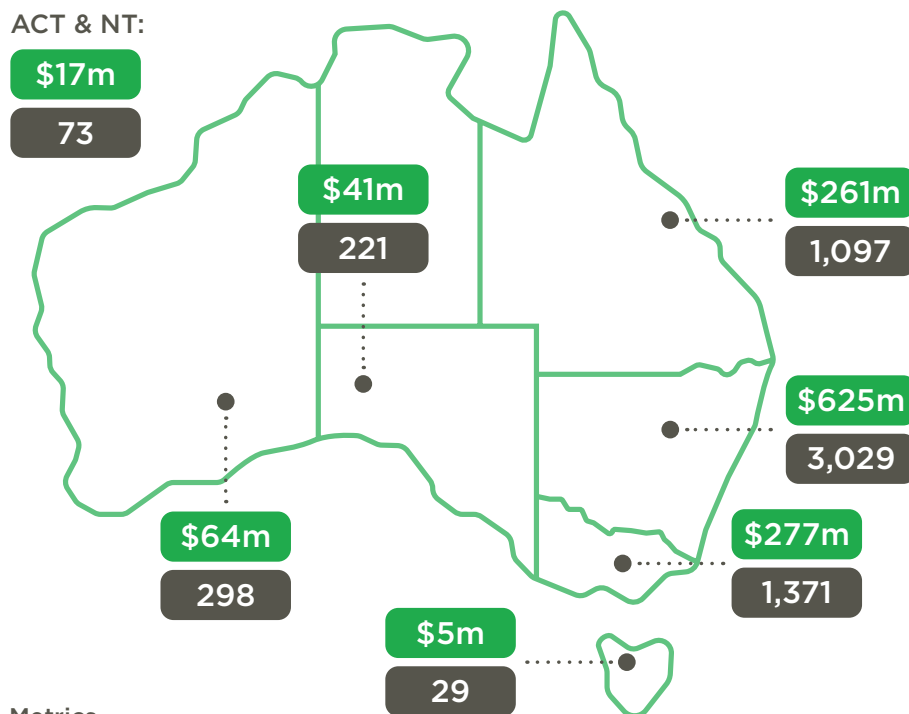


# Economic Contribution of Out-of-Home Advertising

The Outdoor Media Association (OMA) is the peak industry body that represents companies that display advertisements, own signs, and provide services to the industry. Out of Home (OOH) is advertising for products and services that you see outside the home, on a variety of signs, across various locations.

To better understand the contribution of the OOH industry, OMA has commissioned *Deloitte Access Economics* to estimate the contribution of the industry to the Australian economy.

ACT & NT:



Metrics

\$m

FTEs

Source: Deloitte Access Economics analysis (2024)

## \$1.3B

contributed to the Australian economy

## \$572m

direct contribution to the economy

## \$719m

indirect contribution to the economy

For every dollar of value added by OOH advertising companies, there is more than another dollar of value added across the broader economy.

## 6,100+

FTE positions supported nationally in 2023

## 75%

higher than 2014

For every FTE employed directly, there are two other FTEs employed elsewhere in the economy.

## OOH advertising provides essential public infrastructure at no cost to tax payers.

OMA members contribute over **21,500** public infrastructure items – including bus shelters, bins, and tram shelters – worth over **\$665** million.

## 300

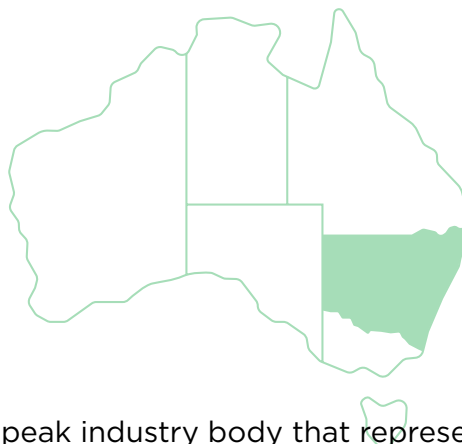
Charities supported in 2023 by OMA members

## \$97.8m

in charitable support in 2023



# Economic Contribution of Out-of-Home Advertising New South Wales



The Outdoor Media Association (OMA) is the peak industry body that represents companies that display advertisements, own signs, and provide services to the industry. Out of Home (OOH) is advertising for products and services that you see outside the home, on a variety of signs, across various locations.

## State Contribution



### \$625m

**Total value added**

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



### \$11m

**Taxes paid**

Total amount of taxes paid by OMA members in 2023.



### \$313m

**Revenue in roadside advertising**

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



### \$126m

**Revenue in retail/lifestyle advertising**

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



### \$100-125m

**Revenue in transit advertising**

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

## Advertising Panels

Outdoor media plays a role in creating a valued local identity, offer a platform for important community messaging, promote local events and businesses, and contribute to creating a safer city.



### 6,386

**Public infrastructure items**

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

There were an estimated  
**98,400** panels in  
New South Wales in 2023.

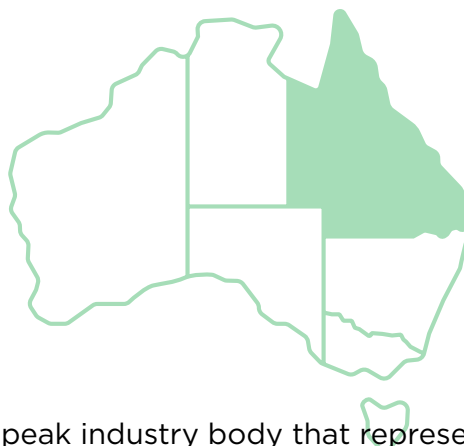


### \$230m

**Value of public infrastructure**

developed, maintained and managed by OMA members.

# Economic Contribution of Out-of-Home Advertising Queensland



The Outdoor Media Association (OMA) is the peak industry body that represents companies that display advertisements, own signs, and provide services to the industry. Out of Home (OOH) is advertising for products and services that you see outside the home, on a variety of signs, across various locations.

## State Contribution



### \$261m

**Total value added**

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



### \$7m

**Taxes paid**

Total amount of taxes paid by OMA members in 2023.



### \$180m

**Revenue in roadside advertising**

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



### \$43m

**Revenue in retail/lifestyle advertising**

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



### \$36m

**Revenue in transit advertising**

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

## Advertising Panels

Outdoor media plays a role in creating a valued local identity, offer a platform for important community messaging, promote local events and businesses, and contribute to creating a safer city.



### 3,163

**Public infrastructure items**

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

There were an estimated  
**45,400** panels in  
Queensland in 2023.

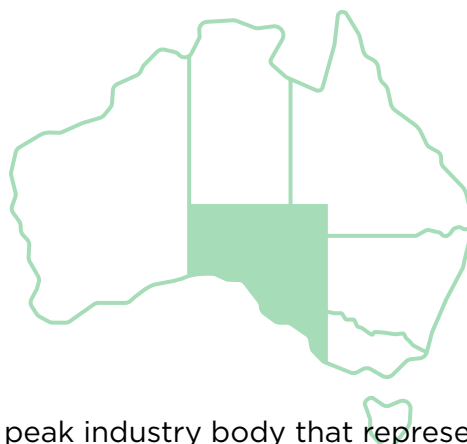


### \$85m

**Value of public infrastructure**

developed, maintained and managed by OMA members.

# Economic Contribution of Out-of-Home Advertising South Australia



The Outdoor Media Association (OMA) is the peak industry body that represents companies that display advertisements, own signs, and provide services to the industry. Out of Home (OOH) is advertising for products and services that you see outside the home, on a variety of signs, across various locations.

## State Contribution



### \$41m

**Total value added**

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



### \$287k

**Taxes paid**

Total amount of taxes paid by OMA members in 2023.



### \$32m

**Revenue in roadside advertising**

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



### \$7m

**Revenue in retail/lifestyle advertising**

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



### \$7-8m

**Revenue in transit advertising**

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

## Advertising Panels

Outdoor media plays a role in creating a valued local identity, offer a platform for important community messaging, promote local events and businesses, and contribute to creating a safer city.



### 771

**Public infrastructure items**

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

There were an estimated  
**5,200** panels in  
South Australia in 2023.



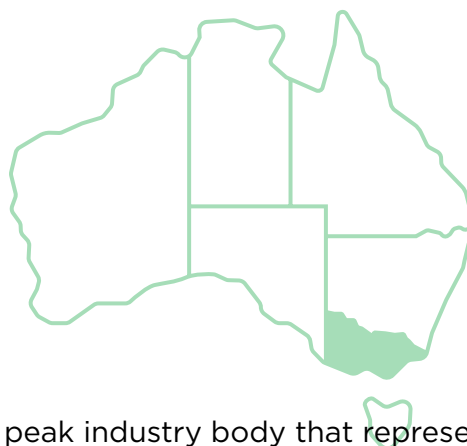
### \$23m

**Value of public infrastructure**

developed, maintained and managed by OMA members.

## Economic Contribution of Out-of-Home Advertising

# Victoria



The Outdoor Media Association (OMA) is the peak industry body that represents companies that display advertisements, own signs, and provide services to the industry. Out of Home (OOH) is advertising for products and services that you see outside the home, on a variety of signs, across various locations.

### State Contribution



## \$277m

**Total value added**

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



## \$6m

**Taxes paid**

Total amount of taxes paid by OMA members in 2023.



## \$198m

**Revenue in roadside advertising**

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



## \$76m

**Revenue in retail/lifestyle advertising**

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



## \$85m

**Revenue in transit advertising**

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

### Advertising Panels

Outdoor media plays a role in creating a valued local identity, offer a platform for important community messaging, promote local events and businesses, and contribute to creating a safer city.



## 10,188

**Public infrastructure items**

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

There were an estimated **33,500** panels in Victoria in 2023.



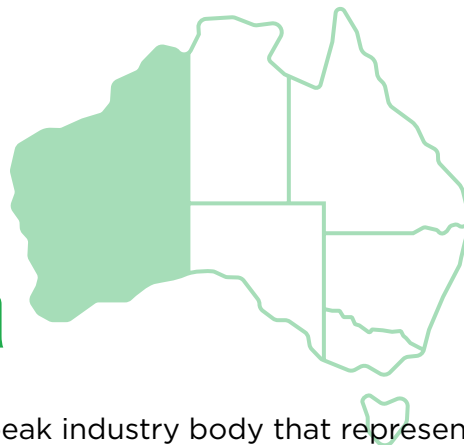
## \$295m

**Value of public infrastructure**

developed, maintained and managed by OMA members.

## Economic Contribution of Out-of-Home Advertising

# Western Australia



The Outdoor Media Association (OMA) is the peak industry body that represents companies that display advertisements, own signs, and provide services to the industry. Out of Home (OOH) is advertising for products and services that you see outside the home, on a variety of signs, across various locations.

### State Contribution



## \$64m

**Total value added**

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



## \$400k

**Taxes paid**

Total amount of taxes paid by OMA members in 2023.



## \$53m

**Revenue in roadside advertising**

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



## \$18m

**Revenue in retail/lifestyle advertising**

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



## \$12.5-17.5m

**Revenue in transit advertising**

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

### Advertising Panels

Outdoor media plays a role in creating a valued local identity, offer a platform for important community messaging, promote local events and businesses, and contribute to creating a safer city.



## 792

**Public infrastructure items**

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

There were an estimated **7,500** panels in Western Australia in 2023.



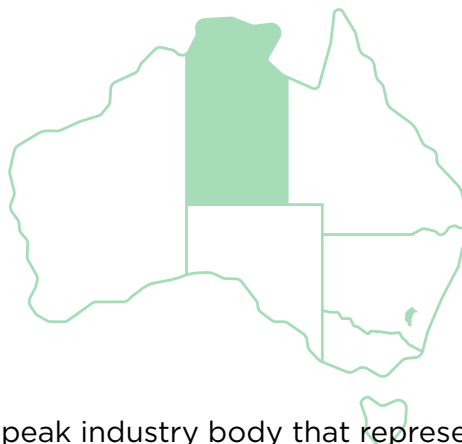
## \$23m

**Value of public infrastructure**

developed, maintained and managed by OMA members.

## Economic Contribution of Out-of-Home Advertising

# ACT & NT



The Outdoor Media Association (OMA) is the peak industry body that represents companies that display advertisements, own signs, and provide services to the industry. Out of Home (OOH) is advertising for products and services that you see outside the home, on a variety of signs, across various locations.

### State Contribution



## \$17m

### Total value added

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



## \$19m

### Taxes paid

Total amount of taxes paid by OMA members in 2023.



## \$2m

### Revenue in roadside advertising

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



## \$2m

### Revenue in retail/lifestyle advertising

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



## \$4m

### Revenue in transit advertising

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

### Advertising Panels

Outdoor media plays a role in creating a valued local identity, offer a platform for important community messaging, promote local events and businesses, and contribute to creating a safer city.



## 269

### Public infrastructure items

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

There were an estimated **1,700** panels in ACT & NT in 2023.



## \$8m

### Value of public infrastructure

developed, maintained and managed by OMA members.