



22 April 2024

OMA and RSL join forces to honour those who've served this ANZAC Day

The Outdoor Media Association (OMA) and RSL have once again joined forces in the spirit of mateship, partnering for the fifth consecutive year to encourage Australians to commemorate ANZAC Day.

The partnership will see RSL's ANZAC Day campaign –*That's the ANZAC spirit* – broadcast across the national outdoor media network of OMA members in the lead up to and on ANZAC Day on Thursday 25 April.

Proud supporters of the RSL's national commemorative campaigns for the past four years, the OMA and its members have generously donated more than \$25.6 million in advertising space for ANZAC Day and Remembrance Day commemorations.

RSL Queensland State President Major General Stephen Day DSC AM said the partnership with OMA played a key role in encouraging more Australians to honour the service of veterans on ANZAC Day.

"ANZAC Day is a time for us to come together, young and old, to reflect on how far we've come as a nation while paying our respects to current and former members of the defence force who have been paramount in protecting the freedoms that we're so lucky to have," MAJGEN Day said.

"The spirit of the ANZACs is a fundamental part of the Australian ethos; reaching out to provide a helping hand to those in need, standing up for what is right, and the solemn promise to never leave a mate behind. This day serves as an opportunity to reflect on our roots, come together as veterans and the community and remember those who have fallen.

"The RSL is proud to continue our partnership with the Outdoor Media Association and its members to once again bring this message to all Australians."

ANZAC Day, 25 April, marks the moment of the Gallipoli landings in 1915 and recognises the contribution of the 1.5 million service personnel who have served our country in all wars, conflicts, and peacekeeping operations then and since.

This year, RSL's ANZAC Day campaign urges Australians of all ages to embrace their intergenerational connection with the ANZAC spirit. Whether that involves families taking their children to a service for the first time, grandparents sharing stories of service with grandchildren, or friends gathering to remember the service of veterans, the campaign encourages Australians to unite to honour the sacrifices made by service men and women.

OMA CEO Elizabeth McIntyre said the partnership had evolved since its inception, becoming an annual national initiative that served as an important reminder of the significance of ANZAC Day.

"I strongly encourage all Australian to attend an ANZAC Day service, whether that be in their capital city or at their local RSL Sub Branch, and take the time to remember those that have gone before us and those that continue to serve to this day," Ms McIntyre said.

"Our members are proud to support the RSL and amplify their message with the industry's network of digital signs, reminding and encouraging people to come together and reflect on a day of such



significance to our nation. The OMA is honoured to rally our communities, to come together and pay homage to our shared history, and we salute the RSL for its efforts to give all Australians the chance to stand in solidarity to commemorate ANZAC Day.”

Queensland Assistant Minister for Veterans and Member for Stafford Jimmy Sullivan thanked RSL Queensland and the OMA for their ANZAC Day partnership.

“ANZAC Day is an important day of commemoration for the Queensland community that has grown in significance over the decades as new generations honour family who have served our country in times of conflict and in peace,” Mr Sullivan said.

“For as long as I can remember, I’ve attended my community’s beautiful, local Dawn Service and will pause with my family to recognise the Australians who’ve served, as we always have.

“The location of our local Dawn Service is particularly poignant as the place where my maternal grandfather, a World War Two veteran who like his contemporaries fought for the freedoms subsequent generations of Australians enjoy, now rests in peace.”

OMA members supporting the campaign this year include Australian Outdoor Sign Company (AOSco), BIG Outdoor, Bishopp Outdoor Advertising, Cartology, Civic Outdoor, Ei Media, Gawk, goa billboards, JCDecaux, JOLT, LUMOS, Motio, oOh!media, Paradise Outdoor Advertising, QMS, S Connect - Stockland, Tayco Outdoor Advertising, The Media Shop (TMS), Total Outdoor Media (TOM), Tonic Media Network, TorchMedia, VMO and Vicinity Centres.

For more information about RSL’s ANZAC Day commemorative activities, visit anzacspirit.com.au

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ABOUT ANZAC DAY

ANZAC Day, 25 April, marks the anniversary of the first major military action fought by Australian and New Zealand forces during World War I. ANZAC stands for Australian and New Zealand Army Corps. The soldiers in those forces became known as the Anzacs, and the pride they took in that name endures to this day.

On ANZAC Day, remembrance takes two forms – commemorative services are held at dawn, the time of the original landing in Gallipoli, and later in the day, ex-servicemen and women meet to take part in marches through the major cities and in many smaller centres to honour all those who have served.

ABOUT RSL QUEENSLAND

RSL Queensland has stood shoulder to shoulder with Queensland’s Defence family since 1916.

It is the largest ex-service organisation in Queensland, providing practical support, assistance, advice and camaraderie to current and former Australian Defence Force members and their families across the state. RSL Queensland comprises more than 230 Sub Branches across 10 Districts.

The organisation is run by veterans for veterans and its 35,000 members span all ages, genders, ethnicities, and service backgrounds. RSL Queensland is a registered charity and receives minimal government funding.

For more information, visit www.rslqld.org.



ABOUT THE OUTDOOR MEDIA ASSOCIATION (OMA)

The OMA is the peak industry body which represents most of Australia's Outdoor Media Owners and Suppliers, and some Asset Owners. The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.