



14 September 2012

Bjarne Nordin  
Inquiry Manager  
Joint Standing Committee on Road Safety  
Parliament of NSW  
Macquarie St  
Sydney NSW 2000

Dear Mr Nordin

Thank you for the opportunity to provide further information to the Joint Standing Committee on Road Safety's Driver and Road User Distraction Inquiry. The Outdoor Media Association welcomes the opportunity to participate in this important Inquiry.

As requested during the hearing I have attached the following additional information:

1. The 2009 OMA Discussion Paper on Digital billboards and road safety (Attachment A).
2. Further information was requested from JC Decaux in relation to the claim quoted in the hearing that, 'two-thirds of people look towards a site when it scrolls, drawn by movement. Of those two-thirds, nearly 100 per cent go on to look at the following panel'. This information was sourced from a study undertaken in the United Kingdom in 2001 and was based on large format billboards, not the small format advertising used by JC Decaux in Australia. A copy of this report was unable to be sourced to provide to the Committee. JC Decaux has alternatively provided two Sydney based reports reviewing the accidents surrounding scrolling advertising, both before and after installation. Both reports show no evidence of an increase in accidents post installation. (Attachment B – email reply from JC Decaux and supporting documents)
3. Lee, S. E., McElheny, M.J. and Gibbons, R. (2007) *Driving Performance and Digital Billboards*, Virginia Tech Transportation Institute – please see page 59 for the full range of glance times as requested by the Committee (Attachment C).

I have also provided answers to the two Questions on Notice the Committee has asked:

1. **Certain submissions have highlighted concerns about the placement of advertisement billboards or free standing signs so that they obstruct drivers' lines of sights or force pedestrians to deviate from the pavement. This can be particularly dangerous around pedestrian crossings. Can you comment on this claim?**

As mentioned in our submission, OMA members have a range of regulatory requirements they have to meet before an advertising device can be approved. For example for the standard Development Approval process for a bus shelter, our members have to provide at a minimum the following information:

- 6 sets of drawings and a site survey.
- A Statement of Environment Effects, including an assessment for traffic movement and safety and a Development Control Plan for Signage.
- A Disability Discrimination Act Report.

In certain circumstances members will also obtain further consultancy reports where there is particular concern about a site.

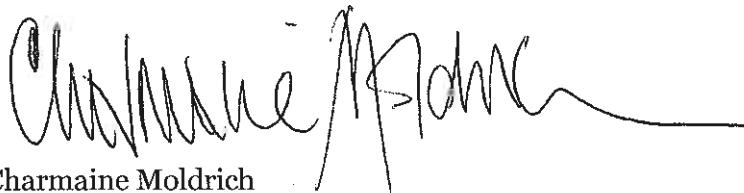
As such the OMA is satisfied that both pedestrian and driver safety is effectively managed in regards to our members' sites.

**2. The submission noted that pedestrians are far more likely than drivers to look at advertising. (p.05) Does the OMA have any comment to make about potentially distracted pedestrians?**

As previously noted in the OMA's submission and in the hearing, outdoor advertising is a highly regulated industry and as such has to undertake a number of safety precautions before a site is approved. As such we would submit that other unregulated sources of distraction are of more concern, including the use of mobile phones and personal music devices.

I trust that this additional information will assist the Committee and I look forward to seeing the outcomes of the report.

Yours sincerely



Charmaine Moldrich  
**Chief Executive Officer**