

**Outdoor Media Association**

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For immediate release

## Media Release

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# The Outdoor Media Association welcomes two new members

The Outdoor Media Association (OMA) welcomes two new members ADLED and Tonic Health Media taking the total membership of the peak industry body to 32.

“Our two new members showcase the diversity of our industry and the OMA’s ability to serve the interests of a variety of Outdoor companies; from our traditional printers, installers and media owners, to more technologically driven digital screen suppliers and entrepreneurial digital opportunity developers. It is an exciting time for Outdoor and the industry is embracing technology and innovation wholeheartedly. The OMA’s work across the core functions of policy and regulation, government relations, media relations, marketing, audience measurement and member services, has proven pivotal for industry growth,” said Charmaine Moldrich, CEO of the OMA.

The new members come from different sides of the digital spectrum: ADLED specialises in providing superior LED screens to the Out-of-Home (OOH) industry, as well as delivering fabricated structures with quality aesthetics. Christopher White, Director of ADLED said “We are excited to be part of the OMA membership and believe this relationship with the industry body is a building block to growing our business. Our aim is to support the businesses of our existing clients and be part of the industry’s discussions around digital and innovation.”

Tonic Health Media is an up and coming digital media display company with a network of screens in places where people wait for health services, eg. Hospitals, doctors’ offices and outpatient care facilities, broadcasting programming designed to improve health literacy. Jack Mortlock, Commercial Director for Tonic Health Media said, “For a fast growing company such as Tonic Health Media, joining the OMA allows us to have a voice in the digital innovation environment. The opportunities and issues that the OMA is tackling are our opportunities and issues, and we’re excited to be in such good company.”

“Our quarter one results shows revenue growing by 22.4% year on year, this is on the back of revenue growth of 10% in 2014, I believe it couldn’t be a better time join the industry. I look forward to collaborating with our new members,” said Moldrich.

**ENDS**

### **FURTHER INFORMATION:**

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**About the OMA:**

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.