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## Media Release

# OOH: An industry with heart



The Out of Home (OOH) industry has used its national network of OOH signs to highlight the significant contributions, and sometimes lesser known facts, about OOH advertising through the 'Outdoor Gives back' campaign.

“Given its ability to reach mass audiences 24/7, OOH is uniquely positioned to broadcast community messages, be it for road safety, public health, community service and government campaigns. Our 'Outdoor Gives Back' campaign highlights just how many of these important public service messages are funded by our members,” said Charmaine Moldrich, CEO, Outdoor Media Association (OMA).

The campaign creative reflects the contributions OMA members make – approximately \$26 million donated to over 200 beneficiaries in 2016.

Not only does the OMA membership contribute to community causes, it also builds and maintains a plethora of public infrastructure. In 2016 this contribution was valued at \$352 million; saving governments money by delivering essential services, and making cities more user-friendly. Given the many advancements in digital OOH, it is anticipated that the utility OOH offers people traveling and traversing in our cities will only increase in the coming years.

The campaign launched nationally on 10 July across the following participating OMA members' inventory: Adshel, APN Outdoor, Bishopp, goa, JCDecaux, oOh!media, Paradise Outdoor Advertising, TorchMedia and QMS Media.

**ENDS**

### **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.