

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.

The OMA and its members recognise that Out of Home (OOH) advertising is visible to a broad audience and that this must be taken into account when considering compliance with the *AANA Code of Ethics*.

The OMA has developed this *Advertising Content Policy* to help ensure that OMA members display advertising that meets community standards.

02 SCOPE

This Policy provides information on complying with the *AANA Code of Ethics*, and outlines OMA members' commitment to ensuring all advertising they post complies with all relevant self-regulatory codes.

03 PROVISIONS IN THE AANA CODE OF ETHICS

In line with the *AANA Code of Ethics*, OMA members do not display advertisements that:

- Discriminate against or vilify a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.
- Employ sexual appeal:
 - in a manner which is exploitative or degrading of any individual or group; or
 - where images of Minors, or people who appear to be Minors, are used.
- Present or portray violence that is not justifiable in the context of the product or service being advertised, or that is inappropriate for a broad audience.
- Fail to treat sex, sexuality and nudity with sensitivity to a broad audience.
- Use language that is strong, obscene or inappropriate for a broad audience.
- Depict material contrary to prevailing community standards on health and safety.
- Are not clearly distinguishable as advertisements to the relevant audience.

04 OMA ADVERTISING CONTENT POLICY

- 4.1 OMA members acknowledge that copy advice is provided by the OMA to assist compliance with the self-regulatory codes.
- 4.2 OMA members will seek copy advice from the OMA before posting advertisements where the content may risk breaching provisions in the *AANA Code of Ethics*, the *ABAC Responsible Alcohol Marketing Code (ABAC Code)*, the *AANA Wagering Advertising and Marketing Communications Code*, or any other relevant code.
- 4.3 OMA members will only display alcohol advertising that has been pre-vetted through AAPS to comply with the *ABAC Code*.
- 4.4 The OMA may consult with representatives from the AANA, Ad Standards and/or the ABAC Scheme when providing copy advice to members.
- 4.5 An OMA member will not post an advertisement if the OMA's copy advice states that the advertisement is likely to breach a self-regulatory code.
- 4.6 If the OMA recommends that an advertisement is modified to avoid a breach, the OMA member will send the modified version to the OMA and will not display it prior to confirmation from the OMA that the modified advertisement is unlikely to breach.
- 4.7 If an OMA member removes contentious copy for any reason, the member will inform the OMA of its decision to do so.
- 4.8 OMA members acknowledge that copy submitted for advice will be retained and may be used by the OMA for member training purposes, unless members advise that it is confidential.

For further information please contact OMA:

Outdoor Media Association / Suite 504, 80 William Street, East Sydney NSW 2011
Telephone: 02 9357 9900 / Email: info@oma.org.au / Web: oma.org.au

- 4.9 OMA members acknowledge that even if copy advice states that an advertisement is unlikely to breach the *AANA Code of Ethics*, this does not guarantee that a complaint will not be made about the advertisement or that a complaint will be dismissed by the Ad Standards Community Panel (Community Panel). The Community Panel is composed of independent community members who make decisions based on fairness, impartiality and prevailing community values.
- 4.10 In the event that a complaint is upheld by the Community Panel or the ABAC Scheme, the OMA member will take immediate steps to facilitate removal of the advertisement that is the subject of that upheld complaint.
- 4.11 OMA members will refer all complainants that contact them to directly lodge their complaint through Ad Standards at www.adstandards.com.au
- 4.12 OMA members abide by the OMA Placement Policy and ensure that, where possible, care is taken in regards to the placement of advertising. OMA members also take into account time of day for the display of digital OOH advertising.

05 DEFINITIONS

AANA - The Australian Association of National Advertisers. The AANA develops the advertising codes which underpin the system of self-regulation in Australia. Complaints under AANA Codes are adjudicated by Ad Standards Community Panel.

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

ABAC Code - Sets out the standards for alcohol marketing in Australia.

Ad Standards - Previously known as the Advertising Standards Bureau, Ad Standards manages the complaint resolution process of the advertising self-regulation system.

Ad Standards Community Panel - Previously known as the Advertising Standards Board, a panel of community members who make determinations about ad complaints from the community it represents.

Degrading - lowering in character or quality a person or group of people.

Exploitative - Taking advantage of the sexual appeal of a person, or group of people, by depicting them as commodities; or focussing on their body parts where this bears no relevance to the product or service being advertised.

Minor - A person under 18 years of age.

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