



MEMBERSHIP APPLICATION

This form is to be used by applicants for membership of the Association in the Media Display (Full Member) category. If applying as a corporate applicant the form should be completed by the person to be nominated to exercise membership for the corporation.

The application must be signed (on the last page) by a mover and a seconder who must be current full and financial members of the Association.

This form contains calculations based on information supplied, by the applicant, to assist the assessment of membership category and subscriptions.

The Joining Fee and Membership Subscription shown on this form have been calculated on the basis of that information. Those details may need adjustment after revenue verification and if so, that will need to take place before membership is approved.

Please complete the information over the page:

SECTION A - APPLICANT DETAILS

1. Corporate Name in which membership is to be taken out

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2. Name and Position of individual person nominated to exercise rights and responsibilities of membership

.....

3. Full postal address and principal place of business

.....

.....

4. ABN:.....

SECTION B - PRELIMINARY REQUIREMENTS

Industry Revenue Reporting and appropriate Industry activities by applicants:
By Law Number 1 of the Association contains conditions for membership applications. In particular, By Law No. 1 (f) (g) (h) state

1 (f) Ongoing Industry Revenue Reporting a condition of membership

It is a condition of continuing membership for all Media Display Members, to report revenue under the applicable confidential scheme from time to time in place, as and when required by that scheme (monthly reporting at time of making this By Law).

1 (g) Industry Revenue Reporting, Verification of past revenue levels and sources, and Subscription Assessment for new Media Display Members.

All new applicants in the Media Display category must meet standards of reporting, for the purposes of BOTH revenue homogeneity AND subscription band assessments.

To meet this requirement, all such applications must be accompanied by a signed authority to the independent Industry Auditors (APD Prosperity Advisers) allowing confidential access to and confidential reporting to the Association on, Outdoor industry revenue

- from approved and reportable Outdoor formats only,
- for the last 5 years (or at least the last two); and if admitted,
- to undertake to continue to be so examined annually until a total of 5 years pre and post admission performance can be assessed.

The costs of such examination to be borne by the applicant and are non-refundable. For the purposes of clarity, all Media Display Members as at 30 June 2005 are exempt from the provisions of this section 1 (g).

1 (h) Media Display Membership not available if primary revenue not from recognized formats

The Board of Management will not offer Media Display membership to any applicant unless their primary revenue activity, as assessed under 1 (g) above, is from a recognized and currently reported Outdoor format accepted by the Board.

In order to meet these membership requirements, you will be required to meet certain conditions. These conditions are to ensure the ongoing integrity of the revenue reporting system that has grown the Industry:

- (i) meet deadlines each month for electronic reporting to APD Prosperity Advisers of monthly revenue by category (see 1 (f) above)
- (ii) allow APD Prosperity Advisers unrestricted access, on a confidential basis, to any records they require to verify the revenue areas in 1 (g);
- (iii) meet the requirements of 1 (h).

Please Note: The cost of APD Prosperity Advisers conducting and reporting on the verification process must be paid separately by the applicant, direct to APD Prosperity Advisers, and is not refundable.

Please complete the next section if you intend to comply with the above conditions after application.

SECTION C - JOINING FEE AND INITIAL SUBSCRIPTION

The information provided by the applicant is that (subject to assessment) their annual revenue from relevant formats under By Law 1 (h) above is

\$ (Dollars)

Calculation of initial subscription plus joining fee

In accordance with By Law number 2 annual subscription fees are calculated as follows:

By Law 2 (c) Media Display Members

Media Display Members will be assessed into the following subscription formula:

- A minimum subscription of \$2,060 per annum, which shall apply to all Media Display members who had net revenue of less than \$300,000 (ADD GST) in the previous year.
- A minimum subscription of \$4,120 per annum, which shall apply to all Media Display members who had net revenue of \$300,000 or more, but less than \$1,000,000 (ADD GST) in the previous year.
- A minimum subscription of \$12,360 per annum, which shall apply to all Media Display members who had net revenue of between \$1,000,000 and less than \$5 million; (ADD GST) in the previous year.
- A subscription for members who had net revenue of more than \$5 million in the previous year is calculated as follows: \$3090 per \$1million of net revenue or part thereof (ADD GST)

In addition, By Law Number 1 (b) prescribes an initial joining fee of an amount equal to the first full year's membership subscription. If you are admitted as a member, part way through a calendar year, the Association may consider pro rata fees for that calendar year. In such cases the Joining Fee will be calculated as the fees payable in that year if they had been paid for a full year.

SECTION D - agreement to abide by rules, and proposal as Member

Applicant: I / We agree to abide by the Constitution of the Association, including its by-laws and codes of conduct and ethics where applicable to my / our operations

.....

(Applicant Name) (Date) (Signature)

Proposer: I / We propose the above named applicant for membership, and know them to be of good character and engaged in Outdoor Media operations consistent with the Media Display category of membership.

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(Proposer Name) (Date) (Signature)

Seconder: I / We second the above Application, and know the Applicant to be of good character and engaged in Outdoor Media operations consistent with the Media Display category of membership.

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(Seconder Name) (Date) (Signature)

What happens next:

Once your completed form is received you should carefully consider whether you meet the “format” requirements for admission as a Media Display Member. Also, whether you are prepared to meet the revenue verification requirements (which are vital to industry revenue, whole-of-media revenue share, and other requirements, including setting your annual subscription); and the ongoing reporting regime. If you agree to these you should indicate your annual revenue on this form (above) and forward it together with payment of an initial subscription and joining fee. We will facilitate your contact with APD Prosperity Advisers to complete the necessary verifications.

Once your verification is complete we will place your application before the Board for consideration. You must also meet all the requirements in the Constitution of the Association, available from the OMA office on 02 9357 9900.

If the verification process is not completed before that meeting, the Board may consider the application in progress, and may decide to defer it until completion.

Note:

- If application is unsuccessful, total amount returned.
- If application is successful, Board may remit *pro rata* for part of the initial subscription depending on date of admission. Association financial year is January to December.
- Signed authority to Industry Auditor (APD Prosperity Advisers) (see By Law 1 (g)) will be required after receipt of your application.