

Media Release

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Celebrating Excellence: Highlights from the OMA Industry Awards

The Outdoor Media Association (OMA) Industry Awards that occurred last Thursday on the 2nd May 2024, recognised outstanding contributions and achievements within the advertising and media industry.

This year's ceremony showcased exceptional talent, innovation, and dedication across various categories, including the two new awards of Excellence in Design and Construction and Excellence in Field Work and Work Health and Safety. Let's take a moment to celebrate the winners and highly commended individuals who have made remarkable strides in their respective fields.

Emerging Leader

The Emerging Leader category spotlights individuals who exhibit exceptional promise and leadership qualities early in their careers. Among the nominees, [Adrian Venditti](#) of QMS emerged as the winner, demonstrating remarkable potential and vision within the industry.



Adrian Venditti, QMS and Charles Parry-Okeden, OMA Chair

OMA Industry Award

[Graeme Wooster](#) of QMS was honoured with the prestigious OMA Industry Award, recognising his significant contributions and impact on the industry.



Graeme Wooster's family accepted his award on behalf of him and Charles Parry-Okeden, OMA Chair

Excellence in Innovation

Innovation drives progress, and the Excellence in Innovation category celebrates those who push the boundaries of creativity and technology. [Brad Palmer](#) of JCDecaux claimed the top spot, showcasing pioneering ideas and solutions in out-of-home advertising.



Brad Palmer, JCDecaux and Charles Parry-Okeden, OMA Chair

Outstanding Service

Recognising outstanding service is essential in acknowledging those who go above and beyond in their roles. [Nick Errey](#) of QMS in NSW, [Mel Maggs](#) of goa Billboards in QLD, [Maddy Shopov](#) of oOh!media in SA, [Andrew Hines](#) of JCDecaux in VIC, and [Megan Camp](#) of VMO in WA were all honoured for their exceptional dedication and contributions to their respective regions.



Nick Errey, QMS – NSW and Charles Parry-Okeden, OMA Chair



Melissa Maggs, goa Billboards – QLD and Charles Parry-Okeden, OMA Chair



Maddy Shopov, oOh!media – SA and Charles Parry-Okeden, OMA Chair



Andrew Hines, JCDecaux – VIC and Charles Parry-Okeden, OMA Chair



Megan Camp, VMO – WA and Charles Parry-Okeden, OMA Chair

Rising Stars

The Rising Star category shines a spotlight on up-and-coming talent in the industry. Winners like [Jade S.](#) of JCDecaux in NSW, [Harriet Marshall](#) of Scentre Group Brandspace in QLD, [Rachel Girdler](#) of oOh!media in SA, [Tayla Harrison](#) of VMO in VIC, and [Caitlin Montgomery](#) of oOh!media in WA have demonstrated outstanding potential and a commitment to excellence in their work.



Jade Sargeant, JCDecaux - NSW and Charles Parry-Okeden, OMA Chair



Harriet Marshall, Scentre Group Brandspace - QLD and Charles Parry-Okeden, OMA Chair



Tayla Harrison, VMO – VIC and Charles Parry-Okeden, OMA Chair



Caitlin Montgomery, oOh!media – WA and Charles Parry-Okeden, OMA Chair

Excellence in Design and Construction

The City of Sydney Project Delivery Team of [QMS](#) received recognition for their exceptional work in design and construction, highlighting the importance of creativity and quality in outdoor advertising initiatives.



Excellence in Field Work and Work Health and Safety

Corinna Murtagh of [JCDecaux Australia](#) was honoured for her exemplary contributions to fieldwork and work health and safety, emphasising the importance of maintaining high standards in these crucial areas.



Corinna Murtagh, JCDecaux and Charles Parry-Okeden, OMA Chair

OMA Hall of Fame

Finally, [Brendon Cook, OAM](#) was inducted into the OMA Hall of Fame, a testament to his remarkable legacy and enduring impact on the industry.



Brendon Cook, OAM and Charles Parry-Okeden, OMA Chair

Congratulations to all the winners and highly commended individuals of the OMA Industry Awards! Your dedication, innovation, and commitment to excellence continue to inspire us all and drive the industry forward into a bright future.

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.

About MOVE

MOVE is Australia's premier quantitative audience measurement currency for OOH media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trains/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS). LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual's mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination.

Note that LTS is neither a qualitative measure of the sign nor the audience dwell.
MOVE is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).