

SNAPSHOT

- Australia has a robust system of self-regulation for advertising content to ensure it meets community standards.
- Outdoor Media Association (OMA) members only display Out of Home (OOH) advertising that complies with the Australian Association of National Advertisers (AANA) *Code of Ethics* and other relevant codes.
- When it comes to alcohol advertising, OMA members only display advertising content that has been pre-vetted to comply with the Alcohol Beverages Advertising Code Scheme (*ABAC Scheme*).
- When it comes to gambling advertising, these must comply with the *AANA Wagering and Marketing Advertising Communications Code* and other relevant legislation.
- OMA members must take into account the appropriate placement of OOH advertising as outlined in the *OMA Placement Policy*.
- OMA members have almost 100% compliance with self-regulatory guidelines.
- All complaints against OOH advertising are referred to Ad Standards for decision by Ad Standards Community Panel.
- OMA members abide by all decisions from the Ad Standards Community Panel and the *ABAC Scheme* and take immediate steps to remove any ad that is found in breach.

01 HOW IS ADVERTISING CONTENT REGULATED?

Australia has a world-class system of self-regulatory Codes adhered to by the outdoor advertising industry. Content on all OOH signage, both digital and traditional, is subject to self-regulation administered by the AANA.

The *AANA Code of Ethics* ensures advertising content meets community standards, and Ad Standards Community Panel (Community Panel) considers complaints and makes determinations on whether advertising content is in breach of the codes. The Community Panel is composed of independent community members who make decisions based on fairness, impartiality and prevailing community values.

OMA members only post content that complies with the *AANA Code of Ethics*, the *ABAC Responsible Alcohol Marketing Code* and the *AANA Wagering and Marketing Advertising Communications Code*. OMA members abide by all decisions made by the Community Panel and the *ABAC Scheme*, meaning if an advertisement is found in breach, it is removed as soon as possible.

OMA members have close to 100% compliance rate with the self-regulatory guidelines, and the number of complaints upheld by the Community Panel is very low (generally no more than two per year).

02 WHAT CONTENT RESTRICTIONS EXIST FOR OOH?

OMA members only accept copy for advertising that they believe complies with the *AANA Code of Ethics*, the *ABAC Responsible Alcohol Marketing Code* and the *AANA Wagering and Marketing Advertising Communications Code*.

AANA Code of Ethics

In line with the *AANA Code of Ethics*, OMA members do not display advertisements that:

- Discriminate against or vilify a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.
- Employ sexual appeal:
 - in a manner which is exploitative or degrading of any individual or group; or
 - Where images of Minors, or people who appear to be Minors, are used.
- Present or portray violence that is not justifiable in the context of the product or service being advertised, or that is inappropriate for a broad audience.
- Fail to treat sex, sexuality and nudity with sensitivity to a broad audience.

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

- Use language that is strong, obscene or inappropriate for a broad audience.
- Depict material contrary to prevailing community standards on health and safety.
- Are not clearly distinguishable as advertisements to the relevant audience.

ABAC Responsible Alcohol Marketing Code

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

- Do not encourage excessive consumption or abuse of alcohol, or promote underage drinking or offensive behaviour.
- Do not have strong or evident appeal to under 18s.
- Only depict adults over 25 years of age in advertisements.
- Do not suggest the consumption of alcohol can change a mood or environment (eg. alcohol cannot make you cooler or more attractive to other people).
- Do not depict any association between alcohol and the operation of motor vehicles, boats, aircraft or sporting activity.
- Do not challenge or dare people to drink a certain brand or type of alcohol.

AANA Wagering and Marketing Advertising Communication Code

In line with the *AANA Code*, OMA members ensure any wagering advertising displayed must not:

- Be directed primarily to minors, this includes the use of super heroes and celebrities who particularly appeal to minors.
- Depict a person who is a minor unless the person is shown in an incidental role in a natural situation.
- Depict a person aged 18–24 years engaged in wagering activities.
- Portray, encourage or condone wagering in combination with the consumption of alcohol.
- State or imply a promise of winning.
- Portray, condone or encourage participation in wagering activities as a means of relieving a person's financial or personal difficulties.
- State or imply a link between wagering and sexual success or enhanced attractiveness.
- Portray, condone or encourage excessive participation in wagering activities.
- Portray, condone or encourage peer pressure to wager nor disparage abstention from wagering activities.

03 WHAT PLACEMENT RESTRICTIONS EXIST FOR OOH?

OMA members understand that OOH advertisements are seen by a broad audience. OMA members 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 abide by the *OMA Placement Policy* and do not place advertising for products illegal for sale to minors on fixed OOH signs located within a 150-metre sightline of a primary or secondary school (this generally relates to any access gates to the school). More information can be found in the *OMA Placement Policy FAQs*.

04 WHAT IS THE OMA'S ROLE?

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.
- Offering a Concept Advisory Service to advertisers and OMA members to help them determine whether advertising concepts are appropriate.
- Delivering Content Training to advertisers and OMA members with clear guidance on industry codes and how to best comply.

05 HOW DO I MAKE A COMPLAINT?

Complaints about the content of an advertisement should be made to the Ad Standards.

You can lodge a complaint online at:
www.adstandards.com.au/lodge-complaint

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