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Providing news and analysis on the Australian outdoor media industry

Alcohol advertising policy to be reviewed

The OMA is reviewing its policy for the advertising of alcohol products, including considering new placement restrictions around primary and high schools.

The decision coincides with the recent ruling by the Wine Federation of Australia to require all billboard advertisements to be pre-vetted through the Alcohol Advertising Pre-Vetting System.

Other members of ABAC – the Australian Associated Brewers (AAB) and the Distilled Spirits of Industry Council of Australia – already submit outdoor advertisements for pre-vetting. The WFA policy change means all alcohol advertisements of ABAC members now will be cleared before being submitted for posting.

OMA CEO Helen Willoughby said with regards to schools, some members had self-imposed restrictions in place, but it was not an industry-wide practice.

“The OMA Board regularly reviews its codes and policies to ensure its members are being responsive to changing community standards,” Ms Willoughby said.

“With regards to alcohol products, it is appropriate to look at schools given alcohol is not legally available to people under 18 years and is already restricted on some media. However any policy changes need to be practical and able to be effectively implemented across the industry.”

Over the past few months, there has been considerable debate around the content of some alcohol creative,



Most outdoor alcohol advertisements are now pre-vetted under the Alcohol Advertising Pre-Vetting System.

such as the Cockatoo Ridge Wines advertisement, as well as the advertising of alcohol on outdoor media around schools.

There has also been a Senate Committee Inquiry into the *Alcohol Toll Reduction Bill 2007* – introduced by Family First Senator Steven Fielding.

While alcohol advertising was considered as part of the inquiry, the committee recommended against further government restrictions. Instead they called for tougher self-regulatory action via ABAC and the Advertising Standards Board.

In recent months, the OMA has met with the ASB to discuss other content issues around outdoor media, including the potential sexualisation of children. Another Senate Committee Inquiry has recommended the ASB be ‘more rigorous’ in its vetting of outdoor media advertisements in relation to this particular subject.

The industry has been extra vigilant in adopting its own self-regulatory practices around such content, including establishing community panels to give advice on creative where the operator believes there may be a question-mark over content.

Anyone for soccer?

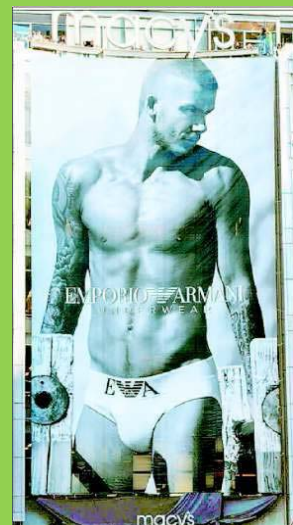
It's time for reluctant soccer stars to polish their boots and join the OMA in some friendly competition against the teams lining up to compete in this year's Homeless World Cup.

As part of the OMA's \$1 million sponsorship of the HWC and The Big Issue we have the opportunity to form teams in various States to participate in their respective Corporate Challenges.

At this stage we just need an indication of those who would be interested in participating.

Please register your interest with Carolyn Samsa – carolyn.samsa@oma.org.au.

Out there



In case you hadn't seen enough of David Beckham recently, there's a new advertisement selling his assets.

Entries open for the \$15 000 Young Planners' Scholarship

Entries have opened for the 2008 Young Planners' scholarship which is a joint initiative of the Outdoor Media Association (OMA) and the Planning Institute of Australia (PIA).

The scholarship, worth up to the value of \$15 000, gives one lucky planning student or post graduate the opportunity to travel overseas and research outdoor advertising in an international environment of their choice.

Last year, the scholarship was awarded to Ms Rachael Attwood, a town planner with Mildura Rural City Council in Victoria. Rachael recently travelled to New York, Kumatori and London to research digital outdoor advertising in these cities.

To be eligible entrants must be an Australian resident under 35 years of age and either a:

- second year or beyond planning student enrolled in one of 17 institutions with accredited PIA courses throughout Australia or another approved planning course;

- a recent graduate of one of those courses but not yet working in the planning environment; a young planner with less than five years' experience

The aim of the scholarship is to increase the knowledge among young planners of the challenges and opportunities planners and outdoor media operators face in international cities so that they may apply that knowledge in Australia.

The scholarships annual recipient will experience first-hand how cities are adapting to new technologies and changing landscapes while working with the planning community and differing regulations.

The application form is available on the OMA and PIA websites. Entries close on Wednesday 1 October 2008 and will be judged by a panel including the CEO's of the OMA and PIA and up to two independent experts.

The winner will be announced on World Town Planning Day on 8 November 2008.

For more information on the scholarship please visit the OMA and PIA websites listed below.
www.oma.org.au
www.planning.org.au

State round up

NATIONAL

The OMA has developed stakeholder management plans for Queensland, Victoria and New South Wales to ensure relations are maintained with the key policy makers and influencers. These plans have been circulated to those members involved in regulatory affairs for their comment.

NSW

Local Government Roadshow

The OMA is currently preparing a presentation for local government officers responsible for assessing development applications for outdoor advertising. The aim of the presentation is improve the dialogue between council officers and the outdoor media industry.

QLD

State Conference

The OMA met with the Hon. Warren Pitt, Minister for Roads and Local Government, the Hon. Paul Lucas, Deputy Premier and Minister for Infrastructure and Planning and the Hon. Craig Wallace, Minister for Natural Resources and Water at State Conference on 21 June 2008.

Issues discussed included driver restriction distances and advertising on third party trust land.

VIC

Review of signage legislation

The OMA is still awaiting a response from the Minister for Planning, the Hon. Justin Madden concerning its request for a further 12 months extension on signage permits that are due to expire in September. The Minister's Office has advised that it is currently investigating the matter.

Taxi advertising

The OMA is still awaiting a response from the Minister for Public Transport, the Hon. Lynne Kosky, about establishing a meeting to discuss external advertising on taxis in Victoria. The OMA has been in touch with the Minister's Office, which has advised that this letter has been sent to the Department of Transport for comment.

Useful Links

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

Committees

Marketing Committee Meeting
4 August 2008

Regulatory Affairs Committee Meeting:
11 July 2008

Occupational Health and Safety Meeting:
11 August 2008

OMA & MOVE Board meetings:
19 August 2008

New Member Ultimate Sign Installations

The Outdoor Media Association (OMA) welcomes new member Ultimate Sign Installations (USI) to its membership.

USI, headed up by Managing Director, Daniel Ward commenced business in 1993 and have since become the largest billboard installation company in Australia.

The OMA looks forward to working with USI in the future.

www.ultimatesigns.com.au

