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Industry reacts to Cathy O'Connor's unexpected departure from oOh!media



by **Alisha Buaya**
Posted on 30 April 2025





O'Connor announced her exit saying: 'The Company is now ready for new leadership.'

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Cathy O'Connor will exit oOh!media after four years at the helm of **the outdoor media company** in the second half of 2025.

The ASX announcement, released on Tuesday, explained that O'Connor exit follows a period of improvement for oOh!media following a nearly flat 2024, where total revenue reached \$636 million, just 0.3% above the previous year's \$636.9 million.

In the second half of 2024, performance strengthened, and momentum continued into early 2025. In the first quarter of 2025, oOh!media reported a 13% rise in total revenue and a 16% increase in Australian media revenue, matching the growth rates of the broader outdoor advertising industry, as tracked by the Outdoor Media Association (OMA).



Cathy O'Connor: 'I am incredibly proud of the team's achievements'

O'Connor said of her departure: "Leading oOh! for the past four years has been one of the most rewarding periods of my career, and I am incredibly proud of the team's achievements, including the unrivalled success in attracting new asset contracts which underpin our future growth and the industry-leading margins we delivered in an inflationary environment.

"The Company now has real momentum, and a depth and breadth of new talent, to chart the course for continued growth. Having discussed with the Board the next multi-year phase of execution ahead of oOh!, we have agreed that the Company is now ready for new leadership."

Under O'Connor's leadership, oOh also secured a series of partnerships including the expansion of its regional Victorian network, 9News to provide content across its large format digital OOH network, Australia Post and the Sydney Gay and Lesbian Mardi Gras.

oOh also achieved target gender pay gap Workplace Gender Equality Agency (WGEA) from 2023-24. When compared to the national average total pay gap of 21.8%, **oOh's** average total pay gap is 2%, while the average base salary pay gap is 0.4%, significantly below the national average of 16.7%.



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Elizabeth McIntyre: 'Her influence will be invaluable as we transition into the next chapter with MOVE, helping to build on the momentum and 16% growth of the sector.'

Elizabeth McIntyre, CEO OMA, also celebrated O'Connor's leadership in the sector and described her impact on the industry as "profound".



She told *Mediaweek*: "As a board member of the OMA, MOVE and the World Out of Home Organisation (WOOH), Cathy has elevated Out of Home's presence both locally and on the global stage, even winning the WOOH Sustainability Award, last year.

"Cathy's decision to stay on and guide oOh! through its leadership transition speaks to her deep commitment to the sector, and her influence will be invaluable as we transition into the next chapter with MOVE, helping to build on the momentum and 16% growth of the sector.

"While she will be greatly missed when the time comes, I have no doubt she will continue to have a profound impact on the sector throughout the remainder of the year."



Darren Woolley: 'She was always one of the most high profile Australian media CEOs.'

Darren Woolley, CEO, TrinityP3 Marketing Management Consultancy, said: "O'Connor has had a stellar track record, particularly during her time leading Nova.

"Outdoor media has had more challenges, particularly during and post the pandemic, but she was always one of the most high profile Australian media CEOs. A champion for equality and a role model that other women in our industry look up to. I think all eyes will be on what she does next."

Meanwhile **Sam Buchanan**, CEO of Independent Media Agencies of Australia (IMAA), described O'Connor as a trailblazer in Australian media.

He told *Mediaweek*: "Leadership has not only driven commercial success at oOh!media but also contributed to broader industry progress. Cathy has been a strong supporter of the independent media sector, and her involvement in initiatives like the IMAA's Female Leaders of Tomorrow program has left a lasting legacy, inspiring the next generation of talent.

"We thank Cathy for her incredible contribution and wish her every success in the next chapter."

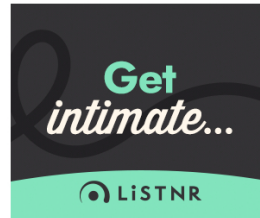


Sam Buchanan: 'Cathy has been a strong supporter of the independent media sector, and her involvement in initiatives like the IMAA's Female Leaders of Tomorrow program has left a lasting legacy, inspiring the next generation of talent.'

On Tuesday, oOh!Media announced O'Connor's departure from the outdoor media company. In the ASX statement, oOh! Chair, **Tony Faure** celebrated O'Connor's leadership which delivered major contract wins and ongoing digital evolution.

"The Board remains highly confident in the Company's strategy, focused on energising oOh!'s sales and go-to-market approach, unlocking the full potential of our market leading network of 35,000 assets, and positioning the business to lead in the retail media segment.

"The Board thanks Cathy for her leadership of oOh! through a transformative period. We are delighted that she will remain with the Company until the second half of CY25 to facilitate an orderly transition."



Top image: Cathy O'Connor, Darren Woolley, Elizabeth McIntyre, Sam Buchanan

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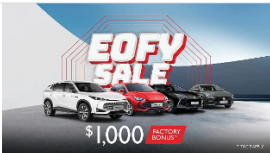
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