



Media Release

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For immediate release

INDUSTRY CALLS FOR SOUND POLICY WHEN IT COMES TO AD RESTRICTIONS IN QUEENSLAND

Following Health Minister Steven Miles' announcement that the Queensland Government will restrict 'junk food' advertising, the Outdoor Media Association (OMA) is working with the Government to find a fair and sustainable policy solution for the promotion of food and beverages across the state.

Charmaine Moldrich, CEO of the OMA, highlighted the importance of industry consultation.

"While we understand and support the objective of the Queensland Government to improve health outcomes, the way forward must be nuanced and involve industry. We are working with the Queensland Government to find a way to achieve its objectives without creating adverse and unintended consequences for the State."

One severe consequence is that the restrictions will impact approximately \$34 million of annual Queensland Government revenue from Out of Home (OOH) advertising and threaten the job security of the Queensland locals who are directly employed in OOH and the food and grocery industries.

Moldrich also outlined industry's role in ensuring restrictions are effective.

"Simply removing one type of ad won't improve the health of Queenslanders. At 6% of the total advertising market, a ban targeting Out of Home advertising only, is likely to see advertising dollars shift to other channels rather than disappear altogether. A collaborative approach that draws on the expertise of advertisers and the food industry will ensure a more sustainable and effective way forward."

Moldrich concluded, "Bringing about social change is incredibly complicated. A genuine commitment to improving the health of Queenslanders involves working with the multiple industries impacted to deliver a multi-faceted solution. The OMA has proposed a targeted educational campaign to raise awareness and promote healthy foods and healthy lifestyle. We look forward to continuing our work with the Queensland Government to make a real difference to health in the State."

Ends

For further information and interviews please contact:

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About OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display 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.