

Media Release

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OMA welcomes its 50th member Gawk Outdoor

The Outdoor Media Association (OMA) today announced its 50th member, Gawk Outdoor.

Gawk was founded in 2018 and has been named by the Financial Review as one of the 100 fastest-growing businesses in Australia in December 2022. Gawk has over 90 billboard locations throughout regional Victoria, including 10 digital signs which account for more than 50 per cent of the total digital roadside Out of Home (OOH) sites in regional Victoria (excluding Geelong).

Luke Course, Director, Gawk said: “We are excited to join the peak industry body at this exciting time of growth for Out of Home. Of particular interest to our business is the evolution of MOVE to include regional areas as part of development of MOVE 2.0, as well as the ability to measure audiences 365 days a year with seasonal changes. We look forward to collaborating with other members to grow the channel.”

MOVE 2.0 is an upgrade of the MOVE 1.5 audience measurement system for OOH media that will provide more granular data on audiences nationwide. The new system is a world first and will measure digital audiences, as well as all OOH formats nationwide. MOVE 2.0 will be launched in 2024, following an investment of \$15 million by the Outdoor industry.

OMA CEO, Charmaine Moldrich, said, “We are delighted to welcome Gawk, our newest regional member, as our 50th member. As a small industry body this is a milestone for us and proves that improving our audience measurement to include regional audiences in MOVE 2.0 is of great benefit to the wider Out of Home community. Our members benefit from research and insights, collaborative industry campaigns, advocacy and representation to government, and we continuously work to improve what we offer with innovation and technology at the heart of everything we do.”

The OMA now represents close to 100 per cent of the Out of Home industry in Australia.

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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 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.