



ABN 59 004 233 489

9 October 2008

Ms Katherine Buckley
Development Officer
Camden Council
PO Box 183
CAMDEN NSW 2049

Dear Miss Buckley,

Thank you for inviting the Outdoor Media Association (OMA), as the peak national body representing the outdoor media industry, to comment on Camden Council's draft *Development Control Plan Part D: Chapter 4 – Outdoor Advertising* (the DCP).

The OMA acknowledges that the aim of this draft DCP is to encourage signage that is consistent with the characteristics of the Camden Local Government Area. However, the DCP does not make it clear as to whether third party advertising is permitted and where it is appropriate to be displayed. The OMA respectfully recommends, therefore, that provisions for third party advertising be more clearly outlined in this DCP.

There are also no provisions within this DCP to allow for third party advertising on street furniture such as bus shelters. In the 2006/07 financial year, our operators provided 2515 bus shelters, 909 bins and 575 park benches to local government areas throughout the State¹. Our operators also funded 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. The OMA therefore recommends that provisions be included in this DCP to allow for third party advertising on street furniture.

Public attitudes towards outdoor advertising have improved since 2000. Independent research conducted by AC Nielsen² 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.

¹ National economic study of the Outdoor Media Industry. Access Economics, December 2007.

² Public opinion on outdoor advertising. AC Nielsen, June 2007.



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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 appreciates your time in considering our submission and looks forward to having the opportunity to work with Camden 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