

OUTDOOR
MEDIA
ASSOCIATION

Add
an extra
handful of
veggies



OMA

National Health and
Wellbeing Policy

Annual Report 2020-2021

Now delivering
the groceries
you forgot
earlier



Now delivering



Contents

1. Foreword	2
2. Executive summary	3
3. Introduction	4
4. Research	6
5. About the policy	7
6. Launching the policy	8
7. The first year	9
8. The 'Add an extra handful of veggies' campaign	10
9. Using Out of Home for good	12
10. Looking forward	16
11. Endnotes	18
12. OMA members	19

1. Foreword



In a world that is so polarised, how do you talk about growth and profits while at the same time wanting to leave the world in better shape than you found it?

This is particularly vexed when you get into the issue of food and nutrition, it would be safe to say it is a minefield. But even minefields can be mapped, and this is where pragmatism plays its part.

With just over 25 per cent of the world's population - almost 2 billion people - overweightⁱ and one in three people undernourished,ⁱⁱ obesity and malnutrition are in equal parts a problem around the globe.

In Australia, the overweight and obesity problem is more pronounced, with two thirds of the population struggling with overweight or obesity.ⁱⁱⁱ We recognise the problem and now need to take action to correct it.

The Outdoor advertising industry has committed to playing an important role in supporting healthy lifestyle decisions and as part of this has developed an industry-wide National Health and Wellbeing Policy.

At the heart of this policy is our industry's commitment to not run advertising for less healthy food and drink products within a 150m sightline of a primary or secondary school in Australia. That is close to 6,000 signs in Australia.

We work on the principle that using advertising to promote healthy lifestyles has a greater impact than restricting advertising in the hope that people will forget about unhealthy food.

The Outdoor industry has also committed to an annual \$3M¹ pro-bono advertising campaign to promote healthy lifestyles.

Now over a year old, this annual report outlines the key successes and learnings from the first year of operation of the National Health and Wellbeing Policy.

We know that people's habits do not change overnight.

Our National Health and Wellbeing Policy is not a panacea to cure all ills, but what we have created will provide a better outcome than prohibitions and bans.

We know it's important that we play our part. With this policy and the supporting health promotion campaigns, that's what we aim to do.

Charmaine Moldrich
Chief Executive Officer

¹ Then-current market rates

2. Executive summary

9 creatives reviewed

4 rejected from display

3 breaches

140 people trained

80 per cent of parents were encouraged to add veggies to their kid's meals.

In 2020, the Australian Outdoor advertising industry created a world-first, national policy that restricts the placement of discretionary food and drink advertising from around schools.

Since the policy came into effect in July 2020, the feedback from government, industry and community has been overwhelmingly supportive.

In the first year of the policy's operation the Outdoor Media Association (OMA) reviewed nine advertisements for compliance with the policy. We surmise that this low number indicates how well understood the policy was by members.

Of those nine advertisements, four were rejected from running on OMA member signs.

In addition, the OMA trained over 140 people in the application of the policy. Training attendees were from OMA member organisations, agencies and other interested groups.

In January 2021, the OMA, in conjunction with the Australian Government Department of Health, successfully ran the 'Add an extra handful of veggies' campaign where 86 per cent of parents who saw the ad say they were encouraged to include veggies in their own meals or snacks. Eighty per cent said they would add veggies to their kid's meals.

As the OMA heads into the second year of operation for the policy, it is looking forward to continuing to work collaboratively with key stakeholders, including governments on holistic and evidence-based solutions to the problem of overweight and obesity in Australia.

3. Introduction

3.1 The new policy

The OMA's National Health and Wellbeing Policy builds on its existing Placement Policy. First implemented in 2009, the Placement Policy restricts the advertising of alcohol, gaming and wagering, and adult and sexual services from being displayed within a 150m metre sightline of an Australian primary or secondary school.

Under the National Health and Wellbeing Policy, the Placement Policy now also restricts certain unhealthier foods and drinks from being displayed around schools.

3.1.1 More than just restrictions

Alongside the new policy was a commitment from industry to donate \$3M of advertising space each year to a healthy lifestyle campaign. Underpinned by creative support from OMA members, who know how to make great Out of Home (OOH) content, the OMA seeks to work with both government and NGOs alike to create campaigns that educate the community on the importance of a healthy diet and lifestyle.

3.2 About Out of Home advertising

OOH advertising is one of the oldest forms of media. Prior to the COVID-19 crisis, it had been one of the only forms of traditional advertising to see its audiences grow year on year. This is largely due to investment in digital technology over the last ten years, as well as the channel's potential for broadcast reach.

OOH advertising comprises many different formats and locations including billboards, bus stops, office foyers and lifts, public transport, shopping centres, telephone booths, and train stations. OOH advertising is agile and adaptive and able to provide a broad range of communications needs, from large scale commercial advertising and local business promotion to wayfinding and public service announcements.

OOH advertising is a trusted channel used by federal, state and local government to broadcast awareness campaigns for public health and community service messaging.

3.3 About the OMA

The OMA is the peak industry body for OOH advertising in Australia. OMA members advertise third party products¹ on digital and traditional signs across a variety of formats and locations.

OMA members make significant economic contributions to both government and the community, contributing \$647M to Australia's GDP. Most OMA members are Australian owned and operated, paying taxes in Australia and with profits going back to the Australian economy.

3.4 Obesity and overweight in Australia

According to the Australian government, the number of adults living with obesity in Australia has doubled in the last 10 years^{iv}. Two in three adults and one in four young people are now either overweight or obese.

Being overweight or obese increases the risk of a range of chronic health conditions and costs the Australian people \$11.8B in direct and indirect health and community costs.^v

A comprehensive approach to managing overweight and obesity is needed to reduce both the adverse health outcomes and the impact on the community purse.

In 2021, the Australian Government released its report on the consultation for the National Obesity Strategy, a 10-year framework for action to reduce overweight and obesity. The report outlines the result of significant Australia-wide consultation with stakeholders about Australia's approach to the national obesity problem.

¹Advertising in which the advertisement is not associated with the premises eg, a land or property owner allows an OOH media company to display an advertisement for a third-party product or service.

The report highlighted the recognition that individual-level change was not the answer and that addressing the “significant barriers to living a healthier life”^{vi} was required to make effective change.

3.4.1 A focus on community change

The OMA’s National 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.

By focussing on schools as places where people gather, the Outdoor advertising industry can restrict the advertising of unhealthy food and drink within community hubs.



4. Evidence-based solutions

The Outdoor advertising industry knows that it has a role to play in tackling the issue of overweight and obesity in Australia. However, it is important to put into context the role that Out of Home (OOH) advertising plays in the wider scope of the problem.

We know that the causes of overweight and obesity are complex; from comfort eating to a lack of movement, a lack of education, genetics, poverty, and disease. It follows, therefore, that the solutions to prevent and decrease obesity will be complex.

4.1 The social determinants of health

It is important that any strategy for addressing overweight and obesity in Australia be founded in a well-rounded, evidence-based approach to the problem, addressing the varied and myriad reasons for obesity and not just the symptom itself.

In a report commissioned by the Victorian government, *Friel et al* concluded that interventions aimed at increasing the consumption of healthy foods are more effective than those aimed at decreasing the consumption of unhealthy foods – like banning advertising.^{vii}

According to the Australian Institute of Health and Welfare, overweight and obesity in Australia is influenced by an “obesogenic environment” which promotes “obesity among individuals and populations” this includes “physical, economic, political and sociocultural factors”.^{viii}

Significant investment and a bottom-up approach is needed to make an impactful change, starting with education and school programs to instil healthier lifestyles.

Simplistic interventions do not address the wider social determinants of health or the political economies of food. While the majority of government investments and interventions over the years have focussed on individual factors, research shows that these only achieve a “modest short-term improvement” in individuals but are unlikely to address the social determinants of health, and the inequities therein.^{ix}

The social determinants of health are the circumstances in which people are born, grow up, live, work and age, and the wider set of forces and systems affecting these circumstances: eg. economic and development policies, social norms, social policies, and political systems.^x

Interventions need to be based in a multi-faceted strategy that tackles the broad socio-economic, political and cultural contexts driving the environment.

4.1.1 The HiAP Approach

Overweight and obesity is a complex issue that requires a holistic solution. The World Health Organisation advocates for a Health in All Policies (HiAP) approach that seeks synergies across policy decisions to create positive health outcomes.^{xi}

Many of the key factors that impact on physical activity, diet or weight can only truly be addressed through a HiAP approach, acknowledging the wider social determinants of health. Communities also need to be supported and engaged to take action and address the local factors that impact on overweight and obesity.^{xii}

Collaboration is needed across a range of sectors and stakeholders to make healthy foods physically, socially, culturally and financially easier and more desirable.^{xiii}

5. About the policy

5.1 A world first

When it was launched in February 2020, the OMA's National Health and Wellbeing Policy became the strictest national advertising regulatory regime in the world and today remains the only nationally consistent restriction on the placement of food advertising.

5.2 Consultative and collaborative

The OMA and the Outdoor advertising industry worked with many stakeholders to ensure the policy was robust and fit for purpose. The OMA is committed to ensuring the policy remains best practice for the industry with a commitment to review the policy and report on its efficacy each year.

5.3 Place based policy

Compliance with the National Health and Wellbeing Policy is made possible through the Outdoor industry's investment in the MOVE school mapping tool, a web-based interactive tool for media buyers, advertisers, and outdoor media operators.

MOVE allows OMA members to map the location of their individual signs to primary and secondary schools. Accurately highlighting which inventory is captured by the OMA policy.

Through the MOVE system, OMA members can track compliance with the National Health and Wellbeing Policy and the Placement Policy to ensure advertising that is not permitted under the OMA policy is not placed around schools.

5.4 Evidence based

The OMA are experts in advertising, not nutrition. So, in crafting the policy, the OMA sought the expert advice of the Australian government in helping to determine what should and shouldn't be restricted around schools.

The policy draws on the Australian Dietary Guidelines and the Australian Guide to Healthy Eating to determine what food and drink will be allowed to be advertised. The National Health and Medical Research Council developed the Australian Dietary Guidelines with advice from experts.

In addition to the Australian Guide to Healthy Eating, the OMA has also used the Australian Health Star Rating System to determine what foods can and cannot be displayed near a school.

The Health Star Rating system was developed by the Australian state and territory governments in collaboration with industry, public health, and consumer groups. It was selected because it is consumer-facing, and targeted at improving health literacy by providing non-experts with a simple tool to make healthier food choices.

For more information about upcoming changes to the way discretionary food will be defined under the OMA National Health and Wellbeing Policy, see page 16.

5.5 Emphasis on education

Noting that overweight and obesity are complex problems that require multi-faceted solutions, the OMA has crafted the National Health and Wellbeing Policy with a view to educating communities on healthy lifestyles.

In addition to restricting unhealthier foods and drinks from being displayed around schools, the Outdoor industry has committed to donating \$3M of advertising space to government and health advocacy groups every year.

OMA members, with decades of experience in creating successful campaigns, will also offer creative support and advice to maximise the success of each campaign and will monitor the efficacy of the campaigns.

For more information on the first such campaign, which ran in 2021, please see page 10.

6. Launching the policy

The OMA's National Health and Wellbeing Policy was officially launched on 24 February 2020. It came into effect from 1 July 2020.

6.1 Promoting the policy

As part of the communications strategy for the launch of the policy, a media release was sent to advertising industry publications, generating 22 individual news items including print articles and interviews with the OMA's CEO, Charmaine Moldrich.

The OMA also wrote to key government stakeholders including all relevant state and federal ministers and shadow ministers as well as government departments to alert them to the new policy.

Following on from this correspondence, the OMA was able to meet directly with a number of key stakeholders to discuss the policy and what it means for the industry.

Other industry bodies were alerted to the policy including the Australian Association of National Advertisers, the Media Federation of Australia, Diabetes Australia and the Heart Foundation.

6.2 Educating the industry

Alongside the policy, the OMA also provided a comprehensive suite of documents to help educate the various stakeholders on the ins and outs of the policy.

The suite of documents included:

- A white paper outlining the process of shaping the policy
- A series of FAQs for the community, advertisers, agencies and OMA members
- A practice note to assist members in complying with the policy.

7.2.1 Microsite

The OMA launched healthyoutdoor.org as a one stop shop for all information regarding the National Health and Wellbeing Policy.

The microsite hosts all of the education resources and materials as well as information about the policy and the healthy lifestyle campaign.

The microsite received 1K visits during the first month of the launch of the policy and has had 2K visits since its launch.

7.2.2 Training

The OMA held comprehensive training sessions prior to implementation. The training discussed the importance of compliance with self-regulation, the reasons for implementing the policy and gave real world examples to help members and agencies in compliance.

The training was attended by over 140 participants and the recorded webinar remains available for OMA members on the OMA website, as well as for advertisers and agencies on the OMA's microsite healthyoutdoor.org.

"This policy reflects the fact that the industry has listened to the community and government and proactively introduced a new voluntary self-regulating code to address what has become a critical issue in Australian society."

7. The first year

7.1 Copy advice

The OMA's Copy and Concept Advisory Service provides advice to members on compliance with the various self-regulatory codes in place for the Outdoor advertising industry.

With the advent of the National Health and Wellbeing Policy, the Copy Advice service was expanded to include compliance with the restrictions on discretionary food and drinks.

In the 12 months between July 2020 and June 2021, the OMA Copy Advice service reviewed nine advertisements pertaining to the National Health and Wellbeing Policy. Of these, four were rejected for display within the restricted zone.

This low number, combined with the low breach data reported below, indicates that members understand the policy and their internal review processes work well.

7.2 Breaches

In the 12 months between July 2020 and July 2021, there were three breaches of the National Health and Wellbeing Policy. The advertisements were displayed by two different OMA members on two digital signs and one traditional sign.

The cause of these breaches was human/coding error.

The advertisement on the traditional sign was removed within three days of the complaint while the digital advertisements were out of market by the time the complaint was received.

All three sites were reviewed in the MOVE school mapping system to ensure they were adequately tagged, and members in breach committed to reviewing their internal processes to ensure that the mistake would not be repeated.

"I was delighted to see recently the colourful 'Add an extra handful of veggies' campaign on a billboard in Brisbane."

Dr Robyn Littlewood, Chief Executive, Health and Wellbeing Queensland.



8. Add an Extra Handful of Veggies

The more research we do, the more we learn about Out of Home (OOH) advertising's ability to influence and drive behaviour change. That's why the industry complemented the National Health and Wellbeing Policy with a commitment to donate \$3M each year to a healthy lifestyle campaign.

The 'Add an extra handful of veggies' campaign creative was developed by the Australian Government Department of Health, in partnership with the OMA.

The campaign ran from 24 January to 20 February 2021 on OOH signs nationwide, reaching over 9.4 million people. And it got noticed by the public. A post-campaign survey showed that one in two people saw the advertisement.

8.1. A call to action

The purpose of the campaign was to get people to make one simple change – add a handful of veggies to one of their daily meals or snacks.

Two out of three people surveyed said the campaign encouraged them to visit the eatforhealth.gov.au website and 65 per cent of people who recalled the campaign on OOH or social media said they spoke to someone about it.

8.2. Influencing family behaviour

Fifty-nine per cent of people who remembered the campaign or similar ads were parents. Of those parents, 86 per cent were encouraged to include veggies in their own meals and 80 per cent were encouraged to make healthier choices for their children's meals.

8.3. Long term change

Previous post-campaign research shows that awareness and behaviour change rise with two to three campaign cycles. This is why the Outdoor advertising industry is committed to running a healthy lifestyle campaign annually in the hope that campaign recall and behaviour change will show marked improvement over time.



The campaign had strong reach

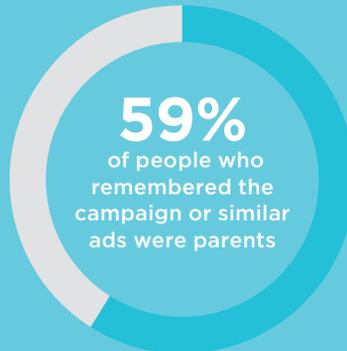


the campaign reached over
9.4 million
people Australia-wide

1 out of 2

people remembered seeing the 'Add an extra handful of veggies' campaign or similar ads on OOH

Targeted messaging had high cut-through among parents



86%

of parents were encouraged to include veggies in their meals

80%

of parents were encouraged to make healthier choices for their children's meals

The strong call-to-action fed curiosity and talkability



2 out of 3

people surveyed said the campaign encouraged them to visit the eatforhealth.gov.au website

65%

of people who recalled the campaign on OOH or social media said they spoke to someone about it

Data source: Dynata survey commissioned by the OMA n=1200; parents with children under 15 n=775.

"I am delighted the Outdoor Media Association is partnering with the Department of Health on this important initiative to encourage more Australians to live a healthier lifestyle by eating more vegetables."^{xiv}

Minister for Health, the Hon Greg Hunt MP.

9. Using Out of Home for good

9.1 Out of Home for social change

While governments may look to restricting certain types of content, the OMA knows that Out of Home (OOH) advertising is actually more impactful in encouraging social change through positive messaging.

For example, the Outdoor industry worked in partnership with DrinkWise to run the campaign 'Children can inherit more than your looks'.

The campaign ran in June 2019 and again over December/January 2020. In the first year it reached over 11 million Australians, in the second it reached over 10 million.

The most recent post-campaign survey results show that, after the campaign ran, 54 per cent of people surveyed remembered seeing the campaign.

Forty four per cent of those said they had discussed it with other people and 25 per cent said they would drink more moderately in the future, all because of the campaign.

Ultimately, 57 per cent of people who saw the campaign thought this use of OOH advertising was good for society.

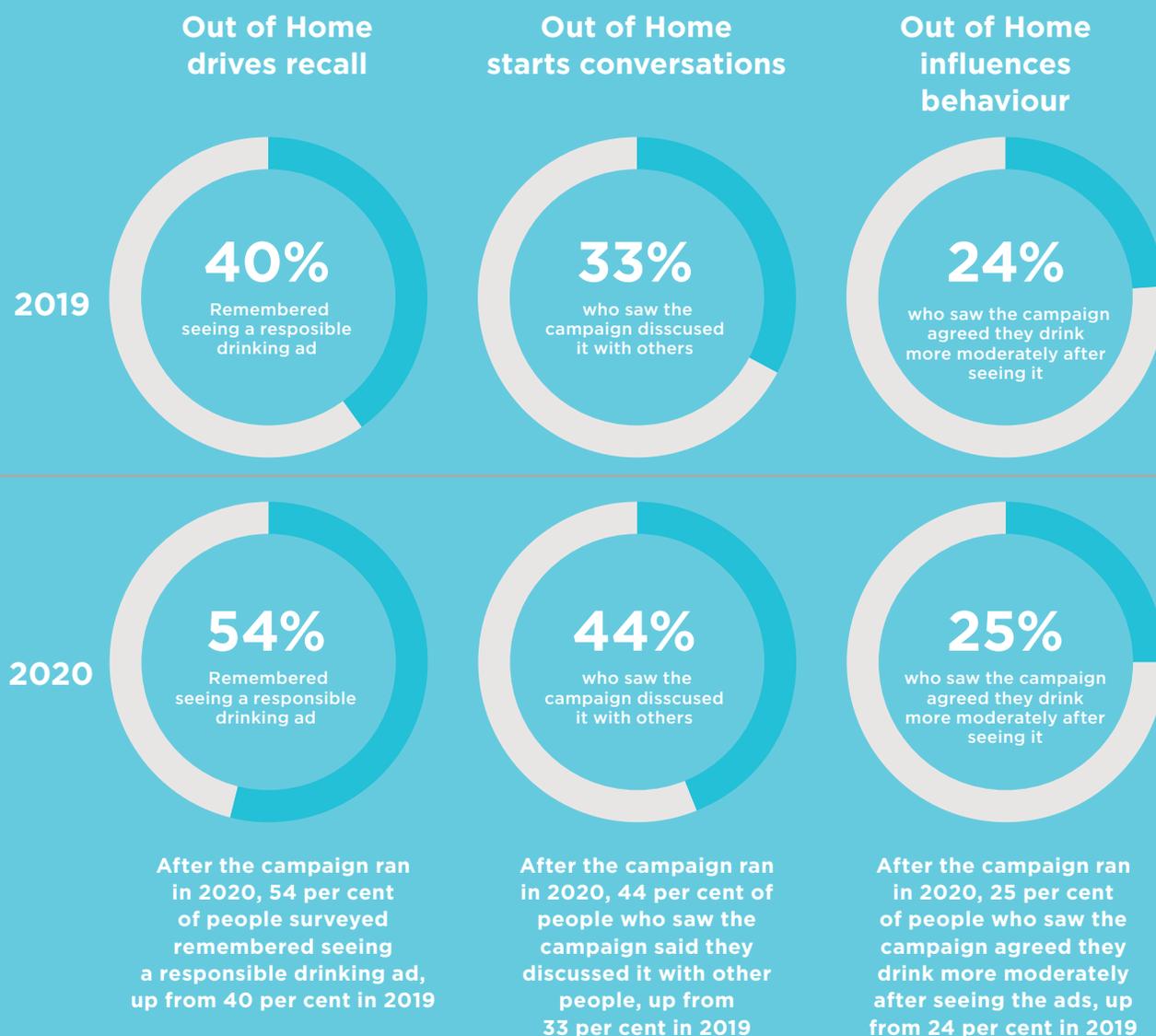
The campaign results show that OOH advertising is memorable, can change behaviour, and start a conversation.

Outdoor advertising works because it is immediate, targeting consumers where they live, work and shop; it changes behaviours through its immediacy and contextuality.

The success of this campaign shows that OOH is an effective channel to raise awareness about key community issues, and healthy lifestyle campaigns are no different.



The DrinkWise campaign increased in effectiveness over time. Survey responses show increased recall and action from 2019 to 2020.



Out of Home inspires positive campaign engagement

- Of those who saw the DrinkWise campaign in 2020, 91 per cent said they liked it
- Of those who saw the DrinkWise campaign in 2020, 57 per cent said they think it is 'good for society'

9.2. Being responsible

The Outdoor advertising industry has a robust self-regulatory scheme that ensures that content meets prevailing community standards. Compliance with the self-regulatory scheme is a condition of membership for OMA members.

The industry works closely with government and a range of other stakeholders to ensure that the regulations and codes that govern the industry are appropriate, responsive, and practical.

In addition, OMA members, as advertising publishers, are subject to the Australian Association of National Advertisers (AANA) Code of Ethics which is the main self-regulatory scheme for the Australian advertising industry.

The AANA Code of Ethics, in addition to the OMA Policies and other self-regulatory schemes that OMA members are subject to, make the industry nimble in responding to changes in community standards and government priorities.

9.2.1. Committed to compliance

Compliance with the National Health and Wellbeing Policy comes naturally to OMA members because they have been complying with other self-regulatory codes for a long time.

The OMA Code of Ethics states that OMA members cannot endorse the display of advertisements likely to breach the AANA Code of Ethics.

The OMA's Copy and Concept Advisory Service helps eliminate the likelihood of an OOH advertisement breaching one or more of the 18 self-regulatory codes and policies OMA members adhere to.

The service is complemented by training for OMA members.

An important aspect of self-regulation is keeping the policies up to date and educating members on any changes. The OMA takes responsibility for this and has established a program of education and pre-vetting initiatives including:

- A national program of content training for members and media agencies
- A copy advice service based on OMA policies
- A concept advice service for advertisers and creative agencies to use at the early stage of campaign development.

The Copy and Concept Advisory Service reviews advertisements for compliance with the relevant codes. OMA members are required to action the recommendations of this service.

In 2020, the OMA reviewed 239 non-food advertisements that were submitted to the OMA Copy and Concept Advisory Service. Of these, 65 were rejected and 22 were modified to comply with the codes.

9.2.2. Breaches

The self regulatory system is monitored by the Ad Standards Board, an independent panel that determine compliance with the AANA Code of Ethics, the main self-regulatory scheme for the entire advertising industry in Australia.

Only three OOH advertisements submitted to the Ad Standards board last year, breached the AANA Code of Ethics. None of the breaches were food and beverage advertisements.

As per OMA members' commitment to compliance, all of the advertisements were immediately removed.

More information about how the Copy and Concept Advice Service was utilised in relation to the OMA National Health and Wellbeing Policy, including specific breaches, can be found on page 9.

The Outdoor industry's commitment to compliance saw OOH advertisements represent just **3.21 per cent** of all complaints^v to Ad Standards in 2020, compared with free-to-air television, which represented **66.62 per cent** of all complaints.



10. Looking forward

10.1. Policy review

The OMA is committed to reviewing its self-regulatory scheme on a regular basis. The National Health and Wellbeing Policy is due to be reviewed by the OMA Board in February 2022.

The review process will involve consultation with OMA members and, where relevant, other interested stakeholders including government and the Australian Association of National Advertisers.

During that time the OMA will review feedback received from stakeholders over the last year as well as consult with OMA members on the operation of the policy and make any changes required to ensure the policy remains robust and fit for purpose.

10.2. A more robust system

In June 2021, the Australian Association of National Advertisers (AANA) introduced its own food and beverages advertising policy which restricts the targeting of unhealthy food and drink advertising to children. The OMA has worked closely with the AANA to ensure our policy and their code are complementary, making the whole system of self regulation more robust.

The AANA Food and Beverages Code comes into effect in November 2021 and, while it applies to advertising channels wider than just OOH, it references the OMA Placement Policy as the gold standard placement regulation with regard to targeting children with OOH.

The OMA will continue to work with the AANA and other advertising stakeholders to ensure the self-regulatory system continues to operate optimally.

10.2.1. One system, one definition of discretionary food

When the world-first, National Health and Wellbeing Policy launched in 2020, the OMA selected the Health Star Rating (HSR) system as the touchpoint for defining what is and isn't discretionary food.

The HSR system was considered optimal because it focussed on building health literacy among the population and the star rating was easily understood by consumers and advertisers alike.

In 2021 the AANA Food and Beverages Code comes into effect utilising the Food Standards Australia and New Zealand (FSANZ) Nutrient Profile Criteria to define discretionary food.

Both systems are governed by similar equations and speak to the nutrient profile of a food to determine its status as discretionary or everyday.

In acknowledging that any self-regulatory system must be agile and adaptive to ensure it is robust, the OMA will be transitioning to the use of FSANZ in the National Health and Wellbeing Policy from January 2022.

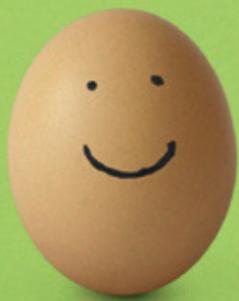
The benefit to one definition of discretionary food among the advertising community is that the system becomes stronger and more effective. It will be easier for advertisers to ensure their compliance and simpler for consumers to understand.

10.3. Future campaigns

The OMA has begun work on the 2022 healthy lifestyle campaign, this time approaching state governments with a view to meeting their individual goals.

And, with new members signing up to the Association in 2021 who specialise in point of sale and shopping centre advertising, it is hoped that the 2022 campaign will be even more impactful.

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**100% of our
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are cage free.**

Woolworths 
The fresh food people



11. Endnotes

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- xi Ibid
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- xiv Media release available here: <https://www.oma.org.au/Outdoor-industry-launches-first-health-campaign>

12. OMA members

The Outdoor Media Association (OMA) represents close to 95 per cent of Out of Home (OOH) advertising industry.

Media display



Non-media display



Asset owners



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unconditionally.”

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Platforms 1

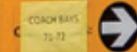


Toilets



thirsty?

Sydney



Coach
terminal
this way



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This report is available at healthyoutdoor.org
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Published by the Outdoor Media Association