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Providing news and analysis on the Australian outdoor media industry

Perth Planning Conference

The Outdoor Media Association (OMA) has been invited to address around 500 senior planners from throughout Australia on the evolution of the industry, and its future outlook.

The address will take place at the Planning Institute of Australia's (PIA) annual Convention, which is this year taking place in Perth from 2-4 May.

Helen Willoughby, CEO of the OMA, will address the group and also make a special presentation to the Young Planners Forum, also being held in Perth the day before the Convention commences.

Ms Willoughby said the Convention was the start of a long-term relationship with the PIA to open up the dialogue between the industry and planners.

"It is our opportunity to show Australian planners what can be done in the world of outdoor where the outcomes are mutually beneficial."

The OMA will be hosting a stand at the Convention and members are more than welcome to lend a hand. For further information, contact Rosemary Roberts on 02-8356 9000.

Annual General Meeting

Remember to keep your diaries free for the evening of Tuesday, 22 May for the OMA's next Annual General Meeting.

This year's function will be held at the Sydney Aquarium at Darling Harbour and will commence around 5.30pm. Invitations will be sent out in early May along with the Agenda.

This year's presentations will include an update on the Measurement of Outdoor Visibility and Exposure (MOVE) project, and an outline of the OMA's activities and future priorities.

It will also be your chance to say goodbye to Brian Tyquin, who is retiring from the OMA Board, and Gerry Thorley, who is vacating due to changed work commitments.

State round-Up

• New South Wales

New Highway Sign Policy for Goulburn
Goulburn Mulwaree Council has adopted a revised Highway Signs Policy for regulating third party promotional signage along highways and regional roads.

The draft policy was placed on submission in November/December 2006 and the OMA strongly objected to some of its proposals. This included concern about the timing given it was a reaction to applications from Sports and Outdoor Media to build three new signs on the Federal and Hume Highways.

A recent newspaper report in the *Goulburn Post* (9/3/07) indicated a compromise had been reached between the applicant and Council, although this is yet to be confirmed.

In the meantime, some of the OMA's concerns have been addressed in the new policy, including increasing the proposed five-year consent period to 15 years to be consistent with State legislation.

NSW Election

On Saturday, 24 March, NSW goes to the polls to vote for the next State Government.

This is the first election campaign in around 60 years where the parties have been able to book outdoor advertising to sell their messages following a change last year to the *NSW Parliamentary Electorates and Election Act 1912*.

Prior to these changes, size restrictions on political posters prevented the use of outdoor media.

• Victoria

Melbourne City Council

The State Government is presently considering an application from the Melbourne City Council to amend Melbourne Planning Scheme to prohibit outdoor advertising in areas where it is currently a permissible land-use. The OMA has made a number of detailed submissions to the Office of Planning Minister, the Hon. Justin Madden, to factually demonstrate that the current regulations were stringent and working well.

Out there

The lads from *The Chaser's War on Everything* demanded a billboard campaign for the new series. The ABC complied, offering the cheapest billboards they could find, and posted their mugs on billboards from Iceland to Iraq, Estonia and India.



The billboard above is in India where most advertisements are hand painted. The designers had to be convinced not to do it Bollywood style and could only guarantee an 80% likeness.

Vale Brian Puttergill

We are sad to advise that Brian Puttergill passed away in Johannesburg on the 19 March after a long battle with Cancer.

Brian was a key figure in the development of the Outdoor Industry in South Africa and played a major role in the Industry body in that country.

Brian was a wonderful host to any Industry visitors to Africa and visited Australia on numerous occasions.

His funeral will take place on 29 March at St Stithians Chapel Peter Place Johannesburg on 28 March.

He will be sadly missed by us all and we extend our sympathy to Felicity, his son Dax and Daughter Brooke.

Campaign Brief Awards

The OMA sponsored the outdoor award in the Western Australia Campaign Brief Awards. The winners were announced at the Oasis Ball where Glenn Hodgkin from APN Outdoor presented the award.

Congratulations to Marketforce who won the Out of Home award for their campaign for the Office of Road Safety.