

## Media Release

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### **OMA Annual Industry Awards celebrate ‘best of the best’ talent in the Out of Home industry**

Last night, the Outdoor Media Association (OMA) hosted its Annual General Meeting followed by an Awards ceremony celebrating the dedicated and talented individuals who contribute to the Out of Home (OOH) industry.

The refreshed, new annual awards program offers more opportunities to recognise the depth and breadth of Outdoor talent including state awards. In 2021 the OMA also introduced a Hall of Fame award to honour the giants of the industry for their lifetime achievements.

OMA CEO, Charmaine Moldrich, said: “The refreshed awards program acknowledges both the maturity of the industry, as well as the boost in OMA membership which has seen 13 companies join in the last 15 months.

“We received 58 nominations, submitted to acknowledge the talent of our members’ teams. From Rising Stars to the Hall of Fame, we are proud to celebrate the incredibly significant contribution made by our members, not just to their company but to the wider OOH industry. We are a very tight-knit and collegiate industry, and our members and their teams go above and beyond the call of duty to support the OMA and MOVE. The nominations and awards acknowledge this contribution and give us a chance to show our gratitude and say thank you,” concluded Moldrich.

A new award category, the Emerging Leader Award sponsored by Big Screen Video recognises emerging leaders within the Outdoor industry and provides the winner with an opportunity to travel, network and enhance their understanding of digital LED technology, the client experience and how this contributes to ROI.

Big Screen Video CEO, Paul Ellery, said: “We are excited to provide this opportunity to a worthy candidate, to immerse themselves in the new technology that is making Out of Home such an innovative industry. With our diverse network of clients in Outdoor, we see huge benefits in providing this educational opportunity.”

Also introduced this year is the Ben Walker National Rising Star Award as a memorial to CEO of Shopper, who passed away earlier this year. Ben Walker was a bright shining star and this award was created to recognise bright young talent in the Outdoor ranks.

The finalists and winners were chosen by judges: Cathy O’Connor, CEO of oOh!media; Charles Parry-Okeden, Independent Chair of the OMA and MOVE; Joe Copley, Chief Revenue Officer, Seedooh; Paul Butler, Managing Director, Val Morgan Outdoor; Steve Bovey, 2018 Excellence in Innovation Award Winner; and

special guest judge Lisa Walker, Ben Walker's widow who judged the Ben Walker National Rising Star Award.

The winners across all seven categories of the 2022 OMA Annual Industry Awards are as follows:

**Emerging Leader Award sponsored by Big Screen Video**  
Alex Anthony - VMO

**Excellence in Innovation Award**  
Nigel Spicer - Cactus Imaging, oOh!media

**Outstanding Service Award**  
NSW | Cassandra Cameron - JCDecaux  
QLD | Joint Winners: Elise Taylor - oOh!media and Nick McAlpine - Bishopp  
SA | Russell Bilsborow - JCDecaux  
VIC | Christian Zavec - QMS  
WA | Mark Treasure - oOh!media

**Rising Star Award**  
NSW | Joint Winners: Alec Mowat - VMO and Meaghan Spencer - oOh!media  
QLD | Octavia Bellekens - VMO  
SA | Natasha Jarrett - oOh!media  
VIC | Tess Fellows - oOh!media  
WA | Anna Wyatt-Spratt - oOh!media

**Ben Walker National Rising Star Award**  
Meaghan Spencer - oOh!media

**OMA Industry Award**  
Karissa Fletcher - Shopper

**Hall of Fame**  
Brian Tyquin - Outdoor Systems  
Daphne McPhee (Posthumous)  
Kelvin Whitford

For more information visit [www.omaindustryawards.com](http://www.omaindustryawards.com)

**ENDS**

**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.