

Inside Outdoor

November 2009

Providing news and analysis on the Australian outdoor media industry

This month's edition features • The Big Issue partnership to continue • Managing vegetation

The Big Issue partnership to continue

The OMA will continue its partnership with The Big Issue into 2010 following a recent presentation by its Chief Executive Officer, Mr Steven Persson, to the OMA Board.

Mr Persson outlined the benefits of Members' involvement over the last two years, including the approximately \$2.5 million in media space, printing and installation provided to support the organisation's activities. These included the Melbourne World Homeless Cup held in Federation Square in late 2008 and this year's successful awareness raising campaign which saw sales of the magazine increase significantly.

The campaign "You pay five, I earn half, everyone feels good", ran from 27 April to 28 June 2009.

Mr Persson told the Board that the campaign led to a rise in sales, putting an additional \$12,500 directly into the pockets of vendors.

Given economic analysis showing that for every \$1 invested, \$4.50 is returned to the community, this put the economic value to the community of the campaign at almost \$450,000.

In addition, there has been a major boost in confidence among vendors with readership of the magazine increasing by 8.5 per cent (Roy Morgan June-Sept 09).

ad:tech 2010

The OMA is partnering with the digital and interactive marketing event, ad:tech for the 2010 Sydney event. With the Out-of-Home industry becoming more aligned with digital and mobile technologies through product and campaign innovation, this partnership is a great fit.

At ad:tech you can get fully up to speed on what's hot and happening in the digital landscape. Free entry to the exhibition floor (includes; keynote sessions, expo seminar theatre and networking party) as well as full conference tickets (all access) are available. Don't miss this opportunity to learn from the global and local thought leaders of interactive media. Registration for ad:tech Sydney on 16-17 March 2010 is now open, go to www.ad-tech.com/sydney for more details or email sarah@ad-tech.com

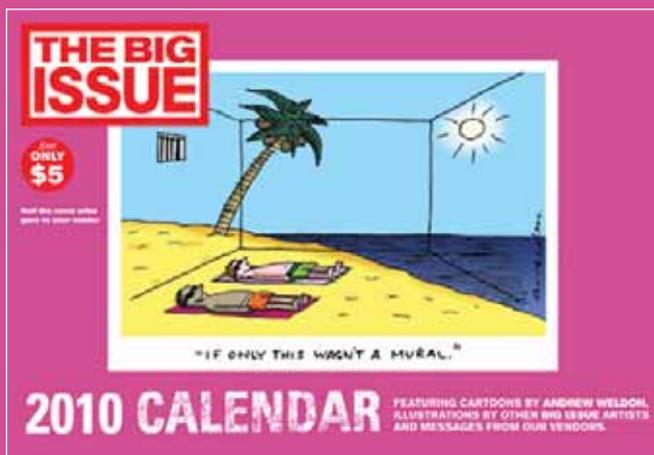


Support The Big Issue's 2010 calendar

The Big Issue's annual calendar has hit the streets and is now available from all vendors in your region. Priced at \$5, half the cover price goes to the vendor. The calendar celebrates the talents of some of The Big Issue's regular cartoonists and highlights in words some of the

remarkable vendors that sell the magazine. Your support means a great deal to the vendors as it gives them an opportunity to earn an income and be actively involved in society.

If you want to order calendars in bulk please contact The Big Issue office on 03 9663 9136.



Recycling skins

2009 began with the tragic Victorian bushfires which devastated the nation. Over the past six months a total of 11 pallets of skins, donated by our members, were transported to the towns of Kinglake, Marysville, Flowerdale, Mooroolbark and Kinglake to assist with the recovery. The OMA also assisted in overseas disaster relief with a total of 55 pallets of skins being transported to Fiji, Burma, Samoa and the Philippines. It is fantastic for all involved in this community driven aid initiative, co-ordinated by Guy Chenery from The Overseas Disaster Recovery Organisation, to know that the skins are providing shelter and protection in areas of devastation and suffering.

State round-up

An OMA regulatory affairs update

National

The Board of the OMA met and approved amendments to the industry's Code of Ethics. The Code was updated to include reference to the new Environmental Claims in Advertising and Marketing Code by the AANA (Australian Association of National Advertisers), which requires claims about environmental compliance to be accurate and genuine. The changes also clarify members' obligations to comply with the law and all relevant regulations, including anti-vegetation clearing rules. The revised Code can be found on the **OMA website**.

QLD

Queensland Rail

The OMA has strengthened its advocacy for members affected by the new rules for accessing railway corridors imposed by QR, following continuing delays and lack of adequate resourcing to make the changes work. The OMA has been liaising with senior officials and political representatives to address a number of issues and clarify procedures for copy changes.

NSW

Driver behaviour project

Initial test runs have been completed, with the data now collated and referred for specialist analysis. The data includes information on drivers' eye movements at different GPS points along the test route. Analysis will show whether the impacts of roadside signage (both traffic signs and billboards) on vehicle speed may be measured successfully. Impacts on vehicle headway and lane drift may also be able to be measured, using sophisticated equipment which the project contractor is trying to source from third parties overseas.

Member survey

OMA members will soon receive a survey to complete with a range of questions about the OMA's initiatives and members needs in 2010. Keep an eye out for it in coming weeks.

70 years of the Outdoor Industry Association

Retail advertising

It may be simplistic compared with the modern day Path to Purchase models and in-depth retail research that now exists, however this diagram from the archives shows that outdoor advertising has always been a strong retail solution. Today there are approximately 10,000 retail advertising faces across Australia. The strength of the retail advertising offer is in reaching people when they are close to the point of purchase.

With 2008 retail sales totalling \$37 billion for the Christmas period, and weekly spend on food up to 2.5 times higher than the yearly average the proposition of targeted advertising including inside shopping centres at this time of year is key. Despite the general cutbacks, Christmas is still a major spending period for most people, with the average Australian spending \$1,025 on travel, food, drink and gifts*.

*Source: Australian Retailers Association, 2009

STORY BEHIND THE SALE OF REFRIGERATOR No. A-7214



... it caught his eye



... it caught her eye



... it caught her eye ... again



... and again



... she bought it



... they like it

SOLD ... A GOOD PRODUCT ... THROUGH GOOD ADVERTISING ... AND GOOD RETAIL SELLING

Out There

Local

MaxiFloor to the Max!

TorchMedia has increased its maxi floor portfolio offering with super sized advertising decals being placed at the entrances of 111 grocery outlets and 68 discount department stores across Stockland, Centro and AMP shopping centres.



Adshel sends a blast

Commuters were treated to blasts of bubbles as they passed Adshel panels on their journey to and from work and school during the first week of November. The campaign for Nestle Aero was designed to highlight the light, airy texture of the chocolate.



International

Reality Outdoor

A new television show S.O.S. on Canada's Canal D explores ordinary citizens who risked their lives to help people in danger when confronted with an emergency situation. Capitalising on this aspect of the show, this billboard featured a dummy hanging from the top of the structure. The effect was so realistic that firefighters and police were called to assist the construction worker, and the advertisement eventually had to be taken down.

Interactive Outdoor

Here's a video that proves the ability of outdoor advertising to engage commuters. It is incredibly low key advertising. The venue doesn't carry any branding but the video series is sponsored by Volkswagen. Obviously looking to position Volkswagen as a 'fun' brand; an interesting example of video combined with outdoor interactive. The campaign, The Fun Theory of Volkswagen is a series of experiments, captured on video, to find out if making the world more fun can improve people's behaviour.

[Click here](#) to watch The Piano Stairs



Managing vegetation around roadside signage

The question of what to do when vegetation blocks commercial signage has been one which has vexed the outdoor media industry for decades. First, there are rarely landscape management plans in place when signage is approved; secondly, operators find it difficult to obtain permits for tree trimming or removal from the appropriate authorities when vegetation has overgrown; and thirdly, plantings sometimes occur in front of a sign after it has been approved. As a result, operators are faced with sites at risk of becoming commercially unviable.

In recent months, the Outdoor Media Association (OMA) has had a number of discussions with State road and planning authorities on the issue of vegetation management. There is general consensus among these authorities that pre-planning the landscaping around sites, and establishing the maintenance rules upfront, is a good solution. How to achieve this result in practice, and what to do with existing sites, remains the problem.

The OMA will soon circulate to its members information about what rules and regulations currently exist around vegetation management in each State and Territory, and the obligations of members with regards to these rules. This information will include a practical guide on whether vegetation management should be raised as part of the development application process.

VicRoads' Metropolitan North West Region is particularly keen to adopt a pre-planned approach for any new sites proposed along its road corridors. It is also investigating options to deal with existing sites which could involve operators funding tree planting in a different location in return for vegetation management controls.

The topic of landscaping around sites is also being considered by this year's recipient of the OMA's Young Planners Scholarship. Michelle Willemse, a Brisbane City Council planner, will be travelling to the United States and Canada to research the greening of commercial signage along highways.