OMA CONTENT REVIEW POLICY

Under the Outdoor Media Association (OMA) *Code of Ethics*, all members of the OMA comply with the Australian Association of National Advertisers (AANA) *Code of Ethics* and other AANA Codes. The OMA and its members recognise that outdoor advertising is visible to a broad audience and that this needs to be taken into account when considering compliance with the AANA *Code of Ethics*.

The OMA has developed this Content Review Policy to support its members' compliance with the AANA *Code of Ethics*.

1. OMA members will endeavour to seek copy advice from the OMA before posting the following types of advertisements or undertaking associated public relations communications:

> 1.1 Advertising that may discriminate against or vilify a person or section of the community on any grounds, including on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief.

> 1.2 Advertising that may employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.

> 1.3 Advertising that may present or portray violence that is not justified in the context of the product or service being advertised, or that may not be appropriate for viewing by a broad audience.

> 1.4 Advertising that may fail to treat sex, sexuality or nudity with sensitivity to the broad audience that will view the advertisement. This includes, but is not limited to:

>> 1.4.1 Advertising in which male or female models are portrayed in a sexualised manner

>> 1.4.2 Advertising that uses scantily clad models, where such models are not relevant in the context of what is being advertised.

>> 1.4.3 Advertising where significant amounts of a model's torso, breasts, cleavage, groin or buttocks are exposed.

>> 1.4.4 Advertising for adult-only products and services such as gentlemen's clubs (for alcohol advertising – refer to the OMA *Alcohol Guidelines*).

> 1.5 Advertising that uses language which is strong or obscene, or which is inappropriate for viewing by a broad audience.

> 1.6 Other advertising that may be inconsistent with prevailing community standards on health and safety.

2. The OMA will consult with the AANA, the Advertising Standards Bureau and/or ABAC when providing copy advice.

3. The OMA and its members acknowledge that copy advice is provided to maintain compliance with the AANA Code of Ethics. An OMA member will not post an advertisement if the copy advice states that the advertisement is likely to breach the AANA Code of Ethics.

4. Where the OMA advises that an advertisement is likely to breach, and must be modified prior to display, an OMA member **will not** display the modified advertisement prior to receiving advice from the OMA that the modified advertisement is unlikely to breach the AANA Code of Ethics.

5. The OMA and its members acknowledge that even if copy advice states that an advertisement is not likely to breach the AANA Code of Ethics, this does not guarantee that a complaint will not be made about the advertisement or that such a complaint will not be upheld by the Advertising Standards Board. This is due to the subjective nature of making judgements about content.

6. In the event that a complaint is upheld by the Advertising Standards Board, the OMA member will take immediate steps to facilitate removal of the advertisement that is the subject of the complaint.

7. The OMA is aware that OOH advertising can be seen by all members of the community, including children. As such, members will ensure where possible that care will be taken in regards to the placement of advertising. Some copy may be appropriate for display on DOOH depending on time of day. Members will also take into account time of day for the display of advertising.