

Outdoor Media Association

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Media Release

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OMA Appoints New Marketing & Communications Team

The Outdoor Media Association (OMA) today announced the appointment of Julie Jensen to Marketing Director and Kate Windon to Communications Manager, commencing immediately.

Ms Jensen was most recently marketing and member communications manager for the subscription TV industry association, ASTRA, and has worked in subscription TV in Australia since 2005 as marketing director for Showtime Movie Channels and marketing and ad sales director for National Geographic Channel Australia/NZ.

Ms Windon was previously communications manager for the Australian Property Institute (API) – New South Wales Division and has also worked as project officer with Aboriginal Affairs NSW – Ministerial and Executive Services Unit.

OMA CEO Charmaine Moldrich said, “We are thrilled to welcome new talent to the OMA team, both of whom bring experience in marketing and communications within member associations as well as diverse backgrounds in marketing, ad sales and government communications.”

The new hires commence at OMA, following the release of updated measurement data via MOVE (Measurement of Outdoor Visibility and Exposure), which shows increased exposure to Out-of-Home (OOH) across the five major markets.

“The OMA is currently working with our members to update the market around the new MOVE data, so we have very exciting times ahead,” said Ms Moldrich.

FURTHER INFORMATION

Charmaine Moldrich, CEO, OMA – 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.