



September 2009

Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

This month's edition features • Young Planners Scholarship • Driver behaviour study

Scholarship winner to investigate 'green' solutions

A Brisbane City Council (BCC) urban planner with a first class honors degree has won this year's \$15,000 international Young Planners Scholarship.

Michelle Willemse works in BCC's Natural Environment & Sustainability unit where she is engaged in protecting biodiversity within urban environments. Her research will involve investigating the increasing application of green solutions for outdoor advertising including landscaped highways, 'living' billboards and other environmentally sustainable applications.

Ms Willemse will travel to San Francisco, Toronto and New York to conduct her research which will then be presented to the 2011 PIA Convention. She was chosen from 17 applications from across Australia by a panel including two leading Planning academics, and a representative from the OMA and PIA.

The scholarship, now in its third year, is funded by the OMA and sponsored by the

Planning Institute of Australia (PIA).

Another Queensland, Ms Colleen Keegan from the Sunshine Coast Regional Council, took out last year's scholarship and is currently researching the integration of outdoor advertising among members of the United Nations Educational, Scientific and Cultural Organizations' (UNESCO) Creative Cities Network. She is due to present her findings at next year's PIA Conference in New Zealand.

The first Young Planners scholarship (2007) was awarded to Ms Rachael Attwood, a town planner with the Mildura Shire Council. Ms Attwood presented her findings on digital roadside advertising at this year's PIA Convention in Darwin. A synopsis of their research proposals is available [here](#).

CEASA comparison of media Jan-Jun 09

Since CEASA began 50 years ago, this June half year has seen the largest decline in advertising industry revenues falling from \$6.7 billion to \$6.1 billion across all media – a fall of 8.5%.

CEASA Managing Director, Bernie Holt is however confident that the revenues are on the way back up.

"On past experience media is very resilient and comes back very quickly," Mr Holt said.

OMA Chief Executive Officer, Helen Willoughby said while third quarter results for Out-of-Home media were likely to show further market decline, some members were reporting a definite turnaround in sales for the final quarter of 2009.

Driver behaviour study

The pilot test for the \$100,000 driver behaviour research study being undertaken by the OMA is almost complete.

The OMA has consulted with road authorities in New South Wales, Victoria and Queensland in developing the methodology that will be used to investigate how drivers interact with traffic and third party advertising signage.

Its purpose is to determine whether the placement of signage is impacting on a driver's capability to comprehend important roadside traffic messages.

Dr Peter Brawn, owner of the Sydney-based company Eye Tracker, has been commissioned to conduct the research. Dr Brawn is an international specialist in visibility research and has been involved in the evolution of eye tracking technology.

Previously it was difficult to conduct complex in-field eye tracking studies due to a number of factors, including cumbersome equipment.

The OMA is expecting the main field work for the study to commence in November this year.



Times Square – New York



'Keep on Walking' – Canada

State round-up

An OMA regulatory affairs update

National

Vegetation Management Pilot

A meeting was held to kickstart a pilot to trial vegetation management around signs in Melbourne's North-West Metro region. Authorities are concerned to ensure that the industry abides by the laws on vegetation clearing. The OMA supports a lawful, measured approach, and believes the pilot will demonstrate a workable solution to this issue for both regulators and the industry.

NSW

SEPP 64 reforms

The Department of Planning is nearing completion of drafting instructions for a new regulation and set of guidelines on advertising, including electronic static displays. It is showing a renewed focus on completing the long-awaited reforms.

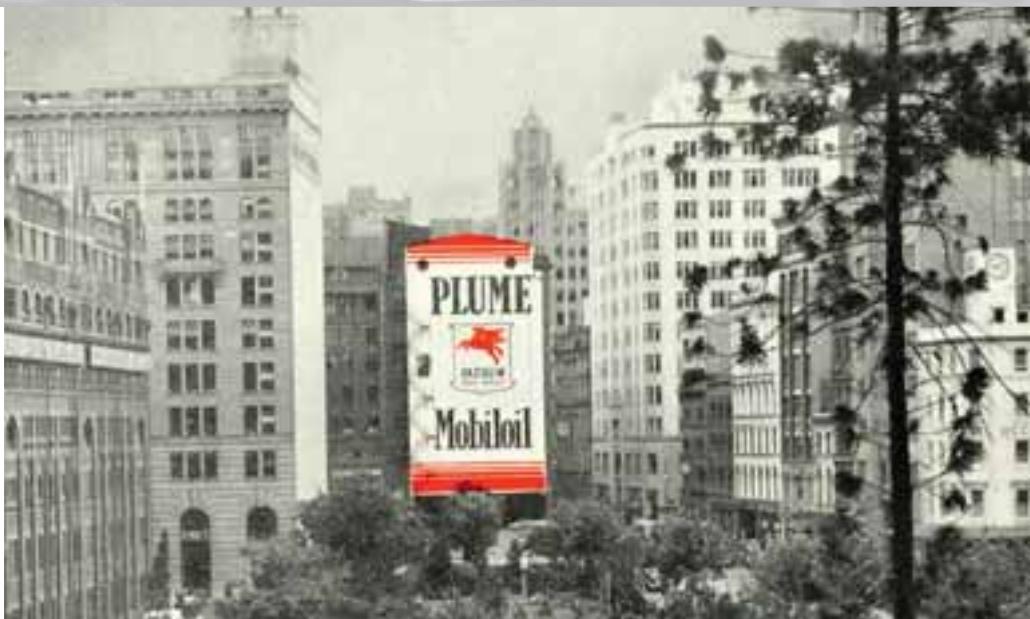
QLD

Sustainable Planning Bill

On 16 September the Queensland Parliament passed a Bill to further modernise the State's planning, development and building system. It updates the IPA Act, referring to contemporary issues such as climate change; increases the state planning agency's ability to coordinate reforms by local governments; and clarifies development assessment and decision rules. More information can be found [here](#).

Submissions to councils

The OMA developed two submissions to Gold Coast City Council and Tablelands Regional Council, which are both reviewing their Planning Schemes and Local Laws following recent amalgamations as part of Queensland local government reform. The submissions argued that current Local Laws restrict the advertising of third party signage, which is anti-competitive and contrary to planning reform guidelines. They recommended that these restrictions be removed and that regulation of advertising signage be consolidated into the new Planning Schemes. A copy of the submissions can be found [here](#).



70 years of the Outdoor Industry Association

Industry profiles

Brian Tyquin



Brian Tyquin and George Savage are two men well known to the Australian outdoor industry. They started in the days when an outdoor media contract could be for one to five years, and the inventory was mostly billboards and posters.

They also started when most of the outdoor businesses were family-owned, a position that changed in the early 1970s when the Posters' company London & Provincial Group, led by Roy Ellery, conducted what Mr Savage described as a "buying raid" on outdoor contractors during a month-long visit to Australia.

"Roy then formed Australian Posters which dominated outdoor advertising in this country until the early 1980s when London & Provincial Posters in the United Kingdom was disbanded by the Monopolies Commission," Mr Savage said.

"This had a devastating effect on the Australian industry and resulted in a buying spree by the W.R.Carpenter Group and the amalgamation of several companies. The industry then went through periods of fragmentation and polarisation."

Mr Tyquin well remembers this event as it led to the formation of Australian Outdoor Advertising, a combination of Australian Posters and Claude Neon. Mr Tyquin was made Marketing Director of both groups.

George Savage



He said a period of poor American management in the late 1980s led to the sale of Australian Posters in 1989 to APN, the current owners.

According to Mr Tyquin the biggest changes in the industry have been its consolidation, the move to short term contracts and the 'revolution' in production through the introduction of computer generated copy.

"What has remained the same is the cost effectiveness of the outdoor medium," Mr Tyquin said.

He also cited the new audience measurement system, MOVE, as the most exciting development in outdoor for the future.

Out There

Local

Nokia feeds live into Shopping Malls

In partnership with MediaCom, EYE has recreated a mega size phone menu on their Eye Shop digital network. The campaign demonstrates the features of the new Nokia N97 handset via customised Eyelites. The Eyelites deliver a live feed from the internet displaying the latest news and weather updates specific to the state. In addition to the custom-built units, this campaign combines Portrait and Landscape Digital nationally.

The core objectives of the Nokia campaign were to promote the new Nokia N97 and the ability to personalise the handset with content, widgets and applications that are relevant to the user.



International

Consequences

New Zealand news website www.stuff.co.nz have brought their 'Consequences' campaign to life with a human billboard on Nelson St, Auckland. With the tag line *If our team don't break stories first, there are consequences*, a poor 'employee' was fastened to the billboard and then had tomatoes pelted at him! Watch the video [here](#). The campaign launched with a member of the Stuff team hung upside down over a balcony in Queen St, Auckland.



Outdoor members rally to lift the spirits of the US

A campaign named Recession 101 began in May this year in the United States after an anonymous donor approached a creative agency to design billboards to lift the spirits of Americans dealing with the hardships of a deep recession.

So far the campaign has an estimated 2,000 ads varying from billboards to bus stops to street furniture and digital ads. Member companies of The Outdoor Association of America donate whatever space they wish. It's a way for members to give back to the community and help the country at a time when it needs a pick-me-up. The members don't believe the billboards are going to put people back in work or fix the nation's problems but they do have an effect on people's outlooks.

Some of the messages include: "Bill Gates started Microsoft in a recession"; "Interesting fact about recessions... they end"; "Chill - Hysteria feeds recessions"; "Stop obsessing about the economy, you're scaring the children" and "Self worth beats net worth".