



ABN 59 004 233 489

## Media Release

*Wednesday, 30 April 2008*

### **New OMA Chairman awards industry's first gongs**

Steve McCarthy, Chief Executive of Adshel, has been appointed as the next Chairman of the Outdoor Media Association (OMA) following the recent retirement of Chris Tyquin.

Mr Tyquin spent four years steering the OMA and former Outdoor Advertising Association of Australia (OAAA) in a more professional direction. This included obtaining industry consensus on the need for a national audience measurement system.

Mr McCarthy said Mr Tyquin deserved praise for his vision and commitment to the outdoor media industry.

"Chris drove a number of very significant changes that have enabled the association to respond proactively to the many diverse challenges and opportunities facing our members," Mr McCarthy said.

"He has left the OMA in a very strong position and I am delighted to be taking over the reins as such a pivotal time for the industry."

Mr McCarthy's appointment was announced at a recent outdoor media industry Showcase Dinner where 240 staff from across Australia gathered at the Museum of Contemporary Arts in Sydney.

The night included the launch of the OMA's first industry awards which have been developed to recognise individuals who have made outstanding contributions to the outdoor media industry.

The first recipients of these awards are:

**Brian Tyquin**, currently owner and manager of the Sydney-based Outdoor Systems and a former founder and head of Australian Posters. Brian has 40 years in the business, having entered a partnership to

Suite 204, 80 William Street, East Sydney NSW 2011

PO Box 122, Petersham NSW 2049 | Phone: (02) 8356 9000 | Fax: (02) 8356 9500 | [www.oma.org.au](http://www.oma.org.au)



ABN 59 004 233 489

run Neil Ads back in 1968. He spent 15 years on the Boards of the OAAA and OMA, including as the association's Treasurer.

**Brian Hull**, who recently notched up 30 years of service with Brite Solutions, the production house responsible for improving product quality, including the introduction of UV inks among other technologies. Brian was responsible for the introduction of the first 6 and 24 sheet posters and is a legendary figure within the industry.

**George Savage**, of the Brisbane-based Savage signs and one of only three members of Australian Posters when he joined in 1971. George began his career as a printer and is responsible for much of the Brisbane-based sign inventory.

**Anthony Xydis**, Marketing Director of Adshel, was acknowledged for his cross-industry work on the new audience measurement project, Measurement of Outdoor Visibility and Exposure (MOVE).

**Further information:**

**Helen Willoughby**

**8356 9000**

**0439 023389**

Suite 204, 80 William Street, East Sydney NSW 2011

PO Box 122, Petersham NSW 2049 | **Phone: (02) 8356 9000** | Fax: (02) 8356 9500 | [www.oma.org.au](http://www.oma.org.au)