

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

Monday, 31 July 2017
For immediate release

Media Release

Out of Home campaign shines a light on Missing People



The Outdoor Media Association (OMA) and its members have launched a national Out of Home (OOH) campaign to shine a light on the 38,000 people who go missing each year – of which, 19,000 are young people aged between 14–17 years – for National Missing Persons Week (NMPW).

The 2017 campaign marks the ninth year that the Outdoor industry has supported NMPW in New South Wales, and the third year in partnership with the Australian Federal Police.

“We are proud of this partnership, and while ours is only a small gesture, by broadcasting critical information about missing loved ones, we are able to raise awareness with one simple goal in mind – to help bring them home,” said Charmaine Moldrich, CEO, OMA.

While the campaign officially launched today at the GABBA in Brisbane, OMA members have been running creative across traditional and digital OOH formats since 24 July, to maximise exposure and engagement.

Over 2,000 OOH signs nationwide have been donated in an attempt to raise awareness around the issues and the impact of having a loved one who is a missing person. This year’s campaign focuses on the number of young people who are reported missing each year. Research reveals that three out of five missing persons’ cases relate to a child or person under 18 years of age.

“Often people are cynical about the role advertising plays in society, but campaigns like NMPW show the power of advertising to do good. It raises awareness, it educates, it gives a voice to those who don’t always get heard. We are committed to using the strength of OOH to spark a conversation that drives action, because if people see something, they are likely to say something” continued Moldrich.

“The more people that see the faces of those missing, the more chance we have of finding them and re-uniting them with their families and friends. Police would be unable to receive this critical information or solve cases without the support and targeted Out of Home advertising provided by the OMA,” said Marina Simoncini, National Coordinator Missing Persons and Exploited Child, Australian Federal Police.

This year the Outdoor campaign will focus on the following missing people:

- Amelia Hausia – last seen in Downer, ACT, 17 December 1992
- Sevak Simonian – last seen in Belrose, NSW, 20 October 2014
- Rebecca Hayward – last seen in Alice Springs, NT, 1 January 2017
- Chad and Melony Sutton – last seen in Inala, QLD, 23 November 1992
- Melissa Brown – last seen in Adelaide, SA, 13 May 2000

- Cherie Westell – last seen in Wantirna, VIC, 12 December 2000
- Julie Cutler – last seen in Perth, WA, 20 June 1998
- Naz Woldemichael – last seen in Hobart, TAS, 9 October 2016

In 2017 OMA members have generously donated over \$944,000 in advertising space and production costs Australia-wide. Participating OMA members include: Adshel, APN Outdoor, Bishopp Outdoor Advertising, Cactus Imaging, goa, JCDecaux, oOh!media, QMS Media, Tayco Outdoor Advertising, Tonic Health Media and TorchMedia.

For more information visit: www.missingpersons.gov.au

ENDS

FURTHER INFORMATION:

Charmaine Moldrich, CEO, Outdoor Media Association, T: 02 9357 9900 M: 0407 418 273

Editor's Note on how OMA figures are calculated:

The Outdoor Media Association (OMA) represents the majority of Australia's Out-of-Home (OOH) industry. Figures provided in this media release are net figures (exclusive of commission, production and installation). Figures represent occupancy invoiced in each calendar month. Figures also include all direct sales which are estimated at 10% of total bookings.

Figures may be adjusted between reporting periods to reflect current membership and ensure accuracy in comparing year on year changes. OMA figures are an accurate reflection of the income the OOH industry is generating through its inventory each month.

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.