OUTDOOR MEDIA ASSOCIATION

ECONOMIC CONTRIBUTION OF OUT-OF-HOME ADVERTISING

The Outdoor Media Association (OMA) is the peak industry body representing the Out of Home advertising industry in Australia.

Out of Home includes billboards, transit ads and street furniture, reaching 97% of Australians weekly in the real world.

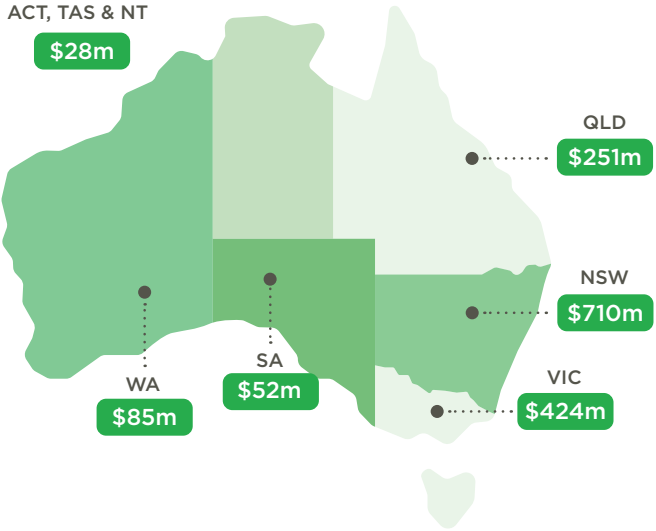
Out of Home plays an integral role in Australia's economy, and delivers substantial value by supporting communities and maintaining public infrastructure nationwide.

To better understand the impact of Out of Home, the OMA commissioned Deloitte Access Economics to assess the economic and social contribution of the industry.

2025

$1.5B contributed to the Australian economy

16% increase since 2023



For every dollar of value added by Out of Home advertising companies, there is more than $1.10 added across the broader economy.

Source: Deloitte Access Economics analysis (2026)

Out of Home advertising provides essential public infrastructure at no cost to taxpayers.

Nationally, OMA members build, maintain and manage:

22,600
public infrastructure assets

$706m
value of infrastructure

Public infrastructure assets include bus and tram shelters, bins, pedestrian bridges, public toilets, and kiosks



OUTDOOR MEDIA ASSOCIATION

NEW SOUTH WALES



State Contribution

$710m

Total value added

Economic contribution is calculated as the sum of gross operating surplus and labour income.

$401m

Revenue in roadside advertising

Includes billboards and street furniture such as bus shelters, tram shelters and phone booths.

$195m

Revenue in transit advertising

Includes advertising in and around airports, on public transport and on station concourse, platforms and terminals.

$134m

Revenue in retail/lifestyle advertising

Includes place-based advertising such as shopping centres, cafes, office lobbies, gyms, petro-convenience and universities.

Public Infrastructure

Out of Home offers a trusted platform for community messaging from important information to emergencies and public celebrations.

8,354

Public infrastructure items

Provided, developed, maintained and managed by OMA members, such as bus shelters and pedestrian bridges at no cost to tax payers.

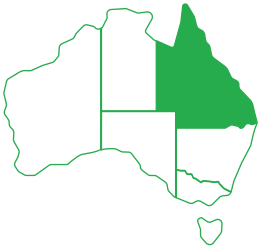
$248m

Value of public infrastructure

Developed, maintained and managed by OMA members.

OUTDOOR MEDIA ASSOCIATION

QUEENSLAND



State Contribution

$251m

Total value added

Economic contribution is calculated as the sum of gross operating surplus and labour income.

$144m

Revenue in roadside advertising

Includes billboards and street furniture such as bus shelters, tram shelters and phone booths.

$44m

Revenue in transit advertising

Includes advertising in and around airports, on public transport and on station concourse, platforms and terminals.

$41m

Revenue in retail/lifestyle advertising

Includes place-based advertising such as shopping centres, cafes, office lobbies, gyms, petro-convenience and universities.

Public Infrastructure

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2,860

Public infrastructure items

Provided, developed, maintained and managed by OMA members, such as bus shelters and pedestrian bridges at no cost to tax payers.

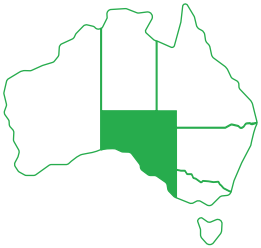
$78m

Value of public infrastructure

Developed, maintained and managed by OMA members.

OUTDOOR MEDIA ASSOCIATION

SOUTH AUSTRALIA



State Contribution

$52m

Total value added

Economic contribution is calculated as the sum of gross operating surplus and labour income.

$21m

Revenue in roadside advertising

Includes billboards and street furniture such as bus shelters, tram shelters and phone booths.

$12m

Revenue in transit advertising

Includes advertising in and around airports, on public transport and on station concourse, platforms and terminals.

$11m

Revenue in retail/lifestyle advertising

Includes place-based advertising such as shopping centres, cafes, office lobbies, gyms, petro-convenience and universities.

Public Infrastructure

Out of Home offers a trusted platform for community messaging from important information to emergencies and public celebrations.

1,282

Public infrastructure items

Provided, developed, maintained and managed by OMA members, such as bus shelters and pedestrian bridges at no cost to tax payers.

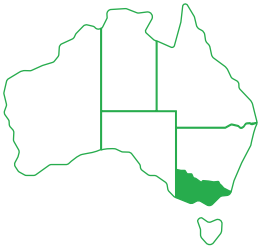
$37m

Value of public infrastructure

Developed, maintained and managed by OMA members.

OUTDOOR MEDIA ASSOCIATION

VICTORIA



State Contribution

$424m

Total value added

Economic contribution is calculated as the sum of gross operating surplus and labour income.

$235m

Revenue in roadside advertising

Includes billboards and street furniture such as bus shelters, tram shelters and phone booths.

$106m

Revenue in transit advertising

Includes advertising in and around airports, on public transport and on station concourse, platforms and terminals.

$89m

Revenue in retail/lifestyle advertising

Includes place-based advertising such as shopping centres, cafes, office lobbies, gyms, petro-convenience and universities.

Public Infrastructure

Out of Home offers a trusted platform for community messaging from important information to emergencies and public celebrations.

8,038

Public infrastructure items

Provided, developed, maintained and managed by OMA members, such as bus shelters and pedestrian bridges at no cost to tax payers.

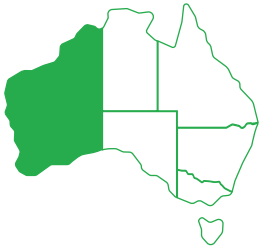
$298m

Value of public infrastructure

Developed, maintained and managed by OMA members.

OUTDOOR MEDIA ASSOCIATION

WESTERN AUSTRALIA



State Contribution

$85m

Total value added

Economic contribution is calculated as the sum of gross operating surplus and labour income.

$38m

Revenue in roadside advertising

Includes billboards and street furniture such as bus shelters, tram shelters and phone booths.

$21m

Revenue in transit advertising

Includes advertising in and around airports, on public transport and on station concourse, platforms and terminals.

$18m

Revenue in retail/lifestyle advertising

Includes place-based advertising such as shopping centres, cafes, office lobbies, gyms, petro-convenience and universities.

Public Infrastructure

Out of Home offers a trusted platform for community messaging from important information to emergencies and public celebrations.

1,180

Public infrastructure items

Provided, developed, maintained and managed by OMA members, such as bus shelters and pedestrian bridges at no cost to tax payers.

$33m

Value of public infrastructure

Developed, maintained and managed by OMA members.