

Outdoor Media Association

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Media Release

Outdoor advertising gets serious about the Future of your city

On Friday 22 April, the Outdoor Media Association (OMA) will be curating the debate about the future of your city, at the inaugural 'Future Cities' conference. Held at ZINC, Federation Square, the conference will bring together city thinkers and culture creators to discuss where our modern cities are going and the part collaboration will play in getting them there.

“We know in this changing world that the role our industry plays will be greater than the display of a printed poster, we can be connectors, data aggregators, providers of wayfinding information, and more. Future Cities is the start of a conversation to find how we can be part of the solution for integrated, well-designed, functional cities,” said Charmaine Moldrich, CEO of the OMA.

The future of our cities is currently on everyone’s agenda. Prime Minister Malcolm Turnbull recently said, “The right infrastructure creates better cities – smart infrastructure that generates and uses quality, real time data, improves services, saves our time and our money. So we have to get better at planning and delivering it...”

Population growth, climate change and automation are making this conversation imperative, and while governments have a great strategic oversight of what is needed, industry has the resources to be nimble, innovative and deliver. Future Cities will bring together a cross section of industry, government, planners and creatives to address these key topics, and will feature a first-class line-up of thought leaders, including:

- Stefan Hajkowicz, Senior Principal Scientist & Leader of CSIRO Futures
- John Utting, Founder & Director, UMR Research
- Mark Davy, Founder, Futurecity
- Lord Mayor Robert Doyle, City of Melbourne
- Martine Letts, CEO, Committee for Melbourne
- Brendan Nelson, President, Planning Institute of Australia
- Shara Evens, Technology Futurist, Innovation Strategist and Telecoms Expert
- Dr. M. Hank Haeusler and Associate Professor Martin Tomitsch, Board Members, Media Architecture Institute
- Erik Van Vulpen, Strategy, Marketing & Business Development, Plattar

- Andrew Downie, Manager Digital, Information & Technology, City of Greater Geelong
- Soren Luckins, Director, Buro North

To register for this event visit www.omaevents.com.au

ENDS

FURTHER INFORMATION:

Charmaine Moldrich, CEO, Outdoor Media Association – T: 02 9357 9900

Editor's Notes:

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display 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.