

SNAPSHOT

- Australia has a robust system of self-regulation for advertising content to ensure it meets Australian community standards.
- In addition, Outdoor Media Association (OMA) members have imposed a placement policy on any advertising for products that are illegal for sale to minors as well as certain occasional food and drink products.
- This type of advertising cannot be located within a 150 metre sightline of a primary or secondary school.
- The OMA has developed a tool to track schools in all five major markets in Australia to further assist members' compliance with this policy.
- If the Placement Policy is found to have been breached, OMA members will take immediate steps to ensure that the advertising is removed.

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01 WHICH LOCATIONS ARE RESTRICTED BY THE PLACEMENT POLICY?

OMA members understand that Out of Home (OOH) advertisements are seen by a broad audience, and so 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 will not place any advertising for certain products on signs located within a 150 metre sightline of a primary or secondary school. These are products that are illegal to sell to minors - alcohol, wagering and gaming products, and adult sexual products and services - or certain occasional food and drink products.

This Policy does not apply to transit advertising (for example on buses, trams, trains and taxis). It also does not apply within Australian capital city primary CBDs, except in relation to alcohol advertising.*

For more information on which occasional food and drink products are restricted, please see the OMA Health and Wellbeing Policy website [healthyoutdoor.org](https://www.healthyoutdoor.org)

02 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 the five major markets (Sydney, Melbourne, Brisbane and the Gold Coast, Adelaide, and Perth) using Geoscape's (formerly PSMA) Australian Government data.

Geoscape provides an independent and self-funded means for Australian governments and businesses to collaborate on national geospatial matters. Due to a discontinuation of PSMA data, Veitch Lister Consulting have been engaged to update school location data using ACARA and satellite imagery from 2019 dataset onwards.

Schools are mapped in relation to signs within the OOH industry's audience measurement system, MOVE.

This means that in the early stage of booking an advertising campaign, signs that would be visible from a

school can be easily avoided.

03 WHY 150 METRES?

This distance has been chosen using the science behind how people look at signage. Studies have shown that the majority of fixations (the way someone looks at a sign), occur at a distance of 100 metres from the sign.

The size of individual signs also has an impact on how they are viewed, and even a sign of 100sqm (one of the largest available sizes) only has a practical viewing distance of 140 metres. This means even in an uncluttered environment, signs 150 metres from a school will not be legible.

04 WHY DOES THE POLICY NOT APPLY IN CAPITAL CITY PRIMARY CBDs?

The OMA acknowledges that there are a number of schools that exist within capital city primary CBDs. However, the policy will not apply to primary CBDs because the expected predominantly adult audience of signs; and the density of large buildings affecting the sightline of signage is likely to significantly impede sightline from schools.

A conservative estimate of audiences for signs in CBD areas suggests that less than 20 per cent of people who see these particular signs are under the age of 18. The primary audience in a CBD is overwhelmingly adult.

The CBD exemption applies only to advertisements for adult services, wagering and gaming products and services, and certain occasional food and drink. Under the Policy, alcohol advertising cannot be placed within a 150m sightline of a school anywhere in Australia.

This policy does not negate any duties under state or federal legislation that restrict the placement of certain types of advertising. OMA members comply with this policy in addition to any relevant legislation.

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](https://www.oma.org.au)

05 WHAT HAPPENS IF I SEE THIS TYPE OF CONTENT NEAR A SCHOOL?

OMA members are committed to the OMA *Placement Policy*. However, it is possible that advertising of this type may be accidentally placed within a 150 metre sightline of a school, due to human and technological errors.

If this occurs, you can advise the OMA, OMA member, or (in the case of alcohol advertising) Ad Standards, and OMA members will ensure that the content is removed.

06 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 advertising signs.
- Offering a Concept Advisory Service to advertisers and OMA members to help them determine whether advertising concepts are appropriate.
- Delivering annual Content Training to advertisers and OMA members, in conjunction with The Australian Association of National Advertisers (AANA), Ad Standards, and The Alcohol Beverages Advertising Code Scheme (ABAC), with clear guidance on industry codes and how to best comply.
- Providing members with the tools to map schools and ensure that advertisement placement decisions are made appropriately.

07 HOW DO I MAKE A COMPLAINT?

Complaints about the content of an advertisement (including alcohol) should be made to Ad Standards. You can lodge online at adstandards.com.au/lodge-complaint

Complaints regarding the placement of an advertisement can be directed to the OMA by emailing info@oma.org.au.

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* This exception does not apply in relation to gambling and alcohol advertising in the state of Victoria due to legislative requirements pertaining to the placement of such advertisements.

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