

## Section 1.1.5: Outdoor Advertising

JPC and CoJ Planning are currently engaging various media players. The principle underlying these engagements is the declaration of the City on the removal of all illegal advertising signs on all land. Each media owner is required to provide the City with timelines for removing illegal signs and to make proposals on transformation that is inclusive and broad-based over and above the BEE scorecard.

These engagements also aim to introduce a user fee model, encourage digitisation and reduce clutter. Various media owners have proposed the development of iconic signs or new formats to increase revenue to the City. Most of these were considered in the master plan that JPC developed.

JPC also participated in the regional outreach meetings with the public that commenced on 12 June 2017 and ended with the second Outdoor Advertising Indaba, which was oversubscribed and successfully attended on 28 June 2017. The aim of these meetings were to garner public inputs and comments on the proposed Outdoor Advertising By-laws that were open to public comment until 30 June 2017. JPC also used this platform to outline its plans to the industry, including the much anticipated transformation targets.

The City of Johannesburg outdoor advertising team (JPC/Planning Department) continued their engagement with the Out Of Home Media Association (OHMSA), an industry representative body comprising in excess of 200 members. The aim was to set up a platform for engagement and collaboration with the sector (media owners and buyers) on transformation to unlock opportunities for diversifying the portfolio, support entrepreneurship and to create jobs across the value chain of outdoor advertising.

The parties have pledged to work together to bring about discipline in the industry and devise processes and plans to eradicate illegal advertising in the city, thereby creating value for all. Both parties agreed to approach various major advertisers to influence advertising spend towards smaller players and discourage the funding of illegal signs.

### Achievement Against the Outdoor Industry Resolutions

No	Industry Resolution	YTD
1	Industry to come forward and declare all illegal signs to the City.	Achieved
2	The CoJ, through JPC and Development Planning, agree to commit to time frames to remove all illegal signs.	Achieved
3	The CoJ commits to improving the turnaround times in respect of by-law processes.	Achieved
4	JPC commits to being the applicant for by-law approval in respect of council-owned land.	Achieved
5	The CoJ commits to consider the reduction of application fees for SMMEs.	Achieved
6	The CoJ commits to develop a digital policy for the city. Certain areas have been developed in the master plan and the policy will follow.	Achieved
7	The CoJ will engage with development finance institutions (DFIs) to assist SMMEs with funding requirements.	Achieved
8	The CoJ will engage with the industry concerning the proposed Outdoor Advertising Master Plan as part of the Outdoor Advertising By-law review process.	Achieved
9	The CoJ commits to collaborate with the industry to invest in training and development in respect of outdoor advertising.	Achieved
10	The CoJ commits to setting up targets in terms of transformation to assist in ensuring more SMMEs participate in the industry.	Achieved