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First ever CEO appointed to the Outdoor Media Association Inc.

National President of The Outdoor Media Association Inc. (OMA), Mr Chris Tyquin, today announced the appointment of Helen Willoughby as the first Chief Executive Officer of the outdoor sector's industry body.

"We are delighted that Helen has accepted this new role, as it fits with our vision to grow the outdoor sector and better represent the interests of outdoor media owners.

"Helen's specialist expertise will bolster our representation to government and enable us to proactively manage issues in each state," Mr Tyquin said.

Helen Willoughby most recently was the Group General Manager for the Communications Division within RailCorp, a position she held for nearly three years. In this position she was the chief liaison with government and other influential stakeholders and played a strategic role in rebuilding the reputation of NSW's passenger rail services throughout a difficult period.

Throughout her career, Helen Willoughby has worked at executive and senior levels within federal, state and local governments, and has been a Director of Public Affairs in Sydney for the global PR company, Hill and Knowlton. During the past 15 years she has developed strong relationships with key decision and public opinion makers.

The role of Chief Executive Officer is based in NSW and will be supported by part-time Secretariats in each state. John Gooley will continue in his part-time role as Executive Officer and NSW Branch Secretariat.

The appointment of a CEO demonstrates the outdoor sector's commitment to collectively grow the sector, as does the formation of the Outdoor Marketing Group in 2004 and a joint industry committee in 2005 tasked with steering the development of an outdoor audience measurement system.

Ms Willoughby said she welcomed the chance to work in such a dynamic industry that was continuing to grow both nationally and overseas.

"This is a tremendous opportunity to build the outdoor advertising industry's relationships with key stakeholders and the wider community, and respond proactively to challenges and opportunities facing the industry.

"I look forward to working with the Board and the members of the Association in helping realise the industry's full potential in Australia," Ms Willoughby said.

Chris Tyquin, National President of OMA on 0409 877 573
Helen Willoughby, Chief Executive Officer on 0439 023 389



Helen Willoughby – CAREER PROFILE

Helen Willoughby has more than 15 years experience in public affairs, issues management, marketing and communications, with at least seven years working at an executive level. Her career has spanned both the public and private sectors, commencing as a journalist with News Limited in late 1980s, for whom she worked in Brisbane and the Canberra Press Gallery. This was followed by roles as the senior media and communications adviser to a number of State and Federal Ministers, and the Lord Mayor of Sydney, giving her broad experience at every level of government. Helen was then appointed to executive positions with the Global Public Relations firm, Hill and Knowlton; the Parramatta Rail Link Company (now Transport Infrastructure Development Corporation); and, most recently, RailCorp.

As an executive manager, Helen has been responsible not only for managing a broad range of communications activities, but for participating at a senior level in the decision-making of major organisations, including reporting to their Boards. These roles have required a high level of financial and people management, and the ability to develop and maintain sound relationships with key stakeholders and communities, while maintaining complete transparency and accountability.

Helen holds a Bachelor of Business, Communication, with majors in Advertising and Journalism; and a Bachelor of Arts, with majors in Government and English Literature. She has recently completed a Masters of Public Policy (Hons) with the University of Sydney, and expects to graduate in the first half of this year.