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For immediate release

Media Release

OMA announces two new Board Directors

The Outdoor Media Association (OMA) has today announced the appointment of two new Board members – Andrew Hines, Chief Operating Officer (COO), APN Outdoor and Kirsty Dollisson, Managing Director, TorchMedia.

Kirsty Dollisson has over 19 years' experience in the Out of Home (OOH) industry having held various positions including media sales through to media marketing and accountability for some of Australia's most influential OOH companies. After 11 years at TorchMedia, she now holds the position of Managing Director. Dollisson was elected to the Board by OMA members at the May Annual General Meeting.

"I'm honoured to have the opportunity to serve on the OMA Board. It will be very rewarding to give back to the industry I'm so passionate about. I hope that my varied OOH experience and desire to represent the smaller OOH players will be of benefit to the broader industry," said Dollisson.

Andrew Hines brings a wealth of experience to the Board, with over 24 years' experience in the OOH industry. He began his career in 1993 at Cody Outdoor, before moving to APN Outdoor in 2002 as chief financial officer and in 2004 was promoted to COO. Hines replaces departing CEO of APN Outdoor Richard Herring, on both the OMA and MOVE Boards.

"I am pleased to be making a contribution to the industry association and working with my peers to continue to grow the sector, ensuring OOH remains at the forefront of innovation and a relevant media channel in an increasingly competitive landscape," said Hines.

Charmaine Moldrich, CEO, OMA, welcomed the inclusion Dollisson and Hines saying, "At a time when our media channel is transforming and growing, it is important for the OMA to champion the industry, and we do this through the strong counsel of our Board members. Andrew's and Kirsty's experience and enthusiasm for the industry will help the OMA to continue to drive the industry forward."

The OMA Board of Directors now includes:

- Mike Tyquin, CEO, Adshel
- Andrew Hines, COO, APN Outdoor
- Brad Bishopp, CEO, Bishopp Outdoor Advertising
- Chris Tyquin, Joint Managing Director, goa
- Steve O'Connor, CEO, JCDecaux (Chairman).
- Brendon Cook, CEO, oOh!media
- Barclay Nettlefold, CEO, QMS Media
- Kirsty Dollisson, Managing Director, TorchMedia

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FURTHER INFORMATION:

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Editor's Note on how OMA figures are calculated:

The Outdoor Media Association (OMA) represents the majority of Australia's Out-of-Home (OOH) industry. Figures provided in this media release are net figures (exclusive of commission, production and installation). Figures represent occupancy invoiced in each calendar month. Figures also include all direct sales which are estimated at 10% of total bookings.

Figures may be adjusted between reporting periods to reflect current membership and ensure accuracy in comparing year on year changes. OMA figures are an accurate reflection of the income the OOH industry is generating through its inventory each month.

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.