



ABN 59 004 233 489

9 October 2008

Mr Geoff Cook  
Planning Manager  
Mansfield Shire Council  
Private Bag 1000  
MANSFIELD VIC 3724

Dear Mr Cook,

I am writing in regards to Mansfield Shire Council's draft advertising signage policy. The Outdoor Media Association (OMA), as the peak national body representing the outdoor media industry, has prepared a submission with our comments regarding the proposed policy for your consideration.

The OMA is aware that the draft signage policy does not contain provisions to allow for third party advertising on street furniture such as bus shelters. In the 2006/07 financial year, our operators provided 3,793 bus and tram shelters and 152 bins to local government areas in the State<sup>1</sup>. Our operators also funded the maintenance costs for this infrastructure, valued at close to \$5.9 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. The OMA therefore recommends that provisions be included in this draft signage policy to allow for third party advertising on street furniture.

Public attitudes towards outdoor advertising have also improved since 2000. Independent research conducted by AC Nielsen<sup>2</sup> found that 87% of people were either supportive of or neutral towards outdoor advertising, compared to just 68% in 2000. A number of factors can be attributed to these results, including industry consolidation, improved quality of outdoor sites and the public benefit created through the funding of community infrastructure and donations of advertising space to charities.

Outdoor advertising is heavily regulated in both State and local planning regulation and is only permitted in certain 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.

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<sup>1</sup> National economic study of the Outdoor Media Industry. Access Economics, December 2007.

<sup>2</sup> Public opinion on outdoor advertising. AC Nielsen, June 2007.



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The OMA appreciates your time in considering our submission. Our members look forward to having the opportunity to work with Mansfield Shire Council in the future to deliver signage that is well integrated and supports local activity. If you would like more information about any aspect of this submission, please do not hesitate to contact me on (02) 8356 9000.

Yours sincerely,

Carolyn Samsa  
Senior Policy Adviser