



MEDIA RELEASE

Embargoed until Thursday 8 November, 2007

TOWN PLANNER TAKES OUT FIRST \$15,000 INTERNATIONAL RESEARCH SCHOLARSHIP

Mildura Rural City Council Town Planner, **Rachael Attwood**, will travel to **New York, London, and Kumatori** in Japan to study exciting developments in electronic advertising and animated advertising, and make recommendations about how it should be regulated.

Announced by Chief Executive Officer of the Outdoor Media Association (OMA), Helen Willoughby, as part of the World Town Planning Day events from 9.30am today at Adelaide's Stamford Hotel, Rachael is the recipient of the first annual \$15,000 overseas travel scholarship, sponsored by the OMA together with the Planning Institute of Australia (PIA).

Ms Willoughby said that there was a strong interest in the scholarship, which allowed applicants to choose the cities they thought would offer the best outdoor advertising case studies.

"Around the world, outdoor advertising takes on many roles – from traditional posters to animated digital displays, from the subtle to the out there," Ms Willoughby said.

"The scholarship will give Rachael a fantastic opportunity to broaden her horizons and her career options by building on Australia's understanding of how outdoor advertising can contribute to cities and communities.

"New York's famous time square, London's amazing West End and the vibrant shopping precincts around Osaka will provide plenty of exciting outdoor advertising case studies which could very well have applications in Australia.

"This is particularly timely given that several Australian states have recently completed or have underway, reviews which will put new definitions and rules in place to regulate electronic advertising."

The PIA's National President, Sue Holliday, said that Rachael's overseas case studies will add to Australia's knowledge of how electronic advertising should be integrated, managed and regulated.

"Rachael's application focused on the world of animated and electronic outdoor advertising and also on the need to ensure these types of advertising are well regulated – informative and entertaining, but also safe and in placed in appropriate locations," Di Jay, CEO of PIA and member of the jurors panel said.

"The US, Japan and the UK are the leading markets for electronic advertising, so it absolutely makes sense that Rachael travels to those locations to study what types of outdoor are effective in what locations, and what planning rules are in place to manage them."

Rachael will present her findings at the 2009 National Young Planners YPConnect and the PIA National Congress.

For media comment /more info /photos: Helen Willoughby, CEO, OMA 02 8356 9000