

Outdoor Media Association
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Media Release

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For immediate release

Outdoor reduces the number of ads banned.

The Outdoor Media Association (OMA) today completed content training with its members in Sydney, Melbourne, Brisbane, Perth and Adelaide.

The industry introduced this content training in 2011 as part of a series of changes to ensure checks and balances were put in place as part of its on-going commitment to ensuring that advertising reflects community attitudes. Its main aim was to reduce the number of complaints upheld in outdoor advertising.

Since deployment of the training program, the OMA has seen a reduction in upheld complaints across its membership from eight in 2011 to three in 2012 and there were no complaints upheld in the area of sex, sexuality and nudity. Billboard complaints also decreased from 26% of total advertising complaints in 2011 to 5% in 2012.

Content training is held every eighteen months by the OMA with support and participation from the Advertising Standards Bureau and the Australian Association of National Advertisers.

“The OMA is proud to lead content training and manage the self-regulation of our industry. We are pleased to see an immediate and significant effect,” said OMA CEO Charmaine Moldrich.

FURTHER INFORMATION

Charmaine Moldrich, CEO, OMA – T 02 9357 9900

Editor’s Notes:

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.