

outsid@info

Providing news and analysis on the Australian outdoor media industry

Billboard skins recycled for disaster relief

OMA Members have once again pitched in to help victims of natural disaster by sending around 11,000 kilograms of billboard skins to Burma to assist in the recovery from Cyclone Nargis.

The move was facilitated by Overseas Disaster Resources Incorporated (ODRI) after its founder, Guy Chenery, approached the OMA in search of re-usable skins to temporarily house up to 1000 displaced people.

Ultimate Sign Installations (USI), who install and store billboard skins for APN Outdoor, EyeCorp and oOh! Media, so far have provided 22 pallets of skins to ODRI which will be shipped to Thailand over the next couple of weeks.

The re-usable skins will provide temporary shelter and flooring for people who have been left without adequate housing. Once reconstruction is underway the skins will be used as permanent roofing for local residents in the affected area.

OMA seeks funds for OH&S

The Outdoor Media Association (OMA) has applied for a \$100 000 Occupational Health and Safety grant with WorkCover NSW to enable the development of new training tools for its members.

If successful the OMA will work with OH&S consultant Dom Weir from Core Safe to develop a suitable training program for the supervisors of production and installation staff across NSW. Mr Weir is already working with the association on a number of other workplace safety initiatives.



Guy Chenery unloading billboard skins

Mr Chenery said the ODRI aimed to provide resources to disaster stricken areas within six to eight weeks of a catastrophe. The OMA hopes to develop a more permanent arrangement with ODRI as part of its long-term recycling program.



Packaged skins to be used as shelter in Burma

The OMA's application seeks funding for the production of a DVD and training program which will demonstrate safe working practices and overcome language barriers arising from a multi-cultural workforce.

NSW WorkCover allocate \$5 million a year to associations, registered trade unions and not for profit organisations to fund research, education and development projects in workplace safety and injury management. The grant program is part of a \$15 million initiative which expands across three years and commences in July 2008.

The OMA expects a decision on the outcome of its grant application by the end of June.

"Billboard skins are more durable with a life of around 15 years than the poly tarp that locals are currently using for shelter," Mr Chenery said.

"Some can also be used as liners of water tanks. And we have plans for the skins to be welded together and inflated so that they can be used as insulation to assist recovery efforts in cooler climates."

OMA members last provided disaster recovery assistance to the Far North Queensland victims of Cyclone Larry in 2006. Prior to that, they sent re-usable skins to those affected by the devastating 2004 Tsunami which hit parts of South East Asia.

For the last 12 years Mr Chenery, through his contacts in industry and government, has dispatched a range of goods to developing countries and disaster-stricken areas including Rwanda, Sri Lanka, the Solomon Islands, New Guinea and now Burma.

Out there



Creative agency DraftFCB are responsible for this innovative outdoor creation which appeared in Auckland to advertise the new TV show, Secret Diary of a Call Girl. A material skirt has been attached so that when the wind blows the full effect of the image can be seen.

Outdoor gets green tick

A recent study conducted by P3 Green found that outdoor advertising produced the lowest amount of carbon emissions when compared to other forms of advertising.

The research, undertaken by the media buying agency Maxus, was based on a dummy schedule to reach 1 million grocery buyers using each medium.

It found that the internet accounted for more greenhouse gases than any other medium, emitting 2258 kilograms of carbon dioxide. Television was next, followed by newspapers, radio, cinema and finally outdoor.

Principal of P3 Green, Chris Sewell, told the *Sydney Morning Herald* (15 May 2008) that the more targeted the media platform, the less the carbon emissions.

While the findings are positive for the outdoor media industry, OMA Members remain committed to finding new ways to reduce their environmental impact.

Recently the OMA published a new Environment and Sustainability Statement, including a general guide to recycling and conserving energy.

The findings from the P3 Green research are outlined in the following table.

THE CARBON COST OF ADVERTISING



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

Committees

Marketing Committee Meeting
2 June 2008-05-30

Regulatory Affairs Committee Meeting:
11 July 2008

Occupational Health and Safety Meeting:
11 August 2008

OMA & MOVE Board meetings:
19 August 2008

State round up

NATIONAL

The OMA is developing stakeholder management plans for each State to ensure relations are maintained with the key policy makers and influencers. These plans will be presented to the Regulatory Committee for comment with NSW having been already circulated.

NSW

SEPP64 Review

The review of last year's amendments to *State Environmental Planning Policy No.64 – Advertising and Signage*, is due anytime from August 2008. As there are a number of outstanding issues OMA members would like pursued, the OMA will be preparing a submission to take forward at the appropriate time. It will also be requesting a meeting with the Director-General of Planning to discuss the process.

QLD

DMR – Guide to Roadside Advertising

The OMA met recently with the Minister for Roads and Local Government, the Hon. Warren Pitt, to discuss its ongoing concerns with the Department of Main Roads' roadside advertising guide. The OMA raised with the Minister its disappointment with the 18-month review process which failed to reach a satisfactory outcome, particularly concerning restriction distances. The Minister has undertaken to bring the matter to a close within a period of three months.

Victoria

Review of signage legislation

The OMA has again written to the Minister for Planning, the Hon. Justin Madden, seeking advice on the pending release of the report of the VPP Advertising Sign Provisions Advisory Committee. As part of this process, a further extension of 12 months has been requested for signage permits now due to expire in September 2008. These signs were to be addressed in the report but due to the delay may be adversely impacted if the current deadline for new permit applications remains in place.

Taxi advertising

The OMA is following up on its request for a meeting with the Minister for Public Transport, the Hon. Lynne Kosky, to discuss external advertising on taxis in Victoria.