

## **Winner of 2009 Young Planner's Scholarship**

Michelle Willemse is a young, talented and enthusiastic urban planner in Brisbane City Council, where she works to find ways to protect biodiversity values in the context of a rapidly growing urban region.

Her proposal is to investigate how vegetation is used overseas to help integrate outdoor advertising into the natural and built environment. Through this research, she hopes to gain an insight into the viability of green form advertising and its possible application to a domestic Australian context.

She will visit San Francisco, Toronto and New York, cities chosen for their exemplary use of landscaped freeways, living billboards, and green wall advertising along with a number of natural earth media projects.

Building on her research skills from a First Class Honours degree, she will gather data from government and industry contacts and analyse it with the following overall question in mind: how effective is such advertising both in terms of audience reach and of mitigating adverse impact on the environment, as compared with traditional outdoor advertising formats.

Michelle's research will be directly relevant to her work in Brisbane City Council, and she will be a good communicator of her findings to the profession in Australia generally.

## **Winner of the 2008 Young Planner's Scholarship**

Colleen Keegan is a Strategic Planner in Sunshine Coast Regional Council (formerly the Shire of Noosa, recently nominated as a UNESCO Biosphere Reserve). From her experience she gained a knowledge of the UNESCO Creative Cities Network, and in particular its Cities of Design chosen from around the world as successfully promoting innovative and quality urban design.

For her research proposal she chose to visit two UNESCO Cities of Design – Montreal and Buenos Aires – as well as a third city, Amsterdam, in order to attend an international conference there on Digital Out of Home Media.

Her project is to investigate the regulation on outdoor advertising in these cities to find out innovative and best practice methods of integrating outdoor advertising into the built and natural environment in a manner that is sensitive to local cultural landscapes and amenity.

She proposed to scope out her topic through face-to-face communication with regulatory, community, and industry stakeholders, desktop analysis of key regulations, and visits to specific outdoor advertising sites.

She will bring back pointers on the nature of regulatory provisions, and techniques for addressing a wide range of issues such as visual amenity, safety, and new technologies. Her work will directly inform the Sunshine Coast Regional Council's treatment of its UNESCO-nominated biosphere reserves and its planning schemes, and contribute to the knowledge base of the local industry and community.

### **Winner of the 2007 Young Planner's Scholarship**

Rachel Attwood was the first winner of the OMA's Young Planner's Research Scholarship. She undertook a 5-week tour that included Tokyo and Osaka, New Delhi and Agra, London and New York, and Sao Paulo.

In this trip Rachel was able to see what happens in cities that have no regulation on outdoor advertising, cities that have too much (prescriptive) regulation, and cities that have achieved a more balanced approach to regulation. She interviewed planners, discussing the nature of regulatory provisions and of difficulties in regulatory enforcement.

Rachel reviewed and analysed these different regulatory models, and applied her insights to the regulatory situation in her home state of Victoria, coming with with specific recommendations for reform of outdoor signage planning provisions.

Rachel has been an excellent ambassador, having provided speeches to various planning conventions and drafted not only a major research report but also articles for the profession's journals and newsletters.