

SNAPSHOT

- Outdoor Media Association (OMA) members will not display occasional food or drink products within a 150 metre sightline from the boundary of an Australian primary or secondary school.
- Occasional food and drinks are those which do not meet the FSANZ test.
- Master branding and the appearance of occasional food and drinks that are incidental to what is being advertised will be acceptable.

VERSION: January 2023

01 WHY IS THE OUTDOOR ADVERTISING INDUSTRY DOING THIS?

Outdoor advertising exists in the public space and therefore we have a responsibility to the communities in which we operate. We take this very seriously and, through a robust self-regulatory system, we impose very strict content and placement restrictions on Out of Home (OOH) advertising. Given the growing public concern about overweight and obesity, particularly in children, we feel that it is important that we again step up as an industry and do the right thing.

02 WHY NOT BAN ALL OUTDOOR ADVERTISING OF OCCASIONAL FOOD AND DRINK PRODUCTS?

The Australian Dietary Guidelines identify some food and drinks as occasional, in that they are not necessary for a healthy diet. As products which are legal to sell and that are acceptable to be consumed sometimes, it is reasonable that companies be allowed to advertise them. However, given that children might be less able to determine the difference between everyday foods and occasional food and drinks, it is reasonable to limit children's exposure to these advertisements. The most effective way of doing this is to limit the advertising of these food and drinks in and around schools.

Further, a ban on all OOH advertising of occasional food and drink products will not deter advertisers altogether, it will simply push them to advertise on other, more targeted channels.

Through the Health and Wellbeing Policy, the Out of Home advertising industry can support state and federal governments in their goal to reduce overweight and obesity in Australia through a proven and effective self-regulatory scheme.

03 WHICH SIGNS ARE RESTRICTED?

All fixed signs within a 150 metre sightline from the boundary of a school, unless the inventory is not visible due to a building or other impediment. This means all billboards, bus shelters and other forms of advertising

but would not include signage at, for example, an underground train station or within an enclosed shopping centre, because the sign cannot be seen from the school. It also does not include shopfront or 'on-premise' signs.

For more information see the [*OMA Placement Policy*](#).

04 WHAT ABOUT PUBLIC TRANSPORT?

The audience for advertising on public transport assets is a representative proportion of the population. Public transport is mobile, and it is not possible to determine which vehicle will be assigned to a particular route on any given day.

05 WHY 150 METRES?

The 150 metres is based on the maximum readability distance of signs. Both international and Australian research demonstrates that, even for the largest signs, the maximum distance for readability is 140 metres. Restricting signs within a 150 metre sightline of a school is the most effective way to ensure that signs are not legible from school grounds.

06 HOW DO OMA MEMBERS KNOW WHERE SCHOOLS ARE?

Since July 2017, the OMA has invested in new technology to map all primary and secondary schools in Australia using PSMA Australia government data.

Schools are mapped in relation to signs within the OOH industry's audience measurement system, MOVE (Measurement of Outdoor Visibility and Exposure). This means that in the early stage of booking an advertising campaign, signs that would be visible from a 150 metre sightline of a school can be easily avoided.

07 WHICH FOOD AND DRINK PRODUCTS ARE RESTRICTED?

Any advertisement for occasional food and drink products which do not meet the requirements of the FSANZ test.

Occasional food and drink products are products that

For further information please contact OMA:

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do not fit into the five food groups because they are not necessary for a healthy diet.

Five Food Groups

The five food groups make up the Australian Guide to Healthy Eating. The five groups are:

- vegetables and legumes/beans
- fruit
- grain foods
- lean meats and poultry, fish, eggs, tofu, nuts and seeds and legumes/beans
- dairy products.

08 WHY THE FSANZ THRESHOLD TEST?

When the OMA launched its policy in 2020, it was a world first, nationally applied policy. In November 2021, the Australian Association of National Advertisers new Food and Beverages Code (the AANA Code) came into effect. The AANA Code restricts the content and placement of advertisements for occasional food and drink, particularly in relation to advertising targeting children. The AANA Code uses the FSANZ threshold test as its test for occasional food and drink.

In order to keep the self-regulatory scheme as robust as possible, and in order to make compliance with both the OMA Policy and the AANA Code easier for advertisers and OMA members, from 1 July 2022 the OMA has transitioned to the use of the FSANZ threshold test in its own policy.

09 HOW DID YOU COME UP WITH THE THRESHOLDS FOR THE FSANZ SCORE?

The FSANZ thresholds are determined by the Food Standards Australia and New Zealand (FSANZ) Nutrient Profile Scoring Criteria which is enshrined in Australian law.

10 WHY SCHOOLS?

The OMA Health and Wellbeing Policy uses schools as a touchpoint because there is one in every suburb and they are centrally located. Schools are the hubs of communities everywhere; the buildings and grounds are used for more than just school activities – they are embraced by local communities every day.

In addition, with childhood obesity being a specific and growing problem in Australia and one which will impact the health of our future population, this policy is a way for the OOH advertising industry to limit children's exposure to occasional food and drink product advertising.

11 WHAT ABOUT CHILDCARE CENTRES?

The OMA has mapped Australian primary and secondary schools using PSMA data which is accurate and updated regularly. There is no similar data set for childcare centres which would make it impossible to effectively map the locations of inventory.

12 WHY NOT BAN ALL OUTDOOR ADVERTISING TO CHILDREN?

Children are not considered a target market for outdoor advertising. The industry audience measurement system, MOVE, does not measure audience age less than 14 years because outdoor advertising reaches a broad audience and therefore is generally targeted to adults.

Despite this, the OOH industry recognises that OOH advertising is seen by a wider audience, including children and their parents, and the Health and Wellbeing Policy seeks to support governments in their objective to address overweight and obesity in Australia.

13 WHY ARE YOU ALLOWING MASTER BRANDING?

Master branding is the overarching branding of an advertiser which may or may not primarily manufacture occasional food and drink products but does not include individual product lines. For example, McDonald's but not Big Mac, Kellogg's but not Coco Pops.

While there are some brands whose product offering is largely made up of occasional food and drink products, many of these brands also offer healthier choices which can still be advertised individually.

14 I'VE SEEN AN ADVERTISEMENT NEAR A SCHOOL WHICH I DO NOT BELIEVE COMPLIES WITH THIS POLICY WHAT CAN I DO?

Complaints about the content of an advertisement should be made to Ad Standards. You can lodge online, at adstandards.com.au/lodge-complaint or telephone 02 6173 1500. Complaints regarding the placement of an advertisement can be directed to the OMA by emailing info@oma.org.au.

For more information visit the OMA Health and Wellbeing Policy website: healthyoutdoor.org.

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