

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 and placement.

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 the social responsibility of what advertisements are placed on our OOH advertising signs.

In response to community concerns about overweight and obesity in Australia, the OMA has implemented the OMA Health and Wellbeing Policy. The Policy uses schools as a touchpoint because schools are the hubs of communities everywhere, with the buildings and grounds used for more than just school activities.

VERSION: January 2021

02 SCOPE

This policy applies to the advertising of discretionary food and drink products. It only applies to food and drink that falls outside the 'five food groups' of the Australian Guide to Healthy Eating.

03 HEALTH AND WELLBEING POLICY

- 3.1 OMA Members agree to apply the OMA **Placement Policy** to advertising for discretionary food and drink products that do not achieve a Health Star Rating of 3.5 or above.
- 3.2 The Health Star Rating (HSR) can either be a pre-determined, advertised rating or can be calculated by the advertiser or manufacturer through the official Health Star Rating Calculator.
- 3.3 Clause 3.2 will apply whether or not the discretionary food or drink product is 'packaged'.
- 3.4 If the advertiser provides the OMA Member with a statement confirming that the discretionary food or drink product advertised meets the requirements of this policy, then the member will be taken to have complied with this policy.
- 3.5 If a discretionary food or drink product that is restricted under Clause 3.1 is depicted incidentally in the advertisement, this will not constitute a breach of this policy.
- 3.6 Master branding advertisements will be acceptable on condition that no discretionary food or drink products are depicted or referenced.
- 3.7 This policy applies nationally. However, if a jurisdiction introduces new policy, regulation, legislation or contractual arrangement that places limits on the advertising of food products in that jurisdiction, the OMA Board may withdraw the application of this policy to that jurisdiction.

04 OMA MEMBER COMPLIANCE WITH THIS POLICY

The OMA has developed a tool within its audience measurement system, MOVE, using PSMA Australia's government data which maps all schools in the five key Australian markets (Adelaide, Brisbane and Gold Coast, Melbourne, Perth, and Sydney). This ensures that members can appropriately plan the location of any advertising that may be captured by this policy.

05 WHAT CAN AND CANNOT BE ADVERTISED

Only food and drinks that are contained within the 'five food groups' of the Australian Guide to Healthy Eating can be advertised unless that food or drink has a Health Star Rating of 3.5 or more.

The Australian Guide to Healthy Eating can be accessed at www.eatforhealth.gov.au.

Discretionary Food and Drink

Discretionary food and drink products are food and drinks that 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.

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

06 DEFINITIONS

Australian Dietary Guidelines

The Guidelines as created and published by the Australian Department of Health. Available at eatforhealth.gov.au/guidelines.

Health Star Rating

The official Australian Health Star Rating (HSR) system, a front-of-pack labelling system that rates the overall nutritional profile of packaged food and assigns it a rating from 0.5 stars to 5 stars.

Health Star Rating Calculator

The Calculator provided by the Front-of-Pack Labelling Secretariat at healthstarrating.gov.au.

The Health Star Rating of 3.5 has been chosen as the benchmark as it is commonly used as a marking point for more healthy food choices. For example, the NSW Healthy School Canteen Strategy: Food And Drink Criteria recommends providing “the healthiest versions of Occasional foods with a Health Star Rating (HSR) of 3.5 stars and above”.

Incidental

Food and drink products pictured in an advertisement where they are either:

- part of the background,
- not a prominent feature of the advertisement,
- unrelated to the product being offered, or
- unidentifiable as a specific food item or type of food.

Jurisdiction

An area of government, local, state or federal, with distinct boundaries where a specific policy or regulation may apply.

Jurisdictions to which this policy does not apply will be published on the OMA website.

Master Brand

The overarching branding of an advertiser which may or may not primarily manufacture discretionary 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.

OMA Placement Policy

The OMA Placement Policy, as approved by the OMA Board and updated from time to time. The Policy restricts the advertising of certain products within a 150 metre sightline of an Australian primary or secondary school. The Policy does not apply in the primary CBD of an Australian state or territory’s capital city.

Packaged

Food, whether processed or unprocessed, that is sold in packaging and which has a similar and comparable nutrient profile with each manufacture.

07 HOW TO MAKE A COMPLAINT

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.