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Providing news and analysis on the Australian outdoor media industry

Outdoor Media Association launch new creative awards

The Outdoor Media Association (OMA) has launched its new creative awards – The Outdoor Awards.

To launch the awards a national awareness campaign is in progress.

A billboard truck is being driven 10 000 kilometres across Australia carrying the message “The Outdoor Awards are coming”.

The truck left Sydney almost three weeks ago and is now in Broome, headed for Perth, Adelaide and Melbourne before its return to Sydney at the end of November.

Entries are now open and can be entered via the new Outdoor Awards website which will feature up-to-date images of the truck journey and provide information on the new awards. www.outdoorawards.com.au

The site will also be a place for profiling great creative along with the winners of each of the new Awards categories.

Entries close at the end of April 2009 and will be judged by a panel of Senior Creative Directors.

Michael Simons, Chief Creative Officer of DRAFTFCB New York, will chair the judging process. Michael acted as a key advisory to the OMA in developing the new-look creative awards.

In addition to a new first prize of a Golden Pigeon statue, which will be given to the best overall outdoor concept, there will be a financial incentive worth \$10,000 for the winning creative team.

Trophies will be awarded for other category winners.

The Outdoor Awards aim to reward the best creative work across Australia and inspire creative’s to think outside the box when using the outdoor medium.

For more information please visit www.outdoorawards.com.au or contact Candice Scott at candice.scott@oma.org.au.



OHS risk management project

Work is continuing on this project, funded by NSW WorkCover and overseen by a Steering Committee, including OH&S consultant Dom Weir. The first draft of a dvd script has been written.

The dvd will illustrate safe working methods for common hazards such as working at heights, with chemicals and small tools such as knives,

and manual handling, as well as giving an overall reminder of risk management and consultation.

In the coming weeks we'll be looking at suitable sites for filming and developing the workbook that will accompany the dvd.

The final product – dvd and training sessions for supervisors in production and installation – is expected to be piloted in May next year.

MOVE OTS update

The release of individual OTS (opportunity to see) results to MOVE Operators is currently occurring for all markets for all formats and faces. This data will ultimately be joined with VI scores based on individual site attributes in the coming weeks to make the final LTS (likelihood to see) data set for the market release.

Although the OTS results will not be part of the final market release, in order to have only one currency in the market, their release to Operators will enable initial learnings and understandings for each format and geographical region to be developed at an Operator level.

Out there



When will the fruit burst?

Check out this billboard in New Zealand advertising Pascall fruit burst lollies. A pin is slowly moving towards a strawberry that will release thousands of lollies once burst. The billboard can be watched via a live feed at www.whenwillthefruitburst.co.nz

State round up

NSW

SEPP 64 review

The OMA will be meeting with the Hon. Kristina Keneally, Minister for Planning in November to discuss the review of SEPP 64 and any other issues currently affecting the outdoor media industry in NSW.

Camden Council draft Development Control Plan for Outdoor Advertising

The OMA prepared a submission regarding Camden Council's draft DCP for outdoor advertising. A copy of this submission can be downloaded from the member's only section of the OMA website.

QLD

Department of Main Roads' Guide to the Management of Roadside Advertising

The OMA met with representatives from the DMR in a workshop on 14 October to discuss restriction distances for outdoor advertising on freeways and motorways. The DMR has agreed to work through four policy options with the OMA, with a draft policy option to be presented to the DMR's Senior Management for approval in early March next year.

Brisbane City Council

The OMA met with Brisbane City Council on 13 October to discuss a range of signage issues including the incorporation of outdoor advertising into their new City Plan, and the interpretation of local laws regarding advertising and signage. The OMA will be working with Jensen Bowers and Conics, two local town planning consultancies, over the next couple of months to address these issues with the Council.

VIC

Progressive Business Forum

The OMA attended the Progressive Business Forum on 10 October in Melbourne. The OMA met with the Hon. Lynne Kosky, Minister for Public

the Hon. Richard Wynne, Minister for Local Government, and the Hon. Tim Pallas, Minister for Roads to discuss issues currently affecting the industry.

Permits for signs in mixed use zones

There is still uncertainty around the future of existing major promotional signs in mixed use zones (combined residential and business zones). The OMA has prepared a briefing note on this issue and has submitted it to the Hon. Justin Madden, Minister for Planning for his consideration. The OMA is now awaiting a response from the Minister.

Vegetation management strategy for large format signs

The OMA has submitted a list of proposed trial sites to VicRoads for their consideration. The trial is expected to commence in November for a four month period.

Taxi advertising

The OMA met with the Hon. Lynne Kosky, Minister for Public Transport at the Progressive Business Forum to discuss the prohibition of external taxi advertising in the State. The Minister advised that she will consider a proposal from the OMA to reverse this prohibition. The OMA has sent a briefing note to the Minister on this issue and is now awaiting a response.

Mansfield Shire Council's draft signage policy for advertising and signage

The OMA prepared a submission regarding Mansfield Shire Council's draft signage policy for advertising and signage. A copy of this submission can be downloaded from the member's only section of the OMA website.

SA

City of Port Adelaide Enfield's draft Development Plan Amendment for outdoor advertisements

The OMA prepared a submission regarding the City of Port Adelaide Enfield Council's draft DPA for outdoor advertising. A copy of this submission can be downloaded from the member's only section of the OMA website.

Outdoor tracking well but market getting tight

The outdoor media industry continues to track well in terms of year-to-date net revenue growth, recording a 10 per cent rise on last year's results – from \$299 million to \$329 million.

Outdoor media companies benefited from a strong start to the year. However, the third quarter comparisons were softer, rising 3 per cent from \$108 million to \$111 million.

"There has been significant investment made by operators in research and development over the past number of years, culminating in new products and technologies aimed at enhancing the consumer experience that have positioned the industry well for the long term," CEO Helen Willoughby said.

"And most importantly we are getting closer to introducing the first industry-wide audience measurement system for outdoor media in Australia which will give media buyers and advertisers greater confidence in reach of their campaigns."

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
01 December 2008**

**Regulatory Affairs Committee Meeting:
14 November 2008**

**OMA & MOVE Board meetings:
18 November 2008**