



Wednesday, 28 September 2016  
For immediate release

## Media Release

### Public spaces and self-regulation

On Tuesday 27 September, the Outdoor Media Association (OMA) presented at an industry training seminar, in Brisbane, with the Advertising Standards Bureau (ASB), the Australian Association of National Advertisers (AANA) and The Communications Council, to ensure members are up to date in the self-regulatory system.

Australia's system of self-regulated advertising is highly successful. However, the decision on what is acceptable advertising content can be a subjective one.

Earlier this year, Federal Member for Moreton, The Hon. Graham Perrett MP, spoke out about advertising which can be seen as not appropriate for public spaces saying "this isn't the internet, this isn't television, these are public spaces I am talking about."

The OMA considers public concern about advertising displayed on Out-of-Home to be important, as they can teach us about prevailing community standards. For that reason, the OMA invited Mr Perrett to address the Brisbane content training seminar.

"I appreciate what you [industry] are doing in terms of content training. However, I do believe our public spaces should, on most occasions, be safe places for children," said Mr Perrett.

The OMA agrees with this sentiment and sees self-regulation training as an opportunity to demonstrate and to strengthen the industry's commitment to public spaces.

"Australia's system of self-regulation works, and it works well. We at the OMA are committed to ensuring members only display advertising that aligns with community standards. This training is a vital part of educating our members as to what those standards are," said Charmaine Moldrich, CEO of the OMA.

During September, advertising self-regulation training seminars were held in Brisbane, Melbourne, Perth and Sydney. Presentations from the ASB, the OMA, the AANA and The Communications Council aimed to refresh members on the system of self-regulation and ensure they are up to date on all the Codes and how to comply.

**ENDS**

**FURTHER INFORMATION:**

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**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.