014

Queensland Draft Planning and Development Bill 2014

01 ABOUT THE OUTDOOR MEDIA ASSOCIATION

The Outdoor Media Association (OMA) is the peak national industry body representing most of Australia's Out of Home (OOH) media display and media production companies, as well as some media display asset owners.

Part of the role of the OMA is to develop constructive relationships with State and Local Governments and to contribute to the process of developing policies, laws and regulations for outdoor advertising that are both fair and equitable to governments, the community and the industry.

On behalf of its members, the OMA advocates for planning systems across Australia that will deliver the following:

- The recognition of outdoor advertising signage as a legitimate land use;
- The removal of the distinction between 'on-premise' and 'third-party' signage in planning policy and local laws;
- Provision of a set of fair and reasonable development standards that are appropriate for advertising signage land use; and
- Provision for the responsible display of outdoor advertising signage within commercial and industrial zones and along transport corridors.

OMA members advertise 'third-party' products on billboards, free-standing advertising panels, buses, trams, taxis, pedestrian bridges and street furniture (including bus/tram shelters, public toilets, phone booths and street kiosks). OMA members also display advertisements in bus stations and train stations, at shopping centres, universities and airport precincts.

02 VALUE OF THE INDUSTRY TO THE QUEENSLAND ECONOMY AND COMMUNITY

Advertising and marketing play a fundamental economic role in Australian society and in 2013 the OOH industry raised revenue of \$543.8 million, making up approximately 5% of advertising spend in Australia.

The OOH industry also plays a considerable role in the Queensland economy. In 2013, the OMA engaged Deloitte Access Economics¹ to estimate the economic contribution of the OOH industry in Queensland for the calendar year 2012. The Deloitte research found that in Queensland in 2012 the OOH industry:

- o Employed 150 full time equivalent staff;
- o Raised revenue of \$115 million;
- o Made a value added contribution to the Queensland economy of \$42.6 million;
- o Contributed an estimated \$10.43 million to the upkeep of public infrastructure; and
- o Donated a considerable amount of money and free advertising space to charities and 'not for profit' organisations.

The industry provides, maintains and cleans public infrastructure at no cost to local government, including bus shelters, footbridges, public toilets, bicycle stations and park benches.

Local businesses in Queensland place great importance on billboard advertising. It is a highly cost effective advertising media that provides an effective platform for businesses to promote their goods and services to the community as well as the tourist drive market. The OMA considers that such positive outcomes for small business owners would not be achieved through the utilisation of other less targeted and usually higher cost advertising mediums.

The OOH industry in Queensland differs from other states in that there are more independent members working in a range of different regional and metropolitan areas. Queensland has a much higher rate of local or regional advertising campaigns compared to other states (15.3 million in 2010, compared to 4.7 million in NSW). This would indicate that outdoor advertising has a considerable positive impact for local business owners and operators in the state.

OMA members place a significant level of attention and investment in the development and presentation of billboards. Once a site is selected the industry liaises closely with all stakeholders from planning through to engineering to ensure designs meet Australian Standards and the billboard device integrates into the architecture of the landscape. The industry strives to ensure that devices are painted in a harmonious colour scheme, that vegetation selection and management is in keeping with other Council programmes and lighting on the devices is the latest technology in terms of energy efficiency and minimising environmental impact.

¹ Deloitte Access Economics, Contribution of the Outdoor Media Industry (Queensland), published 2013

In addition to providing affordable advertising to local businesses, the OMA's members also make contributions back to the community each year. In 2013, the outdoor advertising industry donated over \$13 million across Australia in advertising space to a variety of causes, including charities, education, arts and sporting organisations. Outdoor advertising is also widely used by government bodies to advertise community messages such as road safety messages and health awareness campaigns.

03 DIGITAL SIGNAGE

The technology of outdoor advertising is constantly evolving, bringing with it new opportunities for better achieving public interest and industry objectives. Static and non-static electronic message display can add to a streetscape, be more environmentally friendly, avoid occupational health and safety issues associated with changing screens and help disseminate emerging or community information. The OMA supports specific regulation to guide the development of such technology on a permissible and reasonable basis and has worked with Councils and State Governments across Australia on this specific matter.

In the past five years the use of digital rather than static signage has grown across Australia. Currently digital technology makes up 13.9%² of total OOH advertising revenue and it will continue to grow.

The Queensland Government has worked with the OMA to develop guidelines around digital signage which are included as part of the 'Department of Transport and Main Roads 'Roadside Advertising Guide 2013'. In addition the largest Queensland Council, Brisbane City Council, has prepared 'Technical Guidelines for Advertisements with Illumination &/or Electronic Display Components'.

Digital technology is increasingly being accepted as the new way to advertise given its flexibility, creativity and versatility, and it is important that this is acknowledged by local governments around Queensland.

04 COMMENT ON DRAFT PLANNING AND DEVELOPMENT BILL 2014

The OMA is supportive of the intention of the Draft Planning and Development Bill 2014 to provide a State planning policy that is a comprehensive expression of the state's interest in the planning and development of Queensland.

In the past twelve months, the OMA has seen a troubling trend in the development of local planning schemes in Queensland, with Advertising Devices Codes either being completely removed from planning schemes or provision only being provided for on-premise advertising. It follows that it is the advertising devices structure that is assessed and not the advertising message. The structure like any other development should be assessed on the criteria for the appropriate use of the premises.

The OMA has long advocated that signage, whether for third party advertising or on-premise advertising, should be treated in the same way by planning schemes. The

² Based on second quarter 2014 revenue numbers – Outdoor Media Association

OMA has recently completed some research into driver behaviour which has supported the premise that drivers do not behave differently in the presence of either third-party or on-premise signage.

The OMA is aware that there is a concern within the community about the occurrence of an over proliferation of billboard signage on roads and transport corridors. OMA members however, do not want to see a multitude of signs in any one location as this weakens the commercial impact and viability of their signage.

The industry has done a significant amount of work developing Model Codes for Advertising Devices to assist councils with what is considered best practice for the industry, these were developed in 2012 in conjunction with the Local Government Association in Queensland (LGAQ). (Attachments 1, 2, 3)

The OMA submits that the Queensland Government provide some guidance to local councils that an Advertising Signage Code should be included in local/regional planning schemes to ensure that the industry can continue to grow in Queensland.

The OMA is aware that the Department of State Development, Infrastructure and Planning has been developing a User Guide for Advertising Devices (Attachment 4) , which notes that advertising content should not be regulated by local planning schemes. The OMA understands that the release of this document has been delayed by the ongoing work on the Queensland Planning Provisions, however it is imperative that this document be released.

Some planning schemes are only providing for third-party advertising devices that advertise a particular piece of content, for example, tourism activities. This is placing considerable stress on the industry and is leading to outcomes in planning schemes which are limiting economic growth.

05 RECOMMENDATIONS

That the Queensland Government:

1. Provides guidance to local councils that an Advertising Signage Code should be included in local/regional planning schemes.
2. Release the Department's User Guide for Advertising Devices as a matter of urgency.

ATTACHMENT 1

OMA Model Advertising Devices Code for Queensland Category A (for Brisbane, Gold Coast, Ipswich, Logan, Moreton Bay, Redland City, and Sunshine Coast Local Government areas)

ATTACHMENT 2

OMA Model Advertising Devices Code for Queensland - Category B (for Bundaberg, Cairns, Fraser Coast, Gladstone, Gympie, Mackay, Rockhampton, Toowoomba and Townsville Local Government areas)

ATTACHMENT 3

OMA Model Advertising Devices Code for Queensland - Category C (for all other Local Government areas)

ATTACHMENT 4

Queensland Department of State Development, Infrastructure and Planning
Draft Queensland Planning Provisions User Guide – Advertising Devices