

## SNAPSHOT

- Australia has a robust system of self-regulation for advertising content to ensure it meets Australian community standards.
- Outdoor Media Association (OMA) members only display Out of Home (OOH) advertising that complies with the *Australian Association of National Advertisers (AANA) Code of Ethics* and other relevant codes.
- When it comes to alcohol advertising, OMA members only display advertising content that has been pre-vetted to comply with the *Alcohol Beverages Advertising Code Scheme (ABAC Scheme)*.
- When it comes to gambling advertising, these must comply with the *AANA Wagering and Marketing Advertising Communications Code* and other relevant legislation.
- OMA members must take into account the appropriate placement of OOH advertising as outlined in the *OMA Placement Policy* and the *OMA Health and Wellbeing Policy*.
- All complaints against OOH advertising are referred to Ad Standards for decision by the Ad Standards Community Panel.
- OMA members abide by all decisions from the Ad Standards Community Panel and the ABAC Scheme and remove any content that is found in breach.

**VERSION: May 2023**

## 01 HOW IS ADVERTISING CONTENT REGULATED?

OMA members only post content that complies with various legislative restrictions and self-regulatory codes including the [\*AANA Code of Ethics\*](#), the [\*ABAC Responsible Alcohol Marketing Code\*](#) and the [\*AANA Wagering Code\*](#).

The OMA also has a series of self-regulatory policies, compliance with which is a requirement of membership. These policies largely reproduce the standards contained in the [\*AANA Code of Ethics\*](#) as well as regulate placement of advertising on Out of Home.

The [\*AANA Code of Ethics\*](#) and the [\*AANA Wagering Advertising Code\*](#) ensures advertising content meets community standards and the Ad Standards Community Panel (the Panel) considers complaints and makes determinations on whether advertising content is in breach of the codes. The Panel is composed of independent community members who make decisions based on fairness, impartiality and prevailing community standards.

The [\*ABAC Responsible Alcohol Marketing Code\*](#) ensures alcohol advertising is responsible and meets community expectations.

OMA members abide by all decisions made by the Panel and ABAC, meaning if an advertisement is found in breach, it is removed as soon possible.

OMA members have close to a 100% compliance rate with the self-regulatory guidelines, and the number of complaints upheld by the Panel is very low.

In 2022, only one advertisement was found to be in breach and was immediately removed.

Other industry codes which pertain to advertising content include:

- [\*AANA Environmental Claims in Advertising and Marketing Code\*](#)
- [\*AANA Code for Advertising and Marketing Communications for Children\*](#)
- [\*AANA Food and Beverages Advertising and Marketing Communications Code\*](#)
- [\*The Federal Chamber of Automotive Industries' Voluntary Code of Practice for Motor Vehicle Advertising\*](#)
- [\*The Therapeutic Goods Advertising Code\*](#)
- [\*Alcoholic Beverages Advertising Code \(ABAC\)\*](#)
- [\*OMA Code of Ethics\*](#)
- [\*OMA Political Advertising Policy\*](#)
- [\*OMA Alcohol Advertising Policy\*](#)
- [\*OMA Health and Wellbeing Policy\*](#)
- [\*OMA Placement Policy\*](#)

There is also legislative requirements related to content. See the [\*OMA Content Manual\*](#) for more information.

## 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](mailto:info@oma.org.au) / Web: [oma.org.au](http://oma.org.au)

## 02 WHAT ARE THE CONTENT RESTRICTIONS ON OOH ADVERTISING?

OMA members only accept copy for advertising that they believe complies with various industry codes. Some of these are outlined below.

### 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.
- Portray violence that is not justifiable in the context of the product or service being advertised or that is inappropriate for a broad audience.

### ABAC Responsible Alcohol Marketing Code

In line with the *ABAC Code*, OMA members only display alcohol advertisements that:

- Do not encourage excessive consumption or abuse of alcohol, or promote underage drinking or offensive behaviour.
- Do not have strong or evident appeal to under 18s.
- Only depict adults who are and appear to be over 25 years of age in advertisements.
- Do not suggest the consumption of alcohol can change a mood or environment (eg alcohol cannot make you cooler or more attractive to other people).
- Do not depict any association between alcohol and the operation of motor vehicles, boats, aircraft or sporting activity.
- Do not challenge or dare people to drink a certain brand or type of alcohol.

ABAC offers a pre-vetting service for alcohol advertisements. It is a requirement of both the *OMA Advertising Content Policy* and the ABAC Code that OOH advertising be pre-vetted through this service before being displayed.

### AANA Wagering Code

In line with the *AANA Code*, OMA members ensure any wagering advertising displayed must not:

- Be directed primarily to minors, this includes the use of people or characters who appeal to minors.
- Depict a person who is a minor unless the person is shown in an incidental role in a natural situation.

- Depict a person aged 18-24 years engaged in wagering activities.
- Portray, encourage or condone wagering in combination with the consumption of alcohol.
- State or imply a promise of winning.
- Portray, condone or encourage participation in wagering activities as a means of relieving a person's financial or personal difficulties.
- State or imply a link between wagering and sexual success or enhanced attractiveness.
- Portray, condone or encourage excessive participation in wagering activities.
- Portray, condone or encourage peer pressure to wager nor disparage abstention from wagering activities.

## 03 ARE THERE RESTRICTIONS ON OOH ADVERTISING PLACEMENT?

OMA members understand that OOH advertisements are seen by a broad audience. OMA members ensure that care is taken in the placement of advertising. Members also take into account time of day for the display of digital advertising.

OMA members abide by the *OMA Placement Policy* and the *OMA Health and Wellbeing Policy* and do not place advertising for alcohol, smoking products, sexual services and discretionary food and drink choices on fixed OOH signs located within a 150-metre sightline of a primary or secondary school. More information can be found in the *OMA Placement Policy and OMA Health and Wellbeing Policy FAQs*.

## 04 WHAT IS THE OMA'S ROLE?

The OMA supports members to ensure OOH advertising satisfies community standards by:

- Providing Copy Advice and supporting tools, such as a Content Manual, to help OMA members determine whether advertising campaigns are appropriate for display on OOH.
- Offering a Concept Advisory Service to advertisers and OMA members to help them determine whether advertising concepts are appropriate.
- Delivering Content Training to advertisers and OMA members with clear guidance on industry codes and how to best comply.

## 05 HOW DO I MAKE A COMPLAINT?

Complaints about the content of an advertisement should be made to Ad Standards.

You can lodge a complaint online at:

[www.adstandards.com.au/lodge-complaint](http://www.adstandards.com.au/lodge-complaint)

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