



## **MEDIA RELEASE**

*Monday 3 September, 2007*

### **ACCESS ECONOMICS TO CALCULATE BENEFIT OF OUTDOOR MEDIA TO AUSTRALIAN COMMUNITIES**

The Outdoor Media Association, which represents the majority of companies in Australia that specialise in outdoor advertising, has commissioned Access Economics to do a national economic study of the industry.

CEO of the OMA, Helen Willoughby, said the independent Access Economics study will help clarify and quantify the benefit of outdoor advertising to the Australian economy and Australian communities.

Today's announcement came on the back of last month's release of public attitudes research by AC Nielsen, which showed that **87% of people thought it was important for outdoor advertising continued to fund public infrastructure.**

"The companies in the outdoor advertising industry are good corporate citizens who contribute significantly to Australian communities," Ms Willoughby said.

"Outdoor advertising companies contribute hundreds of thousands of dollars in donations and free advertising space to charities and communities, and provides public infrastructure which saves tax and rate payers millions.

"Each pedestrian bridge which is provided and maintained by outdoor advertising means another body, usually a local or state government, can divert funds into other important community programs.

"Similarly, each of the hundreds of bus and tram shelters in Australia which are designed, installed, maintained and cleaned by outdoor advertising saves rate payers thousands of dollars.

"These benefits are on top of hundreds of thousands of dollars in donations and free advertising space which each year goes to charities and community bodies."

Ms Willoughby said that results from the study are expected by the end of 2007.

**For Media Comment: Helen Willoughby 02 8356 9000 / 0439 023 389**