



Media Release

For immediate release | 9 April 2025

Outdoor Media Association expands membership with Victoria’s Department of Transport and Planning

The Outdoor Media Association (OMA) today has announced that Victoria’s Department of Transport and Planning (DTP) has joined as its newest member.

DTP brings together key transport, planning, land, precinct, and policy functions within a single department to create thriving, connected communities across Victoria.


As an asset-owner member, DTP represents the property owners of where Out of Home (OOH) advertising structures are located.

Elizabeth McIntyre, CEO of the OMA, said: “Asset owners like DTP, play a crucial role in the growth of the Out of Home industry. Their diverse expertise will enhance our collective strength and amplify our voice as the leading representative body for the OOH sector. With initiatives like MOVE launching in the coming months and our ongoing investment in audience measurement, we’re creating significant value for our members and contributing to the industry’s expansion.”

A Department of Transport and Planning spokesperson added: “Out of Home plays an important role in supporting councils with infrastructure, maintenance, and cleaning. By joining the OMA, we look forward to engaging with industry leaders and contributing to the ongoing development of the sector and our communities.”

OMA members gain access to world-leading data and research, collaborative industry campaigns, advocacy, government representation, audience measurement tools and networking opportunities - all designed to elevate the OOH sector and drive its collective success.

Last month, the OMA welcomed three new members, TechMedia, Locus Outdoor, and Just Look Media, further expanding the breadth and diversity of expertise of its membership base.

	Department of Transport and Planning	Victoria’s Department of Transport and Planning (DTP) brings together key transport, planning, land, precinct and policy functions within a single department to create thriving places and connected communities.
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Further Information

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About the OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Owners and Suppliers, and some 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.