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Friday, 16 June 2017
For immediate release

Media Release

Tyquin brothers honoured for lifetime achievement



Last week, FEPE International, the global Out of Home (OOH) association, announced the winners of the FEPE Lifetime Achievement Award as Mike and Brian Tyquin.

The pair were awarded at the FEPE International Congress held in Stockholm on 8 June.

FEPE International Executive Director John Ellery, who won the Lifetime Achievement Award in 2016 alongside CEO of Outdoor Advertising Association of America, Nancy Fletcher, said “Brian and Mike Tyquin have played key roles not only in the development of the OOH industry in their native Australia but worldwide too.”

Mike and Brian have OOH in their blood. Their father, John Tyquin Sr, worked for the then newly formed Claude Neon Australia in Melbourne in 1934. Soon after this, John and his wife Kay took the job of opening Claude Neon in Tasmania, where both Mike and Brian were born. John became the company’s General Manager in 1960 and moved the family to Sydney.

In 1959 the family acquired Poster Display Company and other Outdoor companies in both Brisbane and Sydney. In June 1970 he merged these companies, together with 12 other groups, to form a national company, Australian Posters. This was a joint venture between the Tyquin family and the London and Provincial Poster Group, run by Roy Ellery.

Mike and his sons Chris, John Jr and Peter, now run goa, a Brisbane based independent OOH company, while Brian and his son Andrew run Outdoor Systems, based in Sydney. Brian’s oldest son, Mike, is the CEO of Adshel.

“Their [Mike and Brian’s] belief that doing the right thing for the industry would in turn result in commercial success is something that everyone in the global OOH industry can honour, as we do in this Lifetime Achievement Award,” concluded Ellery.

Charmaine Moldrich, CEO of Outdoor Media Association said, “It was wonderful to be in Stockholm to see Mike and Brian receive this well-deserved honour. It was a poignant and special moment to witness the Tyquin brothers’ joy at receiving the award, and to see the room of over 350 delegates rise to their feet in respect and cheer the Tyquins with such affection and warmth. It certainly was a memorable night.”

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FURTHER INFORMATION:

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Editor's note:

The Outdoor Media Association (OMA) represents the majority of Australia's Out-of-Home (OOH) industry.

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.