



ABN 59 004 233 489

## **OMA's Environment and Sustainability Statement**

As the peak representative body for the Australian outdoor advertising industry, the Outdoor Media Association (OMA) recognises our responsibility to minimise the impact of our industry's operations on the built and natural environment, and to contribute to the sustainability of the communities in which we operate.

We further recognise that to remain a financially responsible industry requires leadership through assisting members with regulatory and marketing support, monitoring global industry trends, abiding by the industry's Code of Ethics and promoting best practice.

The OMA will assist our members in meeting these goals by:

- Monitoring and reporting on evolving outdoor media technologies that reduce the impact of outdoor advertising on the built and natural environment.
- Working with member companies to establish achievable and measurable industry-wide environmental initiatives, including:
  - Benchmarks for reducing the generation of waste, including recycling programs for outdoor advertising skins.
  - Programs to conserve energy, water and natural resources through increased efficiency and the introduction of new technologies and production methods.
  - Targets to increase the number of fuel-efficient vehicles within operational transport fleets.
- Coordinating industry-wide initiatives which provide sponsorships or in-kind support toward community causes and not-for-profit organisations.
- Consulting on a regular basis with regulatory agencies and other key stakeholders on the planning and integration of outdoor media so as to add to the public benefit.
- Communicating openly and constructively with relevant authorities, government agencies and the community on sustainability and environment issues which relate to the outdoor advertising industry.
- Supporting members' own environment and sustainability policies through targeted promotion and education among internal and external stakeholders.

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