



# MEDIA RELEASE

Wednesday, 13 January 2009

## **New Chief Executive appointed for OMA**

Charmaine Moldrich, an executive manager with significant experience in marketing, stakeholder relations and business development, has been appointed as the new Chief Executive Officer of the Outdoor Media Association (OMA).

Ms Moldrich was most recently the Executive Director, Marketing & Events, for the Sydney Harbour Foreshore Authority (SHFA) and has an extensive career in heritage and the Arts. She has a good understanding of the outdoor media industry having had direct involvement in the management of outdoor media assets while working with SHFA.

OMA Chairman Steve McCarthy said the Board was delighted to have found such an outstanding candidate within such a short timeframe.

Mr McCarthy said Charmaine had the right leadership and personal skills to take the four-year-old OMA into its next phase of development.

"This year will be extremely important for the outdoor media industry with the launch in February of our new audience measurement system, MOVE (*Measurement of Outdoor Visibility and Exposure*)," Mr McCarthy said.

"Equally, the OMA has a number of major projects in development that will further advance the industry in terms of its standing within the Australian media environment.

"Charmaine's depth of management and marketing experience will ensure that the OMA team can continue to meet its goals and further strengthen its stakeholder relationships."

As with the current CEO Helen Willoughby, Ms Moldrich will also take up the position as CEO of MOVE.

Mr McCarthy said the Board had also secured the services of the former CEO of Research International, Australia and New Zealand, John Gandar, to manage the MOVE project during its transition phase to market.

“John is highly experienced project manager with significant knowledge of media research. He will be a great asset to the MOVE team,” Mr McCarthy said.

Mr Gandar has been appointed on a part-time consultancy for an initial period of six months.

**Further information:            Steve McCarthy            02 8425 7200 (office)**  
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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 the regulatory frameworks in which they operate.