

01 PURPOSE

Vegetation management around outdoor advertising signs is an issue that continues to affect the Out of Home industry. This is due to the variable, inconsistent and sometimes unclear processes across Australia. The OMA advocates for consistent, clear and transparent rules and procedures for the management of vegetation around signs.

The OMA has created this Policy to outline best practice principles for Consent Authorities in relation to the management of vegetation around signage while also affirming OMA member's commitment to safe and sustainable practices.

VERSION: February 2021

02 SCOPE

This Vegetation Management Policy provides guiding best practice principles for Consent Authorities in relation to vegetation management around signs. The policy also helps OMA members effectively manage vegetation around their advertising signs to ensure safety and visibility and ultimately viability of the individual sign and its commercial contractual arrangements with the property owner.

03 VEGETATION MANAGEMENT BEST PRACTICE PRINCIPLES.

The OMA and its members advocate for consistent regulations for vegetation management across Australia based on the following principles:

- Where a sign has been constructed, safety and visibility of the sign should be considered paramount.
- OMA members and Consent Authorities should work collaboratively to create an integrated vegetation management plan.
- The process for management of vegetation around the sign should be considered at the time of the development application.
- For non-native, non-protected species of vegetation, management of vegetation to maintain the visibility and safety of the sign should be allowed without approval.
- In relation to native and protected species of vegetation Consent Authorities should consider the viability of the signage, for which approval was granted, in their decision making regarding vegetation management and actively seek open and productive discussion with OMA members in relation to the management of same.

04 OMA VEGETATION MANAGEMENT POLICY

- 4.1 The OMA and its members are committed to ensuring safe and sustainable practices associated with the management of overgrown vegetation around advertising signs.
- 4.2 OMA members, where required, will submit a Vegetation Management Plan to the Consent Authority, when submitting a new development application.
- 4.3 OMA members are conscious of the environmental impacts associated with the clearing and maintenance of native vegetation and will have regard to environment and sustainability factors when seeking to clear vegetation in the development or maintenance of an advertising sign.
For more information about the industry's commitment to sustainable practices, please see the [OMA Environment and Sustainability Policy](#).
- 4.4 OMA members will abide by all applicable legislation and regulation in relation to the clearing or management of vegetation around their signs.
- 4.5 OMA members will ensure that all vegetation clearing and management is done in accordance with relevant work health & safety principles and by qualified persons.

05 VEGETATION MANAGEMENT PLANS

If a Vegetation or Landscape Management Plan is required in a signage application, members should consider the following factors in their plan:

- Details of any existing vegetation currently surrounding the sign (for example, type of vegetation, approximate height etc).
- Proposed management of existing vegetation (trimming, removal etc).

For further information please contact OMA:

Outdoor Media Association / Suite 504, 80 William Street, East Sydney NSW 2011
Telephone: 02 9357 9900 / **Email:** info@oma.org.au / **Web:** oma.org.au

- Details of proposed landscaping (if any, such as type of vegetation to be planted, approximate height of growth, maintenance requirements, cost etc).
- Details of any alternative options for landscaping, if necessary, for example planting of vegetation in alternative locations in the area.

Members should consult with the relevant Consent Authority if there are any other requirements.

06 CLEARING VEGETATION

Members should address any potential vegetation management planning with the Consent Authority prior to the development of a sign. This can help mitigate the planting of unsuitable trees that have the propensity to grow to a height and width that will partially or fully obstruct clear sight lines from the general public intending to clearly read the sign.

06 DEFINITIONS

Consent Authority

The Authority, such as a local council, who will provide consent for the development.

Native Vegetation

Vegetation which is native to a specific area.

Significant/Regulated Trees

Trees deemed by a specific jurisdiction to be significant or that are otherwise specifically regulated in that jurisdiction.

Vegetation

Plant matter which may be native or otherwise, either living or dead.

Vegetation Management

The pruning, relocation or clearing, by whatever means, of vegetation around and in front of an advertising sign.

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