



ABN 59 004 233 489

4 May 2009

Mr Menno Henneveld
Commissioner of Main Roads
Main Roads Western Australia
PO Box 6202
EAST PERTH WA 6892

Dear Mr Henneveld

I am writing in regards to two news articles published in the *Southern Gazette* and the *Freemantle Cockburn Gazette* on 28 April 2009 concerning Mr John McGrath MLA's call for more billboards to be placed along Perth's major roads to advertise Western Australia's struggling tourism industry.

By way of introduction, the Outdoor Media Association (OMA) is the national body representing members involved in the outdoor advertising industry. The OMA performs a number of roles on behalf of its members, one of which is to liaise with state and local government agencies on a number of regulatory issues including planning legislation for outdoor advertising, driver distraction, etc.

As outlined in the OMA's *Code of Ethics*, the OMA and its members are committed to working with road authorities to address road safety requirements for outdoor advertising. The OMA is currently working with the NSW Roads and Traffic Authority, QLD Department of Main Roads and VicRoads to refine guidelines for outdoor advertising on State-controlled roads to ensure that good road safety outcomes are maintained.

Considering that outdoor advertising is a significant contributor to both the local and State economy, the OMA would be pleased to work with Main Roads WA to establish appropriate guidelines for roadside advertising in order to allow for the development of more roadside advertising signs.

The OMA would appreciate the opportunity to discuss this matter further with you at your convenience. Please contact me on (02) 8356 9000 if you would like more information or to arrange a suitable meeting time. I have also enclosed a copy of the OMA's *2008 Annual Report* to provide you with more information about our growing industry.

Yours sincerely,

Helen Willoughby
Chief Executive Officer