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Providing news and analysis on the Australian outdoor media industry

Audience Measurement MOVEing Ahead

Considerable progress has been made on the new audience measurement project – *Measurement of Outdoor Visibility and Exposure* (MOVE) - with the first training workshop for site classification conducted, and the first survey about to go live.

The workshop held in Brisbane last month was well attended, providing industry members with guidelines on how to classify each of their sites for input into a central database. It included practical demonstrations for the field work component, distribution of training manuals, as well as an understanding of the bigger project picture.

The OMA has established a discussion forum on its website that will be accessed via a secure log on. This will allow all members involved in collecting data to post questions and have them and the answers shared

across the group, together with other relevant information. This communication tool will be available by the end of the year.

Meanwhile, the first survey for the new audience measurement system will be launched online before Christmas and will be aimed at people using airports for their own travel, or to meet and greet or farewell other passengers.

The 12-month airport survey was developed by TNS Global in consultation with the MOVE technical committee. TNS is one of the VIEW Partners assigned to develop and deliver the system in 2008.

The MOVE Technical Committee, comprising representatives of the main outdoor media companies, the Media Federation of Australia (MFA) and industry expert Ian Muir, continues to provide valuable input into the project.

This committee, together with representatives of the OMA and VIEW, now comprise the Project Working Party guiding the development of the new system.

As part of the airport survey, a new batch of respondents will each month be targeted to broaden the information base and determine how people move about airports in the five major metropolitan regions. This information will then be used to develop a base model for how people view advertising signage within airport environments.

Next steps of the project will include the development of an internal communications strategy to assist all staff in understanding the elements of the project. Implementation of this strategy will commence in the New Year.

The ONE Awards



The finalists for the second round of entries in the 2006 ONE Awards have been chosen. Voting opens for the People's Choice ONE Award on 12 January where the public can vote online at www.oma.org.au for their favourite creative and go into the draw to win \$500 cash.

An industry panel, chaired by Chief Executive of Foote Cone and Belding, Michael Simons, were tasked with selecting a finalist and highly commended from each category. The panel also included Brendan Cook, CEO of Network, Andrea Sophocleous, Editor of Adnews, Sue-ella McDowall, Principal of McDowall Creative, Scott Mitchell, Director of Media at Nestle

and Simon Lester, Director of Devotion.

The finalists for the second round will appear in the January issue of Adnews with the overall winner announced in a 'winners lift out' in the February issue.

The ONE Awards have proven successful in their second year, attracting 270 entries, 50 more than last year.

The successful creative team will receive \$10 000 cash and \$500 000 worth of media space for their client.

The call for entries in the 2007 ONE Awards will commence in late February. Entries can be entered online at www.oma.org.au.



Out there

Human rights activist group, GetUp are using billboards in their campaign to 'Bring Home David Hicks.'

GetUp raised over \$150 000 through donations which assisted in funding their outdoor campaign.

Other billboard sites have been selected and will be utilised as soon as space becomes available. GetUp are also using mobile billboards to strengthen their message.

The billboard pictured above is located on the approach to the Sydney Harbour Bridge.

Setting Directions for the OMA

The OMA Board has provided preliminary input into a three-year business plan being developed for the association.

The plan will see clear priorities set to meet the industry's key objectives and to guide activities and resourcing over the period. Once finalised, it will be presented to the broader membership and their staff.

CEO Helen Willoughby said the first year of the OMA's full-time operation had been successful in establishing a solid foundation for growth.

"Already we have new members coming on board, and there is a sense of momentum around the whole industry," Ms Willoughby said.

"We are working constructively with our stakeholders. The audience measurement project is shaping up well. And there are a number of other exciting projects about to commence.

"It has been a challenging and rewarding year for the OMA team, and we take this opportunity to thank all our members for their tremendous support and participation throughout 2006."

Upcoming events



People's Choice ONE Award: Voting opens 12 Jan and closes 9 Feb

Marketing Committee Meeting:
5 Feb 2007

Regulatory Affairs Committee Meeting: 9 Feb 2007

OMA Board Meeting: 20 Feb 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

outsideinfo

State round-up

New South Wales

Goulburn Mulwaree Council

Goulburn Mulwaree Council has placed on public exhibition a draft Highway Sign Policy aimed specifically at promotional and third party advertising. The draft policy was introduced well after the lodging of applications for three new advertising signs proposed for the Federal and Hume Highways near Goulburn. All three applications were refused by Council in November, yet the initial applications were received by Council in April 2006.

The draft policy will be on display until 22 December and limits consent periods to 5 years. Council advised the draft policy, once adopted, would support its existing Development Control Plan. In the meantime, the applicant for the three signs is preparing to appeal Council's decisions in the Land and Environment Court.

Eastlake Golf Club

Botany Bay Council now looks intent on appealing the recent Land and Environment Court decision to allow commercial advertising to fund the construction and maintenance of a new pedestrian bridge on Wentworth Avenue, Pagewood. This is despite the clear judgement of Commissioner Tim Moore that the bridge should precede, the support of the Roads and Traffic Authority and the Court's recent acceptance that all outstanding conditions had been met by the applicant. Eastlake Golf Club (the applicant) remains concerned at the high risk to safety of its patrons and other members of the public in further delaying the bridge's construction.

Queensland

Implementation Note

After extensive lobbying by the OMA, the Department of Local Government & Planning has finalised and posted an Integrated Planning Act Implementation Note, establishing principals by which the department will review local Planning Schemes. While the note places no obligations on local authorities under existing Planning Schemes, it does provide an important check list to help guard against common areas of contention such as regulation of

content, duplication and inappropriate levels of assessment. The Department also uses Implementation Notes as a basis for reviewing Planning Schemes for approval at the States Interest Check and can be grounds for the rejection of a proposed Planning Scheme.

Many thanks to Michael Jackson and other industry members who worked with our town planners, Jensen Bowers, to help achieve this successful outcome.

Main Roads Department

After 18 months of extensive consultation between the OMA members and the Department of Main Roads, there has been little if any progress made on the promised review to the Guide to Roadside signage. Main Roads personnel have advised that internal debate around proposed restriction distances is proving an obstacle and the OMA is awaiting firm advice on the department's position before participating in any further consultation.

Victoria

City of Melbourne – policy review

The OMA has commissioned Planning Consultant Peter Jewell to help prepare its submission to the City of Melbourne's review of the Advertising Signs Policy. OMA CEO Helen Willoughby and Mr Jewell met recently with Council representatives to discuss the objectives of the review, and the best means for industry participation. The review has been partly driven by the need to address a number of sites whose leases are due to expire in September 2007.

South Australia

Vegetation Management

As is the case in many other States, South Australian outdoor companies are experiencing increasing problems with the management of vegetation around, and in front of their signs. The issue was raised with the OMA CEO Helen Willoughby on a recent trip to Adelaide, highlighting the need for some real solutions to be developed and discussed with the relevant authorities.

Happy holidays

The staff at the OMA wish you, your families and your friends a very happy festive season and look forward to doing it all again in 2007.



Please note the office will be closed from Friday, 22 December 2006 to Tuesday, 2 January 2007. For any urgent matters, contact Helen Willoughby.