New guidelines proposed for digital advertising

The Department of Planning and Environment is proposing changes to guidelines for advertising billboards around major transport corridors to include specific criteria for electronic signage.

There are currently rules in place for advertising billboards located on major roads, railway corridors, on bridges and on road and rail overpasses.

However, electronic signage is not covered by these rules.

In recent years the technology for outdoor advertising and signage has changed, and these are being used more and more in transport corridors for roadside advertising.

The draft changes will be on exhibition until the end of January 2016 and introduce specific criteria for electronic signs to minimise driver distraction and maximise road safety.

These include:
- specifying the amount of time an image can be displayed depending on the speed limit in certain areas
- the brightness of the image
- the use of colour, shapes and patterns
- the content, font, size and amount of text
- requiring a road safety check for all electronic signs over 20 square metres after a 12-month period and within the first 18 months of installation.

The draft guidelines prohibit:
- videos and animation
- message sequencing
- television, internet and satellite broadcast
- the use of flickering or flashing content.

“The guidelines will also provide certainty and clarity for councils and applicants about the rules which apply to advertising signage,” a spokesperson for the Department of Planning and Environment said.

“These will ensure road safety risks can be mitigated and the signs are designed, located and operated appropriately.”

Submissions can be made until 31 January 2016 and will be made public in line with the Department of Planning & Environment’s objective to promote an open and transparent planning system.
To view the proposals or make a submission visit

Department of Planning and Environment media contact: (02) 9228 6128