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media release

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FOR IMMEDIATE RELEASE

Outdoor Media Association announces its new Chairman

APN Outdoor Chief Executive Richard Herring was appointed the new Chairman of the Outdoor Media Association (OMA).

The appointment was made at the OMA's Annual General Meeting (AGM) held last night at the Justice & Police Museum in Sydney. The AGM was attended by over 80 members from across the Out-of-Home (OOH) industry.

Mr Herring takes over from outgoing Chairman Steve McCarthy, Chief Executive of Adshel. Mr McCarthy will continue as a member of the Board of Directors of the OMA. Mr McCarthy was appointed Chairman in 2008.

Mr Herring's appointment comes at a time of growth for the industry. Twelve months on from the launch of its audience measurement system MOVE (*Measurement of Outdoor Visibility and Exposure*), the OOH industry is looking better than ever ending last year posting a healthy 19% increase on net revenue year-to-date, up from \$400 million in 2009 to \$477 million in 2010.

Mr Herring thanked Mr McCarthy for his hard work and perseverance and said "Steve has led the OMA through an extremely important phase which has seen the launch of MOVE, the industry weather the GFC and grow its market share. The OMA is in a very strong position and I am delighted to be taking over the reins at such a pivotal time for the industry."

Mr Herring has more than 30 years experience in media and sales both in Australia and internationally. He joined Cody Outdoor in 1995 and was appointed General Manager in 1998 and Chief Executive in 2001. In 2009 Mr Herring was made APN's Group Radio and Outdoor Chief Executive. He also has a strong background in sales in television and radio. He was appointed Chief Executive of APN Outdoor in early 2004 and sets the strategic direction for the company's operations in Australia and New Zealand, as well as the organisation's Asian businesses.



Mr Herring has been a member of the OMA Board since 2004. OMA's CEO Charmaine Moldrich said "Richard has been a valuable member of the OMA Board, and I am delighted to see him in this new role. With his knowledge and experience as a leader in the OOH industry, I have no doubt that he will support and sustain the OMA's ongoing and future activities."

"In my capacity as Chairman for the OMA, I will strive to ensure effective decisions are made by the Board that continue to grow market share for the OOH industry." Mr Herring said. "MOVE remains our most important priority, in the short term, with impending software upgrades, as well longer term with continued performance reviews and evaluation of the system."

Mr Herring will be responsible for leading a board of nine members who will determine and develop strategy for the OOH industry.

Leah Whitford, General Manager of Independent Outdoor Media (iOM), and Matthew Byrne, Director of ROVA Media, were also appointed to the OMA Board last night, each for a three year term.

Members of the OMA Board who were re-elected are: Brad Bishopp, CEO Bishopp Outdoor; Brendon Cook, CEO oOh!media; Steve McCarthy, CEO Adshel Street Furniture; Steve O'Connor, CEO JCDecaux; John Tyquin, Joint Managing Director goa Billboards; and Mike Tyquin, CEO EYE.

"On behalf of the staff and members of the OMA I would like to thank Steve for his commitment as Chairman. Steve's leadership and experience has been invaluable in the growth of the industry over the last three years." Said Ms Moldrich. "I have learnt a lot about the industry from him and he has been an inspirational leader and a great support and sounding board for me during my first year as CEO."

Mr Herring's appointment is effective immediately.

ENDS

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Editor's Note:

The Outdoor Media Association 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 association 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 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 the regulatory frameworks in which they operate.