

SNAPSHOT

- Australia has a robust system of self-regulation for advertising content to ensure it meets community standards.
- Outdoor Media Association (OMA) members support this system and only display Out of Home (OOH) alcohol advertising that complies with the Australian Association of National Advertisers (AANA) Code of Ethics and the Alcohol Beverages Advertising Code (ABAC) Responsible Alcohol Marketing Code (ABAC Code).
- OMA members do not display alcohol advertising on OOH signs that are located within a 150 metre sightline from the boundary of a school.
- OMA members only accept copy for alcohol advertising that has been approved for display through the ABAC Pre-Vetting Service or has legal advice to confirm it is compliant.
- Complaints about alcohol advertisements are made to Ad Standards. These complaints are referred to the Ad Standards Community Panel (Community Panel) and the ABAC Adjudication Panel to determine whether the advertisement is in breach of the Codes.
- OMA members abide by all decisions from the Ad Standards Community Panel and the ABAC Adjudication Panel about alcohol advertisement complaints and remove or modify any advertising that is found in breach.

VERSION: August 2023

01 HOW IS ALCOHOL ADVERTISING REGULATED?

The self-regulation of alcohol advertising is managed by ABAC, which ensures that alcohol advertising is responsible and meets community standards.

The ABAC Scheme comprises:

- The ABAC Responsible Alcohol Marketing Code.
- The ABAC Pre-Vetting Service to pre-vet advertising content for compliance with the ABAC Code and ensure only appropriate advertising is displayed.
- The ABAC Adjudication Panel which assesses complaints and makes determinations on whether an advertisement is found in breach of the ABAC Code.

02 WHAT ARE THE RULES ABOUT ALCOHOL ADVERTISING CONTENT ON OUT OF HOME?

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

- Do not show, encourage or treat as amusing consumption inconsistent with the [*Australian Guidelines to Reduce Health Risks from Drinking Alcohol*](#).
- Do not show, encourage, or treat as amusing, rapid alcohol consumption, misuse or abuse of alcohol or other irresponsible or offensive behaviour that is related to the consumption or presence of alcohol.
- Do not challenge or dare people to consume alcohol or portray the refusal of alcohol or choice of abstinence in a negative light.

- Do not encourage the choice of a particular alcohol product by emphasising its alcohol strength (unless emphasis is placed on the alcohol product's low alcohol strength relative to the typical strength for similar products) or the intoxicating effect of alcohol.
- Do not have strong or evident appeal to minors or depict an adult who is under 25 years of age ~~an Adult~~ unless they are not visually prominent.
- Do not suggest that the consumption or presence of alcohol may cause or contribute to an improvement in mood or environment.
- Do not show the consumption or presence of alcohol as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success.
- Do not suggest that the success of a social occasion depends on the presence or consumption of alcohol.
- Do not suggest that the consumption of alcohol offers any therapeutic or health benefit, is needed to relax or helps overcome problems or adversity.
- Do not show the consumption of alcohol before or during any activity that, for safety reasons, requires a high degree of alertness or physical co-ordination, such as the control of a motor vehicle, boat or machinery or swimming.

To ensure compliance, OMA members should only accept alcohol advertising that has been approved for display through the ABAC Pre-Vetting Service. OMA members may also accept written legal advice stating that the advertisement complies with the ABAC Code.

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

03 WHAT KIND OF ADVERTISING CAN BE PLACED OUTSIDE OF SCHOOLS?

Under the *Alcohol Advertising Policy*, the following advertisements are captured by the OMA *Placement Policy* and cannot be placed within a 150m sightline from the boundary of a school:

- a advertising for a business that primarily sells alcoholic beverages
- b advertising for an alcoholic beverage
- c advertising for a promotion involving alcoholic beverages, even if the advertiser does not primarily sell alcohol
- d advertising for alcohol alternatives.

The Policy is not intended to capture every single incidental depiction of alcohol but rather targets all advertising that is by, for or within the reasonable control of an alcohol producer, distributor or retailer.

The Policy also covers alcohol alternatives, eg zero alcohol beer, wine or spirits.

This means that advertisements for alcohol delivery companies/services will not be displayed within a 150m sightline from the boundary of a school, along with any advertisements for specific alcohol products or promotions.

All relevant advertising, whether it is captured by the OMA Placement Policy or not, must be pre-vetted by the ABAC Pre-Vetting Service.

04 HOW DOES SELF-REGULATION PROTECT CHILDREN?

A primary aim of the self-regulatory Out of Home advertising framework is to protect children from exposure to unsuitable content, including alcohol.

The AANA *Children's Advertising Code* ensures advertising and marketing communications directed at children meet community standards and prohibits advertising or marketing communications to children for, or related to, alcohol products.

05 WHAT ABOUT ALCOHOL ADVERTISING NEAR SCHOOLS?

OMA members will not place alcohol advertising on signs located within a 150 metre sightline from the boundary of a school.

The policy does not apply to advertising applied to moving modes of transport such as buses, trams, trains or taxis.

06 HOW CAN I COMPLAIN ABOUT AN ALCOHOL ADVERTISEMENT?

Complaints about alcohol advertisements are made to Ad Standards.

You can lodge a complaint online at:

www.adstandards.com.au/lodge-complaint

07 WHAT HAPPENS WHEN I MAKE A COMPLAINT?

Ad Standards refers any complaints regarding alcohol advertising to the ABAC Adjudication Panel. These bodies will consider the complaint and determine whether the advertisement is found to be in breach of the Codes.

If the ABAC Adjudication Panel upholds the complaint, the advertiser will be asked to modify or withdraw the advertisement in question. Ad Standards and the OMA member are informed of the ABAC Adjudication Panel decision.

OMA members will comply with all decisions made by the Ad Standards Community Panel and ABAC Adjudication Panel about alcohol advertisement complaints and remove or modify any advertising content that is found in breach.