

01 PURPOSE

Under the Outdoor Media Association (OMA) *Code of Ethics*, all OMA members must comply with the Australian Association of National Advertisers (AANA) *Code of Ethics* and other relevant self-regulatory codes that cover advertising content and placement.

The OMA and its members recognise that Out of Home (OOH) advertising is visible to a broad audience and as such, the placement of advertising must be taken into account when considering compliance with the self-regulatory codes. This is particularly important when advertising products that are illegal for sale to minors.

The OMA has developed the following policy to ensure that all members are aware of and comply with community expectations in relation to the placement of OOH advertising.

02 SCOPE

This Policy provides information on the placement of advertisements of products that are illegal for the sale to young people. This includes advertising of alcohol products, gambling services or sexual services.

03 OMA PLACEMENT POLICY

- 3.1 OMA members will not advertise products that are illegal for sale to minors within a 150-metre sightline of a primary or secondary school.
- 3.2 There are some locations near schools where this policy does not apply; for example, where a club, pub or bottle shop or any other venue that sells alcohol or gambling products is located between the school and the advertising sign.
- 3.3 This policy does not apply to transit advertising on buses, trains, trams and taxis.
- 3.4 OMA members will review all sign locations within the 150-metre restriction zone to ascertain whether this policy is applicable and will review whenever new mapping data is made available to them, at least annually.
- 3.5 Where a complaint is received by ABAC regarding an alcohol advertisement within 150-metres of a school, the OMA will use its mapping software to determine if the advertisement is in breach.
- 3.6 In the event of a breach of this policy, the OMA member will take immediate steps to facilitate removal of the advertisement that is the subject of the breach.

04 OMA MEMBER COMPLIANCE WITH THIS POLICY

The OMA has developed a tool within its audience measurement system, MOVE, using PSMA Australia government data to map all schools in the five key Australian markets (Adelaide, Brisbane, Melbourne, Perth, and Sydney). This ensures that members can appropriately plan the location of any advertising that falls into this category.

05 OMA & THE ABAC CODE

In 2016, faced with a rise in the number of complaints received from the community about placement of alcohol marketing, the ABAC developed a set of placement rules for alcohol advertising. For the display of OOH advertising, the ABAC has chosen to reference the OMA's policy including its 150-metre sightline rule.

06 DEFINITIONS

ABAC Scheme - The Alcoholic Beverages Advertising Code Scheme. The ABAC Scheme is the centrepiece of Australia's system of alcohol marketing regulation; a quasiregulatory system that applies to print, billboard, digital, and other marketing.

Alcohol products - A beverage containing at least 0.5% alcohol by volume.

Gambling services - Advertising or marketing communications on any medium which is undertaken by, or on behalf of a licenced operator of wagering product or services.

Minor - a person who is under 18 years of age and therefore not legally permitted to purchase Alcohol in Australia.

Sexual services - Advertising or marketing communications on any medium for adult-only products and services (such as gentlemen's clubs, strip clubs, or escort services).

For further information please contact OMA:

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