



## Media Release

---

For immediate release | 20 December 2022

### **The OMA appoints Philip Longley as Director, Government Relations**

The Outdoor Media Association (OMA) has appointed Philip Longley as its Director, Government Relations, effective immediately. Longley is responsible for developing, implementing and driving the OMA's government relations and stakeholder management strategies.

Philip joins the OMA from Engineers Australia, as Head of Government Relations, where he led the association's policy reform agenda, developing campaign strategies and engaging government stakeholders. He successfully developed policy at Engineers Australia that represents more than 115,000 members.

Charmaine Moldrich, OMA CEO said, "As a self-regulated industry, the government relations role is critical in helping our members navigate policy and exceed government and community expectations. We continue to demonstrate success in this area, with strong stakeholder relationships. Philip will be a great asset in helping us build from this healthy base. His experience in membership organisations coupled with his political nous, positions him well to represent the Out of Home industry's growth agenda."

Philip Longley, OMA Director, Governmental Relations said: "There's never been a better time to be in government relations for Outdoor media. There are significant opportunities for meaningful reform which I look forward to working through with members. I've enjoyed my work to-date both in policy and private sector government relations where I led numerous campaigns and was responsible for the development of policy ranging from media to finance, defence and cyber. I am excited to lead the OMA's Governmental Relations team into its next phase and foster a sustainable environment for the Outdoor industry."

Prior to Engineers Australia, Philip was a Policy Advisor to Jason Falinski MP and among other roles worked in venture capital as a Senior Consultant at ABRT Fund and Jardine Lloyd Thompson.

Philip recently completed the General Manager Program at Cambridge University and holds a Master's degree in Accounting and Finance from the University of Technology Sydney, and a Bachelor's (Hons) degree in International & Relations from the American University of Central Asia.

**ENDS**

**FURTHER INFORMATION:**

Julie Jensen, Marketing Director, OMA - T: 0477 329 636

## 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.