



ABN 59 004 233 489

28 April 2009

Ms Tracey Parker  
Manager, Planning Policy and Projects  
Cardinia Shire Council  
P.O Box 7  
PAKENHAM VIC 3810

Dear Ms Parker,

I am writing in regards to Cardinia Shire Council's draft *Advertising Signs Guidelines*. The Outdoor Media Association (OMA), as the peak national body representing the outdoor media industry, has prepared a submission regarding these proposed guidelines for your consideration.

The OMA represents members who use the following formats for third party (promotional) advertising: large format (i.e. billboards), posters, transit (i.e. buses, railways, trams), and street furniture (i.e. bus and tram shelters, phone booths, bins, street signs, illuminated street poles). The OMA notes that the proposed guidelines do not contain provisions to allow for this form of promotional advertising if it does not relate to the products, goods or services offered for sale on the land in which it is being advertised.

Third party advertising has the potential to provide considerable public benefits to the local community. For example, 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. It also frees up valuable funds that can be used for other purposes within the community. The OMA therefore recommends that provisions be included in this draft signage policy to allow for third party advertising in business, commercial and industrial areas only.

You may be interested to know that public attitudes towards outdoor advertising have 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

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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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funding of community infrastructure and donations of advertising space to charities.

As you are aware, third party advertising is heavily regulated in the *Victorian Planning Provisions* (VPPs). 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. Our members look forward to having the opportunity to work with Cardinia Shire Council in the future to deliver signage that compliments the character and visual amenity of the area 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,

A handwritten signature in black ink that reads 'CSamsa'.

Carolyn Samsa  
Senior Policy Adviser