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Providing news and analysis on the Australian outdoor media industry

Outdoor Media Association 2007 Annual General Meeting

The Outdoor Media Association (OMA) held its Annual General Meeting on Tuesday 22 May at the Sydney Aquarium in Darling Harbour.

The evening was well attended with more than 60 members and guests travelling from as far a field as Western Australia and Queensland to show their support for the outdoor media industry.

Chris Tyquin, President of the OMA, announced he would be continuing in the role for another term and that Mark Fishwick (Torch Media) and Mike Tyquin (EyeGroup) had recently joined the Board. There were also farewells to Outdoor Systems CEO, Brian Tyquin, and EyeCorp's Global CEO, Gerry Thorley, who both retired from the Board this year.

New Members, ROVA Media and RailCorp, were welcomed to the Association.

Mr Tyquin thanked the OMA Board Members and commended them for their willingness to offer their time and resources to the industry.

He acknowledged the hard work of those in the industry who had helped progress the audience measurement project, scheduled for launch in the second half of next year.

Helen Willoughby, CEO of the OMA, presented the Financial Statements and thanked OMA staff – Office Manager, Rosemary Roberts, Marketing and Events Coordinator, Candice Scott, Queensland Business Manager, Michael Jackson, and newcomer, Philip McCall.

Ms Willoughby presented an outline of the OMA Business Plan (2007-09), reporting that the organisation's focus would be on the four key areas of industry marketing and promotion, Regulatory Affairs, Membership Services, and Audience Measurement.

Included in the plan were the revamping of the ONE Awards, new sponsorship opportunities, the pending launch of MOVE (the audience measurement project), and a new scholarship for Young Planners.

The OMA thanks all those who attended and contributed to a successful evening.



Above: Chris Tyquin and Helen Willoughby farewell Brian Tyquin and Gerry Thorley from the OMA Board.

Below: Members and guests at the AGM



Rod Heffernan, Brian Tyquin, Faye Tyquin and Brad Bishopp.



OMA Board Members' Steve McCarthy, Richard Herring and Chris Tyquin.

New Staff Member

The Outdoor Media Association welcomes Philip McCall to the Senior Policy Officer position.

Philip started with the OMA on Monday 23 April and will be looking after industry policy including regulatory affairs issues.

The OMA is pleased to have Philip as part of the team and is looking forward to introducing him to our members.

Philip's email address is Philip.McCall@oma.org.au. Please contact him with any relevant matters.

Message from the President

I am pleased to be continuing my role as President of the Outdoor Media Association in a year when our whole industry is looking forward to the development of a new audience measurement system.



Thanks to the considerable efforts of my fellow Board Members we were able to establish the Measurement of Outdoor Visibility and Exposure (MOVE) Company to fund the system's development and to engage a consortium of Australian and international research experts to meet our requirements. You can expect to hear more about this project as we get closer to its launch later next year.

In the meantime, I would like to acknowledge all OMA Members for their continuing commitment to the industry. It was great to see so many of you at last week's AGM and I look forward to working with you in the future.

Strong first quarter for Outdoor Media

The outdoor media sector continued its strong growth in the first quarter of 2007, recording net revenue of \$94m, a 10.2 per cent increase on the same period last year.

Street Furniture recorded the largest comparative quarter revenue rise with a 17 per cent increase from \$31.7m to \$36.9m. This was followed by Large Format with a 7 per cent increase from \$29.4m to \$31.5m and Transit which grew from \$17.9m to \$19.0m - a 7 per cent increase.

Our Association has changed significantly in the past 12 months. We have now a fully staffed national office to support Members and to promote the benefits of the outdoor media industry to our key stakeholders. We have set about building stronger relations with government, business and the community in a way that is both proactive and long-term. And we have a solid agenda for the future, outlined in the Business Plan presented by our CEO, Helen Willoughby, at the AGM. For those who couldn't make it, I would encourage you to read this document, now available on the Members' section of the OMA website.

This is the year we farewelled from the Board two highly committed individuals who have given a great deal of their own time to assisting the wider industry. Brian Tyquin – a name with whom you would all be familiar – has retired from the Board after first joining in 1972. Gerry Thorley, EyeCorp's now Global Chief Executive and a major advocate for the industry, has also retired. We wish both of them well in their future endeavours.

Chief Executive of the Outdoor Media Association (OMA) Helen Willoughby said the first quarter results were welcome news for the industry.

"The figures support industry analysts' predictions at the annual Commercial Economic Advisory Service of Australia conference in November that the outdoor media sector would continue to grow in 2007, benefiting from an anticipated modest increase in advertising spend," Ms Willoughby said.

"They show that a wider span of advertisers and media buyers are becoming increasingly confident in outdoor as an effective medium that delivers results".

Out there Political Advertising

All political parties seem to have discovered outdoor media in recent times. Former NSW Liberal Party leader, Peter Debnam, kicked off his campaign with a prominent sign just off the M2 Motorway. The Greens ran a national campaign around global warming, while Federal Opposition leader Kevin Rudd chose a prominent site in Epping to help launch candidate Maxine McKew's campaign in Bennelong.

We've located a few examples as seen below:



Greens "SOS" billboard which ran nationally to raise awareness about climate change.



Opposition Leader Kevin Rudd launches Maxine McKew's campaign on Epping Road, North Ryde.



Peter Beattie used billboards during the Queensland election.

Proposed new laws for NSW

The OMA recently lodged its submission with the NSW Department of Planning in response to the NSW Government's proposed changes to rules around advertising in transport corridors, including railway lines, RTA roads and some private tollways.

The draft amendment to *State Environmental Planning Policy No 64 (Advertising and Signage)* and the new *Transport Corridor Outdoor Advertising and Signage Guidelines* include the following proposals:

- Making the Minister for Planning the consent authority for signage-related DA's lodged on behalf of the RTA, RailCorp and for some specified tollways;
- The introduction of a public benefit test for all outdoor advertising in the vicinity of road and rail transport corridors;
- Removing some barriers to sponsorship advertising at sporting facilities; and
- Putting in place new, improved rules for vegetation management.

While the proposed rules make some positive steps forward, members did have concerns which were addressed by the OMA in its submission.

These included clarifying how and when the public benefit test would apply; removing the complexity between State and Local Government policies; and accommodating future developments in outdoor advertising technology.

The deadline for submissions was Friday 25 May 2007. The OMA will continue working with the NSW Government to achieve an acceptable outcome for the industry.

Perth Planning Conference

Earlier this month the OMA took part in the Planning Institute of Australia's National Planning Congress in Perth.

The OMA sponsored the event and was given the opportunity to address delegates from Local and State planning authorities from throughout Australia, New Zealand and some other international markets.

CEO Helen Willoughby updated the group on the audience measurement project, and spoke of the industry's desire to work more closely with the planning community.

Ms Willoughby said the convention was a good opportunity to present the industry in a positive light, and to network with key influencers.

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

The OMA also sponsored the Young Planners' Forum, launching a new Young Planners' Scholarship. The initiative will enable a young planner each year to research outdoor in an international market.

Thank you to Terry Charmichael, GM Eyecorp Perth who assisted with manning the OMA stand and promoting the industry.



The OMA booth at the Planning Conference in Perth.



Helen Willoughby presenting to delegates at the PIA congress.



Young Planners' committee.

Website Development

The OMA is in the process of redeveloping our website to make its design and content more resourceful and user-friendly.

The new website will contain several new areas including, a resource centre, frequently asked questions, and specific sections dedicated to Occupational Health and Safety, Regulatory

Affairs and Audience Measurement.

The new design reflects the OMA's new branding and will showcase an extensive image gallery.

The website is planned to go live within the next two months and further updates will be provided as the project progresses.



State Round Up

Victoria

Earlier this month OMA representatives met with the Minister for Planning, the Hon. Justin Madden, to discuss the State Government's current review of signage. The OMA will be making a submission to the Government in consultation with members operating in Victoria.

The OMA has also started working on advice to the Department of Environment and Sustainability in seeking guidelines to be developed around a number of large format sites in the Melbourne area whose permits expire in September 2007.

The OMA has been further advised that Melbourne City Council has not been granted authorisation to proceed with a proposal that would have limited new signs and those requiring new permits to five locations within the CBD.

New South Wales

Sports and Outdoor Media have had three new signs approved on the Federal and Hume Highways near Goulburn following their earlier rejection by Goulburn-Mulwaree Shire Council. The OMA assisted Sports and Outdoor in lobbying Council and provided some legal assistance where the matter held industry-wide repercussions.

In another development, the Land and Environment Court rejected Botany Bay Council's appeal against the previous ruling that a proposed pedestrian bridge for Eastlake Golf Club be permitted. The bridge is to be funded by two super sites that will be compatible with the bridge's architecture.

Queensland

Industry discussions with the Department of Main Roads about its Roadside Advertising Guidelines have unfortunately reached a stalemate.

The Reference Group, established at the request of the Minister for

Transport, was close to consensus but their position was later rejected by some sections of DMR. The arguments presented to the OMA were based on the DMR's belief that it needs to maintain highly prescriptive distance and other restrictions in the interests of road safety - despite there being no evidence of outdoor advertising structures being linked as a cause of road accidents. The matter has highlighted the need for the OMA and the wider industry to be more proactive in defending the driver distraction argument.

In other news, Brisbane City Council has decided to transfer its local planning laws for third party signage into its Planning Scheme. The OMA has discussed with Council officers our organisation's involvement once the consultation period has been determined. This has the potential to be a constructive outcome for the industry, but will require ongoing monitoring.

Western Australia

The State Administrative Tribunal rejected Adbooth's appeal against a City Of Perth refusal to allow third party advertising on the back of Telstra telephone booths. Advertising of Telstra products is still allowed on the back of their phone booths. OMA will monitor any wider ramifications of this decision.

South Australia

A review of gambling by the Independent Gaming Commission of South Australia is almost complete with a report expected to be published in the near future.

Recommendations are expected around advertising around gambling institutions, and further requirements on disclaimers.

The OMA will advise relevant members once the report is available.

Upcoming events

**Marketing Committee Meeting:
4 June 2007**

**Regulatory Affairs Committee Meeting:
1 June 2007**

**Occupational Health and Safety Meeting:
13 August 2007**

**Board meeting:
21 August 2007**

Please use the following links to access details on other industry information:

The Advertising Federation of Australia <http://www.afa.org.au/>

Media Federation of Australia <http://www.mediafederation.org.au/mfa.aspx>

Australian Direct Marketing Association <http://www.adma.com.au/asp/index.asp>

Australian Association of National Advertisers <http://www.aana.com.au/>

Advertising Standards Bureau www.adstandards.com.au