



18 April 2023

RSL AND OMA PARTNER TO SHOW AUSTRALIANS THE ANZAC SPIRIT IN NATIONWIDE CAMPAIGN

This week, hundreds of Out of Home signs will remind Australians to honour the service, sacrifice and spirit of the ANZACs ahead of ANZAC Day on Tuesday 25 April, thanks to a national partnership between the RSL and the Outdoor Media Association (OMA).

Now in its fourth year, the ANZAC Day partnership will see the RSL's campaign creative broadcast across the nationwide Outdoor media network of OMA members.

The 2023 ANZAC Day campaign, *That's the ANZAC spirit*, connects the importance of the day and reasons we commemorate – encouraging all Australians to honour the ANZACs and all those who followed in their footsteps by attending ANZAC Day services and keeping alive the values of endurance, courage, ingenuity, humour, and mateship – values that have come to be known as the ANZAC spirit.

RSL Queensland State President Major General Stephen Day DSC AM said OMA's ongoing support and partnership helped ensure Australians across the country were reminded to embrace the ANZAC spirit in their day-to-day lives.

"It is fitting to see the ANZAC values of mateship and ingenuity shown through the continued commitment of OMA to supporting our cause," MAJGEN Day said.

"We are proud to bring this message to all Australians with the help of the OMA and its members, and remind the community that the legacy of our ANZACs lives on in us all.

"The campaign urges all Australians to honour the contribution of our service personnel by attending commemorative events and Dawn Services being held across the country at RSL Sub Branches and local cenotaphs."

ANZAC Day, April 25, 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.

Proud supporters of the RSL's national commemorative campaigns for the past three years, the OMA and its members have generously donated more than \$14 million in advertising space for ANZAC Day and Remembrance Day commemorations.

OMA CEO Elizabeth McIntyre said the partnership with RSL represents the commitment of OMA members to use its prominent place in Australian communities to help spread positive messages, such as the RSL's ANZAC Day commemorations.

"This important campaign will reach millions of Australians over the course of 10 days – making it a powerful investment in marking the significance of ANZAC Day," McIntyre said.





“With the campaign’s theme – *That’s the ANZAC spirit* – something that lives on in all Australians, we are proud to support the RSL in recognition of our service personnel. We commend their ongoing work for veterans and their families, as well as giving all Australians the chance to stand in solidarity to commemorate ANZAC Day.”

Assistant Minister to the Queensland Premier for Veterans' Affairs and COVID Economic Recovery Bart Mellish MP joined RSL Queensland and the OMA at the campaign launch and commended their effort to honour and ensure those who made the ultimate sacrifice are not forgotten.

“*That’s the ANZAC spirit* reminds us to remember those who have served, died or suffered in all wars, conflicts and peacekeeping operations during World War I and since. I congratulate the RSL and the OMA on their ANZAC Day partnership, broadcasting this important reminder which honours our ANZACs and keeps their spirit alive.”

The OMA and RSL ANZAC Day campaign will broadcast on digital signs and some bus-sides across the country until ANZAC Day, Tuesday 25 April 2023.

Participating OMA members include: Australian Outdoor Sign Company (AOSCo), BIG Outdoor, Bishopp Outdoor Advertising, Blue Tongue Outdoor, Civic Outdoor, Ei Media, Gawk, goa, Go Transit Media Group, JCDecaux, JOLT Charge, LUMOS, Motio, oOh!media, Outdoor Systems, Paradise Outdoor Advertising, QMS, Savage Outdoor Advertising, Scentre Group Brandspace, Shopper, The Media Shop (TMS), Tonic Media Network, TorchMedia, Total Outdoor Media (TOM), Val Morgan Outdoor (VMO), and Vicinity Centres.

For more information on the *That’s the ANZAC spirit* campaign visit anzacspirit.com.au.

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MEDIA CONTACTS

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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 approximately 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. It generates 95 per cent of its revenue from the RSL Art Union. For more information, visit 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.

