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media release

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OMA PRESENTS INDUSTRY AWARDS AT MEMBERS' DINNER

The Outdoor Media Association held an Out-of-Home industry dinner last night at the Opera Point Marquee, Bennelong Point Sydney with 200 members in attendance.

Attendees were from a wide cross-section of companies from the OMA's membership base including media operators, printers and installers. The evening was a night to reflect on past successes and to focus on the future direction of the OMA and the OOH industry. It was the first members' dinner since 2008 and included the presentation of three Industry Awards.

Richard Herring said "The dinner is a wonderful chance for members to get together and to celebrate being part of this dynamic industry. The Awards are a great way to recognise there are some stand-out people in our industry."

The recipient of the Rising Star Award went to Nick Errey from oOh!media, Excellence in Production went to Craig Pritchard from Country Outdoor Signs and Warwick Spicer from Cactus Imaging received the accolade of the Outstanding Service Award. The winners were nominated by members and were identified by their peers as having provided outstanding contribution to the industry.

Members enjoyed entertainment by high-energy dance group SKB from this year's Australia's Got Talent as well as speeches from OMA Chairman Richard Herring and OMA CEO Charmaine Moldrich.

The OMA's CEO Charmaine Moldrich said "The Out-of-Home industry has experienced fantastic growth and achieved some major milestones over the past few years."



In 2010 the OMA launched its audience measurement system MOVE which has been successfully embraced by media agencies. Revenue also grew 19% to \$477 million in 2010, with quarter two in 2011 seeing the Out-of-Home (OOH) industry record its sixth consecutive quarter of growth posting a 5% increase.

"The dinner was about recognising our many achievements as well as focusing on the future direction of the OMA and what we hope to achieve." Charmaine added.

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Editor's Note:

The Outdoor Media Association 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 association 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 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.