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Providing news and analysis on the Australian outdoor media industry

\$1m soccer sponsorship to support homeless

OMA Members have pledged \$1 million in advertising space to support The Big Issue's Community Street Soccer Program in the lead up to the Melbourne 2008 Homeless World Cup.

The Big Issue has secured the rights to host the sixth Homeless World Cup at Melbourne's Federation Square in December in which around 500 players from up to 57 nations will compete over seven days. This will include Australia's very own Street Soccerroos team.

Past host cities have included Copenhagen, Cape Town and Edinburgh.

The Community Street Soccer Program commenced in early 2008, offering employment and a new way to improve health and social well-being for many homeless people.

A trial site has been successfully operating in Fitzroy, Melbourne, since December 2004.



Above: 2007 Homeless World Cup soccer match held in Copenhagen.

OMA Chief Executive Helen Willoughby said members would provide support with space, printing and installation costs where possible.

"This is an extremely worthy cause

and one which the industry can really throw its weight behind," Ms Willoughby said.

"There will be opportunities for members and their staff to become directly involved – from playing against local teams through to becoming keen spectators.

"Most importantly, it will allow the industry to be involved with an innovative social change program run by a highly successful not-for-profit organisation."

At the time of the 2001 Census there were an estimated 100,000 homeless people living in Australia.

More information about The Big Issue can be found at www.bigissue.org.au

OMA to promote sustainability

The OMA Board has endorsed a new Sustainability & Environmental Statement, providing guidelines on how the association will assist members in progressing sustainable solutions across the industry.

These include working with members to identify programs from minimising environmental impact, through to promoting members' efforts in donating to charity and funding public infrastructure.

It outlines the measures by which the association will support a financially viable industry through assistance in marketing, regulatory and other relevant activities.

The full statement has been posted under 'Community' on the OMA website at www.oma.org.au

The OMA also will be a major sponsor of this year's Planning Institute of Australia (PIA) Convention being held at Darling Harbour, Sydney, in April.

The theme of the Convention is "Climate for Change – Things are Hotting Up", looking specifically at sustainability within the built and natural environment.

The OMA will have exhibition space and a speaking opportunity in which to profile relevant case studies. The Regulatory Committee will develop a roster of attendees.

Industry Dinner Awards Night

The OMA will this year host a major industry dinner at which the first industry awards will be presented.

The event will be held in Sydney on 17 April 2008. It will provide the opportunity for members and their staff to celebrate what has been achieved over the past two years, and what lays ahead.

Nominations are being called for people who have made significant contributions to the outdoor media industry.

A sub-committee of the OMA Board will make the final judgement.

All nominations to be sent to Candice Scott at the OMA – email candice.scott@oma.org.au

State round up

NATIONAL

The OMA will next month start regular meetings across the major markets to monitor and respond to regulatory issues specific to the various state and local jurisdictions.

This will include meeting with members, as well as the key regulators and politicians with responsibility for planning laws and policies that impact the industry's on-going viability.

A comprehensive plan will be developed to progress regulatory matters and ensure the OMA can more closely monitor and quickly respond to emerging issues and opportunities.

New Policy Officer, **Carolyn Samsa**, will join the OMA team from 10 March. Carolyn is a trained psychologist who has been working for NSW Roads and Traffic Authority, including its road safety division, for the past five years.

Road Safety Campaign wins



Clemenger's now-infamous 'pinkie' road safety campaign was awarded best Ad Campaign of the Year for 2007 at the recent AdNews awards at Star City Casino.

The successful campaign used a large amount of outdoor, along with other media.

It was commissioned by the NSW Roads and Traffic Authority to encourage young male drivers not to speed.

NSW Roads Minister, Eric Roozendaal, has described the campaign as "one of the most successful anti-speeding campaigns...ever in NSW", having achieved a 96% awareness among young males.

NSW

The OMA joined one of its members in meeting this month with Marrickville Council officers to discuss signage fees.

While the meeting was productive, the next step will involve close monitoring of the council's next budget process due to go on public exhibition in April.

Members should be aware that most councils in NSW will be publicly exhibiting their budgets around the same time, and it will be important for the OMA and individual companies to ensure they are properly reviewed.

QLD

The outcome of pending elections and council amalgamations are likely to influence some local planning around third-party signage.

These will need to be closely monitored and the OMA aims to meet with members next month to discuss these, and other issues impacting the industry.

Out There



Hollywood actor Danny DeVito found himself dwarfed by a giant sized Catherine Zeta Jones on Madison Avenue, New York.

A perfect placement for advertising expensive jewellery.

Useful Links

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

Outdoor Advertising Association of America
www.oaaa.org

Out of Home Marketing Association of Canada
www.omaccanada.ca

Outdoor Advertising Association of Great Britain
www.oaa.org.uk

Outdoor Advertising Association of South Africa
www.oaasa.com

Upcoming events

Regulatory Affairs Committee Meeting:
14 March 2008

Occupational Health and Safety Meeting:
5 May 2008

Marketing Committee Meeting:
7 April 2008

Board meeting:
20 May 2008

AGM/Industry Dinner
17 April 2008