

Outdoor Media Association

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Media Release

Outdoor advertising gets serious about the Future of your city

On Tuesday 26 April, the Outdoor Media Association (OMA) will be curating the debate about the future of your city, at the inaugural ‘Future Cities’ conference. Held at Room Three Sixty, Queensland University of Technology, the conference will bring together city thinkers and culture creators to discuss where our modern cities are going and the part collaboration will play in getting them there.

“We know in this changing world that the role our industry plays will be greater than the displayer of a printed poster, we can be connectors, data aggregators, providers of wayfinding information, and more. Future Cities is the start of a conversation to find how we can be part of the solution for integrated, well-designed, functional cities,” said Charmaine Moldrich, CEO of the OMA.

The future of our cities is currently on everyone’s agenda. Prime Minister Malcolm Turnbull recently said, “The right infrastructure creates better cities – smart infrastructure that generates and uses quality, real time data, improves services, saves our time and our money. So we have to get better at planning and delivering it...”

Population growth, climate change and automation are making this conversation imperative, and while governments have a great strategic oversight of what is needed, industry has the resources to be nimble, innovative and deliver. Future Cities will bring together a cross section of industry, government, planners and creatives to address these key topics, and will feature a first-class line-up of thought leaders, including:

- Deputy Mayor Adrian Schrinner, Brisbane City Council
- Stefan Hajkowicz, Senior Principal Scientist & Leader of CSIRO Futures
- John Utting, Founder & Director, UMR Research
- Mark Davy, Founder, Futurecity
- Antony Funnell, Present and Producer ‘Future Tense’, ABC RN
- Sue Donnelly, Executive Director, Queensland Theatre Company
- John Aitken, CEO, Brisbane Marketing
- Jari Ihalainen, CEO, Local Government Infrastructure Services
- Brendan Nelson, President, Planning Institute of Australia
- Dr Martin Tomitsch, Board Member, Media Architecture Institute

- Professor Marek Kowalkiewicz, PwC Chair in Digital Economy, Queensland University of Technology
- James Peet, Chief Digital Officer, Moreton Bay Regional Council
- Monica Bradley, Director, CitySmart

To register for this event visit www.omaevents.com.au

ENDS

FURTHER INFORMATION:

Charmaine Moldrich, CEO, Outdoor Media Association – T: 02 9357 9900

Editor's Notes:

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.