

17 September 2008

Councillor Dom Lopez
Mosman Municipal Council
P.O Box 211
SPIT JUNCTION NSW 2088

Dear Councillor,

I refer to a news article published in the Mosman Daily Newspaper on Thursday 11 September 2008 regarding your suggestion to display third party advertising on public infrastructure such as park benches and bins in your local government area.

The Outdoor Media Association (OMA) is the peak national body representing members of the outdoor advertising industry. The industry is an important contributor to the State's economy, providing public infrastructure estimated at more than \$79 million in New South Wales.

In the 2006/07 financial year, our operators provided 2515 bus shelters, 909 bins and 575 park benches to local government areas throughout the State. Our operators also fund the maintenance costs for this infrastructure, valued at close to \$3.8 million per year. These facilities are obviously essential to the members of your local community and can provide advertising opportunities for both the local council and local community events.

There does appear, however, to be some concern that this advertising will compromise Mosman's village atmosphere and heritage character. Outdoor advertising is heavily regulated in both State and local planning regulation and is not permissible in heritage areas. Our members are committed to working with councils to ensure that advertising structures are located in areas permitted by State and local laws and are well integrated with the surrounding environment.

The OMA would be pleased to meet with you and your fellow Councillors to discuss this matter further. Please contact me on (02) 8356 9000 if you would like further information or to set up a suitable meeting time.

Yours sincerely,

Carolyn Samsa
Senior Policy Adviser