

Media Release

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Out of Home talent honoured at the 2025 Outdoor Media Association Industry Awards

The best in Out of Home were recognised last night at the 2025 Outdoor Media Association (OMA) Industry Awards, held at Crown Sydney.

It was a night of energy, celebration and recognition, shining a spotlight on the people who make the Out of Home industry thrive.

The Awards recognise professionals whose commitment, creativity and innovation continue to raise the bar.

More than 90 nominations were received this year, proof of the strength and growth of the OMA's membership base.

OMA CEO Elizabeth McIntyre said: "The atmosphere at Crown last night was electric. The Industry Awards are a rare moment for Out of Home to hit pause, come together, and celebrate our people. Congratulations to all our winners and finalists whose passion and creativity keeps our industry moving forward."

In addition, former JCDecaux CEO Steve O'Connor and the late Keith Forbes, formerly of Buckle Brothers, were inducted into the OMA Hall of Fame.

"Both are incredibly deserving, having contributed so much to the Out of Home industry. The moving tributes from industry stalwarts last night are a testament to the strength of their legacy, one that continues to shape what we see today," Elizabeth McIntyre added.

Finalists and winners were chosen by judges: Adam Cadwallader, Managing Director, Motio; Brad Bishopp, CEO, Bishopp; Cathy O'Connor, CEO, oOh!media; Charles Parry-Okeden, Independent Chair of the OMA and MOVE; Ged Hart, Managing Director, Total Outdoor Media (TOM); Kिरrily Hirst, Director of Sales, GoTransit; Kirsty Dollisson, Managing Director, TorchMedia.

The winners across 15 categories and Hall of Fame inductees are as follows:

Emerging Leader Award

- Alex Hobbs - oOh!media

OMA Industry Award

- Michael Cali - oOh!media

Excellence in Innovation Award

- Sabarish Chirakkal - VMO

Outstanding Service Award

- **NSW** | Two Winners: Adam Cadwallader - Motio & Jason Bell - oOh!media
- **QLD** | Chris Tyquin - goa Billboards
- **VIC** | Danielle Cameron - VMO

- SA | Mark Williams - oOh!media
- WA | Phil Dada - GoTransit Media Group

Rising Star Award

- NSW | Brendan Murphy - Motio
- QLD | Samantha Shakspeare - Bishopp Outdoor Advertising
- VIC | Kate Sproule - oOh!media
- SA | Maddison Caputo - oOh!media
- WA | Dominic Driscoll - oOh!media

Excellence in Design & Construction

- The Icon (Melbourne): JCDecaux & Hanlon Industries

Excellence in Field Work & WHS

- Fernando Alfeirao, QMS Media

Hall of Fame

- Keith Forbes (posthumous)
- Steve O'Connor (former CEO JCDecaux)

For more information visit: www.omaindustryawards.com

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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.

About MOVE

MOVE is Australia's premier quantitative audience measurement currency for OOH media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trains/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS). LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual's mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination.

Note that LTS is neither a qualitative measure of the sign nor the audience dwell.

MOVE is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).