



March 2009

# Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

This months edition features • Alcohol Policy • Young Planners • MOVE • Street Soccer

## Alcohol Policy reminder Advertising restrictions around schools commence

New restrictions on the advertising of alcohol products around primary and secondary schools commence next month as part of self-imposed regulation by the outdoor media industry.

The OMA Board determined late last year that its media display members would have in place mechanisms to restrict alcohol advertising on fixed signs within 150 metre sight lines of schools by 31 March 2009.

They further determined that all advertising on outdoor media for alcohol products would need to be pre-vetted under the Alcohol Beverages Advertising Code (ABAC).

The new policy will assist outdoor media companies to prevent the inadvertent targeting of young people by alcohol advertising messages.

For more information on the OMA's new alcohol advertising policy visit [www.oma.org.au](http://www.oma.org.au)

## MOVE Update

Review and testing of the first audience measurement results generated by the new MOVE system has begun.

The OMA has received data for Adelaide, with Perth, Brisbane, Melbourne and Sydney to follow soon after.

OMA CEO Helen Willoughby said it was an exciting step forward for the project as it was the first time outdoor media operators would be in a position to thoroughly road test the system.



## Disaster relief

Guy Chenery of Overseas Disaster Resources is organising to send around 11 pallets of skins to Gaza to house refugees. The next two shipments will be sent to Somalia. It is good news that we continue to support this organisation by providing recycled advertising skins to help those in need.



## OMA connects with Young Planners

The OMA will be travelling to the top end of Australia this month to interact with young planners as an official sponsor of YPConnect09. This conference, held in conjunction with the Planning Institute of Australia's (PIA) National Congress, gives young planners the opportunity to participate in professional development in order to build successful careers in the planning and development industry. This year, YPConnect09 will be showcasing some of Australia's leading experts in community engagement to share their knowledge and tips with young planners.

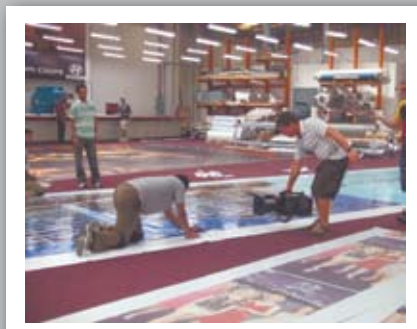
As part of YPConnect09 and PIA's National Congress, Rachael Attwood, the first recipient of the OMA's Young Planners Scholarship, will be presenting the findings of her research on digital signage following her travels to London, Osaka and New York. Rachael's final report will be available on the OMA's website shortly.

The OMA will be offering a third research scholarship of \$15,000 to study the integration of outdoor advertising in international locations this year. More details will be posted soon – so stay tuned!

**Below: Sue Holliday, Helen Willoughby and Rachael Attwood**

## Risk Management DVD underway

Thanks to Cactus Imaging and USI for loaning us their employees and workplaces for filming the OHS DVD. We filmed at both workplaces, plus three outdoor media sites around Sydney airport, demonstrating safe working methods for manual handling, personal protective equipment (ppe), working at heights, and working with chemicals. The DVD and workbook are on track to be completed and available for download from the OMA website later this year. For more information, please contact Rosemary on 02 8356 9000.



# State round-up

## NATIONAL

### OMA research project on driver distraction

The OMA has been working with Sydney company eyetracker to develop a proposed methodology for this research project. This methodology has been forwarded to the road authorities in New South Wales, Queensland and Victoria for comment prior to the commencement of fieldwork in late April.

### Discussion paper on digital signage

The OMA has prepared a discussion paper on digital signage exploring the current regulations both nationally and internationally as well as summarising the research findings on driver distraction. It also outlines the OMA's recommendations in regards to the future installation of this signage. This paper has been sent to all media display members for comment and the final version will be sent to the road authorities in NSW, Victoria and Queensland shortly.

## NSW

### SEPP 64 review

The OMA is awaiting feedback from the Department of Planning about comments made by councils and other relevant stakeholders in regards to the SEPP 64 review. The Department of Planning is likely to hold another working group with the OMA, RTA and RailCorp after Council submissions have been analysed to discuss what changes will be made to the legislation.

## QLD

### Brisbane City Council

The OMA has provided comments to Brisbane City Council on two internal practice notes relating to combined billboard sign and electronic text message display screens and mega banners.

## VIC

### VicRoads working group

The next working group meeting is scheduled for 23 April.

## Campaign Brief creative awards

The OMA recently sponsored the Out Of Home category of the annual Campaign Brief creative awards on 20th March 2009. The winning campaign was Ikea for Guerilla Garbage through 303 in Perth.

The OMA's own creative awards are free to enter and cover work from 1 January 2008 to 30 April 2009, when entries close. For more information and how to enter go to [www.outdoorawards.com.au](http://www.outdoorawards.com.au)

## Inside Outdoor

# Out There

## Local

### JCD Scent Panels

JCDecaux have just launched their first Australian 'Scent' campaign with Fonterra Connoisseur Yoghurt. The panels which are located in Sydney, Melbourne and Brisbane allow consumers to interact via an interactive button which triggers a vanilla bean scented emission. The campaign aims to inform consumers that Connoisseur Yoghurt is "Heaven Scent", hence the rationale to feature the scent panel. JCDecaux's Innovate division designed the new technology to enable the scent to be emitted.



## International

### The Digital Bus Shelter that weighs you

Advertising 'Fitness First' this bus shelter in Rotterdam, Netherlands weighs you whilst advertising the product. Sit down and see your weight – could cause embarrassment for unsuspecting commuters!

## Annual Report

The 2008 annual report will be distributed to all our members and stakeholders, including councils and relevant MPs this month. It outlines the OMA's activities throughout 2008 including MOVE audience measurement system, launch of the new creative awards, community initiatives and an array of regulatory activities.



## Welcome to new members

The OMA has welcomed three new members this year – Tayco Outdoor Advertising and Billboard Connection in the media display category, and Avery Denison in the non-media display category.

## OMA and The Big Issue Street Soccer

The Street Soccer program is a community initiative of The Big Issue that is mostly made up of people who are experiencing homelessness, long-term unemployment, or are who marginalised through their circumstances. Weekly street soccer training provides an event for them to look forward to. Coaches and team members mentor and support each other to make positive choices that can lead to secure accommodation, employment, appropriate rehabilitation programs and other community-support networks.

The Big Issue has thrown out the challenge to OMA members for a round robin afternoon of Street Soccer. This is to be held on Monday 25th May from 2pm at the King George V Recreation Centre, The Rocks, Sydney. Each game is only 15 minutes in length so strap on the boots and get in the spirit. The

positive power of sport can change their lives so let's put a smile in their day!

**RSVP by 13th May to Megan**  
[megan.edgar@oma.org.au](mailto:megan.edgar@oma.org.au)



# Events

## Save the date

The Annual General Meeting of the OMA is to be held on 19th May 2009 at the Establishment in George Street, Sydney commencing at 6pm followed by drinks and canapés. Formal invitations will be sent out shortly.