



# **Submission to Feasibility study on options to limit unhealthy food marketing to children**

Policy options for public consultation

15 March 2024



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## 1 EXECUTIVE SUMMARY

As the peak body for Out of Home advertising in Australia, the Outdoor Media Association (OMA) recognises the importance of promoting healthy lifestyles and addressing concerns regarding child overweight and obesity rates.

OMA members are committed to responsible advertising that meets prevailing community standards and attitudes. In line with this commitment, the Out of Home industry has worked ahead of other parts of the industry, as the first and only medium in Australia with an industry-specific occasional food and drink advertising policy which members must comply with in addition to the Australian Association of National Advertisers (AANA) [Food and Beverages Advertising Code](#). The OMA reviews its policies annually to ensure that they are contemporary and relevant.

The OMA [National Health and Wellbeing Policy](#) was introduced in 2020 and provides specific guidance on the promotion of occasional food and beverage products. It is supported by the OMA [Placement Policy](#) which restricts the placement of advertisements of certain products within a 150-metre sightline of a school. These products include:

- Occasional food and drink products
- Alcohol and alcohol alternatives
- Adult sexual products and services
- Wagering and gaming products

Since the introduction of its [National Health and Wellbeing Policy](#), OMA members have committed to leverage the reach and frequency of our channel for good and partner with government and public health interest groups to promote healthy eating and lifestyle through an annual campaign.

Earlier this year our members donated more than \$10 million in free advertising to promote a healthy eating campaign in partnership with Health and Wellbeing Queensland and Nutrition Australia.

The industry firmly believes that implementing a ban on occasional food advertising on outdoor advertising assets will be ineffective and does not address the complex and deeply embedded root causes of overweight and obesity. The OMA is also concerned that the proposed restrictions would have a significant economic cost with no meaningful health benefit.

Restrictions that target only one or certain channels are unlikely to stop advertising investment but will simply shift it from more regulated channels, such as Out of Home, to less regulated channels.

The unintended consequence of such a shift takes investment away from a channel that returns circa 50% of its revenue back to Government landlords through rent and taxes, and subsidises the development, operation and maintenance of public transport and infrastructure, to channels that return significantly less tax to government.

This impacts the Out of Home industry's ability to continue its high-quality maintenance and service of bus shelters, street furniture, pedestrian bridges, public bins, and telephone booths at no cost to taxpayers.

Studies of advertising bans abroad have shown that the bans failed to mitigate rising obesity levels amongst children. Simplistic interventions do not address the wider social determinants of health or the political economies of food.

Addressing overweight and obesity requires a systematic focus on improving health education, promoting physical activity, reducing social and economic disadvantage, as well as wider regulatory, accessibility, and food security responses.

This submission addresses the questions outlined in the consultation document and then specifically the proposed Outdoor food advertising restrictions for consultation.

The submission also highlights the economic and social consequences of proposed advertising bans on the government, industry and community. OMA's submission provides an overview of the success of the 2024 *Fresh veg, deliciously affordable* campaign in partnership with Health and Wellbeing Queensland and Nutrition Australia.

The OMA welcomes the opportunity to discuss with the Federal Department a co-designed campaign to empower and educate Australians on how to stay as healthy as they can be, an ambition outlined in the [\*National Preventive Health Strategy 2021-2030\*](#) and [\*National Obesity Strategy 2022-2032\*](#).

## 2 RESPONSE TO SURVEY QUESTIONS

### Policy objective

Option 1.1 – To reduce children’s exposure to unhealthy food marketing and the persuasive power of this marketing (short-term objective, within 1-2 years).

Option 1.2 – To reduce children’s exposure to unhealthy food marketing and the persuasive power of this marketing (short-term objective, within 1-2 years) AND to improve children’s dietary intakes (medium-term objective, within 3-4 years).

*Which is the most appropriate policy objective? (Select one option or other [specify])*

### OMA Response

The OMA supports Other, please specify.

*To reduce the amount of unhealthy food marketing that children are exposed to (short-term objective, within 1-2 years) AND to improve children’s dietary intakes and physical activity (medium-term objective, within 3-4 years).*

The OMA understands the intention of the proposed policy objectives, with members already reducing children’s exposure to unhealthy food marketing by complying with the AANA [Food and Beverages Advertising Code](#), OMA [National Health and Wellbeing Policy](#) and OMA [Placement Policy](#).

To combat the persuasiveness of occasional food and beverage marketing OMA members abide by the AANA [Children’s Advertising Code](#) and [Food & Beverages Advertising Code](#).

The OMA’s place-based policy significantly reduces children’s exposure to occasional food and drink advertising by restricting this advertising within a 150m sightline of primary and secondary schools across the country.

Schools are mapped in relation to signs within the industry’s audience measurement system, MOVE. This means that in the early stage of booking an advertising campaign, signs visible from a school can be easily avoided.

In addition, to improve children’s dietary intakes and physical activity, OMA members have proactively committed to leverage the channel for good by partnering with government to promote healthy eating and lifestyle by offering a free-media annual campaign.

## Policy approach

Option 2.1 – Status quo, which relies on a self-regulatory approach whereby food marketing is governed by industry Codes of Practice.

Option 2.2 – A mandatory legislative approach with policy development, monitoring and enforcement led by the Australian Government.

*Which policy approach has the greatest chance of achieving the policy objective(s)? (Select one option)*

## OMA Response

The OMA supports Option 2.1 – Status quo, which relies on a self-regulatory approach whereby food marketing is governed by industry Codes of Practice.

The Outdoor advertising industry already has robust policies and monitoring systems in place to restrict the amount of exposure and persuasiveness of food marketing to children. This has proven to be successful with no complaints to Ad Standards about occasional food advertising in 2023 (Ad Standards, 2024).

The OMA [National Health and Wellbeing Policy](#) and [Placement Policy](#) were proactively introduced by the Out of Home industry in response to community concerns about overweight and obesity in Australia. The policies use primary and secondary schools as a touchpoint.

The AANA [Children’s Advertising Code](#) includes a measure where adverts targeting children ‘*should not undermine the authority, responsibility or judgment of parents or carers*’. The [Food & Beverages Advertising Code](#) includes measures where ‘*advertising of occasional Food or Beverages Products must not target children*’ and ‘*Advertising of Food or Beverage Products featuring a promotional offer of interest to Children must not create a sense of urgency or encourage the purchase or consumption of an excessive quantity*’.

The existing advertising industry guidelines already effectively limit the amount and persuasiveness of occasional food and beverage advertising to children.

The OMA has consistently demonstrated its commitment to address community concerns efficiently and responsively by implementing improvements to self-regulation policies. Compared to legislation, it is also more effective and efficient to amend self-regulation policies and guidelines as new health concerns and trends arise.

For example, in 2020 the OMA updated its [Advertising Content Policy](#) to include “OMA members will reject campaigns which feature smoking or smoking products, including electronic personal vaping products, and/or which advertise business names which feature connotations to smoking or smoking products” in response to rising concerns of vapes in our community, particularly amongst young people. The Federal Government is still addressing this community concern.

The OMA also has rigorous copy advice service that considers advertising compliance across self-regulation and legislation. The OMA has processed more than 830 creatives from our members in 2023 and 2024 to date.

This service is free for OMA members and helps eliminate the likelihood of a breach and helps ensure that Out of Home remains a responsible medium. Self-regulation also empowers the industry and bestows a greater sense of responsibility and ownership.

The Outdoor industry is leading the way with only 11 complaints received by Ad Standards relating to Out of Home advertising in 2023. There were no complaints about Outdoor advertising of occasional food and drink products last year.

In the event of a breach, the OMA member will take immediate steps to facilitate the removal of the advertisement that is subject to the breach.

Both the OMA and AANA have significant industry codes and policies in place that successfully promote responsible advertising and protect consumer interests.

### Age definition of children

Option 3.1 – Children are defined as less than 18 years of age.

Option 3.2 – Children are defined as less than 15 years of age.

*Which policy approach has the greatest chance of achieving the policy objective(s)? (Select one option).*

### OMA Response

The OMA supports Option 3.2 – Children are defined as less than 15 years of age.

The OMA supports the AANA definition of children as “persons under the age of 15”. The AANA uses a government definition to determine the definition of a child. The definition of child in the [Broadcasting Services \(Australian Content and Children’s Television\) Standards 2020](#) is defined as under 15 years of age.

More recently, the Australian government has ratified an international treaty on child employment, which states children should be aged 15 to work.

The OMA recognises that a child of working age can buy any type of food or non-alcoholic drink; and sell and handle any type of food or non-alcoholic drink by working at food and beverage retail outlets.

The Out of Home industry goes above and beyond the AANA definition of children with the OMA [National Health and Wellbeing Policy](#) and [Placement Policy](#) restricting certain advertising within a 150m sightline of primary and secondary schools across the country.

## Food and beverages to be restricted from marketing

Option 4.1 - A government-led food classification system aligned with national dietary guidance that restricts marketing of unhealthy food products AND food brands that are associated with unhealthy products.

Option 4.2 - A government-led food classification system aligned with national dietary guidance that restricts marketing of unhealthy food products. Marketing of food brands (without referring to a specific product) would be exempt from restrictions.

Option 4.3 - A government-led food classification system aligned with national dietary guidance that restricts marketing of unhealthy food products. Marketing of food brands would only be permitted when a healthy food product owned by the brand was included in the marketing content.

*Which food classification approach has the greatest chance of achieving the policy objective(s)? (Select one option).*

### OMA Response

The OMA supports Option 4.2 - A government-led food classification system aligned with national dietary guidance that restricts marketing of unhealthy food products. Marketing of food brands (without referring to a specific product) would be exempt from restrictions.

Master branding, or marketing of a brand without referring to a specific product, aims to promote brand awareness and preference. It is used to build trust and encourages competition between brands. The OMA [National Health and Wellbeing Policy](#) aims to limit particular master branding where “*Master branding advertisements will be acceptable on condition that no occasional food or drink products are depicted or referenced.*”

This Policy identifies occasional food and drink products as “*those with an FSANZ Nutrient Profile Score (NPS) that is less than the threshold for that product category, as defined in section 6.4.*” These thresholds outlined are determined by the Food Standards Australia and New Zealand.

*Which specific food classification system would be most appropriate?*

### OMA Response

The OMA prefers the FSANZ Nutrient Profiling Scoring Criteria (NPSC).

The OMA and the AANA use the FSANZ score because it accurately and comprehensively calculates the nutrient content of a food or drink. Nutrient profiling is used internationally to classify foods based on their nutrient content and can help to identify healthier foods. The numerical algorithm consists of four negative nutrients, two positive associate nutrients and a proportion of fruit, vegetables, nuts and legume ingredients. The calculator is user friendly and provides an objective score for a food or beverage product on its health claim compliance.

The NPSC is believed to be more comprehensive than the Health Star Rating which only utilises four nutrient aspects (Health Star Rating, 2024). The NPSC is also considered to be more accurate than the COAG model which only applies to examples of occasional food without any actual consideration of nutrient content (Department of Health and Aged Care, July 2022).



## Proposed outdoor food advertising restrictions for consultation

Option 5.3.1 – Restrict unhealthy food advertising on all outdoor media.

Option 5.3.2 – Restrict unhealthy food advertising on outdoor media at government-owned and managed places, on public assets, within 750m around schools and along major transport corridors.

*Which option for restricting outdoor food advertising has the greatest chance of achieving the policy objective(s)?*

### OMA Response

The OMA supports 'Other, please specify'.

Existing restrictions on Out of Home advertising include:

The OMA [National Health and Wellbeing Policy](#) restricting the placement of advertisements of occasional food and drink products within a 150-metre sightline of a school.

These products are defined as products that fall outside the 'five food groups' of the Australian Guide to Healthy Eating. Occasional food and drink products are those with an FSANZ Nutrient Profile Score (NPS) that is less than the threshold for that product category.

The OMA [Placement Policy](#) restricting the placement of advertisements of certain products within a 150-metre sightline of a school, including:

- Occasional food and drink products
- Alcohol and alcohol alternatives
- Adult sexual products and services
- Wagering and gaming products

The OMA [Advertising Content Policy](#) stating that members must reject advertising that targets or promotes messaging contrary to a State or Federal public health campaign eg antivaccination campaigns which are contrary to current paediatric health advice.

#### **1. Further education is more effective than Government regulation.**

The OMA and Federal Government have a shared passion, responsibility and history of working together for positive community health outcomes for Australians.

Key health advocacy groups have all recommended high-impact, sustained public education campaigns promoting a healthy diet and increased physical activity. This position is supported by research and international best-practice.

The OMA notes that the [National Preventive Health Strategy 2021-2030](#) supports promotion of healthy eating through educational awareness campaigns.

The OMA's annual Healthy Eating campaign to encourage Australians to eat more vegetables is a clear demonstration of our support for the Government's commitment to curtailing obesity.

The OMA has concerns with the direction of the draft policy, as there is no certainty that restricting Outdoor advertising will reduce child overweight and obesity. Our 2024 *Fresh veg, deliciously affordable* national campaign was the biggest one yet, valued at more than \$10 million. More detail about this campaign is in Section 5 of this document.

The OMA welcomes the opportunity to work with the Government on delivering *Strategy 2.2 Use social marketing to foster healthy social and cultural norms, reduce weight stigma and help people make healthy choices* of the [National Obesity Strategy 2022-2032](#).

## **2. There is already a successful self-regulation system in place.**

The OMA [Code of Ethics](#) mandates that members comply with 17 self-regulatory codes, policies and guidelines in addition to state and federal legislation. This ensures that members are accountable and ethical with community, government and advertisers. This includes the OMA [National Health and Wellbeing Policy](#) which launched in 2020. It was a world-first, nationally consistent restriction on the placement of occasional food and drink advertising around schools.

Throughout 2019, the OMA proactively engaged with the Australian Food and Grocery Council, Ad Standards, the Australian Association of National Advertisers, State and Federal Health Ministers as well as key health advocacy groups including Diabetes Australia, Cancer Council and Heart Foundation to ensure that the proposed policies and programs considered a range of perspectives and reflected best practice.

The OMA [National Health and Wellbeing Policy](#) and [Placement Policy](#) state that OMA members must not advertise certain occasional food and drink within a 150-metre sightline of a school.

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

In 2024, the OMA will launch a new audience measurement and school mapping system which will include internal environments and regional areas. The 150-metre guideline goes beyond international best practice which claims 140 metres to be maximum legibility distance.

There is no evidence to suggest that a 750-metre boundary would have a greater impact than our current policy.

Furthermore, the implementation of Option 5.3.2 is so extensive that it would be very similar to a ban across all Outdoor media. As outlined earlier in this submission, this type of policy would not reduce the investment in advertising by food and beverage companies.

Instead, it would redirect advertising spend away from a channel that has proactively worked to address community concerns and which subsidises public transport and towards less regulated channels which arguably have the potential to impact children's consumption patterns to a greater extent because parents are often unaware of the content being accessed.

The OMA [Advertising Content Policy](#) also addresses Advertising Contrary to Public Health Campaigns. It states that OMA members agree to reject advertising that targets or promotes messaging contrary to a state or federal public health campaign eg antivaccination campaigns which are contrary to current paediatric health advice.

Out of Home advertising is one of the most trusted channels used for broadcasting government and community awareness messaging. The Outdoor advertising industry is a compliant and responsible medium. This is demonstrated by no complaints received in 2023 and 2024 (to date) regarding occasional food advertising (Ad Standards, 2024).

### **3. We are a responsible medium with a high compliance rate and robust industry education frameworks**

Considering the above initiatives and the adherence to our own strict regulatory policies, the industry is disappointed that the Government would seek to impose additional regulations on the Out of Home industry.

The rationale for the additional changes is not supported by evidence that such changes would be effective, nor by the fact that only 11 complaints to Ad Standards are made against our industry last year (Ad Standards, 2024). None were concerned with occasional food or drink advertising. The OMA provides regular face to face and online training sessions to our members.

In 2023, the OMA conducted seven training sessions to our membership. These included three face to face sessions in Sydney, Melbourne and Brisbane in partnership with Ad Standards.

The OMA has also conducted policy-specific training sessions covering the topics of occasional food advertising, alcohol advertising, wagering advertising and political advertising. More than 100 members have attended each webinar and recordings are uploaded to the OMA Member Portal with no expiration date.

The OMA also provides a free Copy Advice service to our members. The Copy Advice service helps eliminate the likelihood of a breach by determining whether the proposed advertisement is compliant and meets community standards.

The OMA has processed more than 830 creatives from our members in 2023 and 2024 to date. They say that “prevention is better than cure” and the OMA believes that its proactive training schedule, in addition to our free copy advice service, has contributed to our members’ high compliance rate.

## **3 POLICY CONSEQUENCES**

The potential employment and economic impacts of introducing a ban on the Outdoor advertising industry and its supporting industries are significant.

There are 1,784 people directly employed in the outdoor advertising industry, with thousands more jobs supported as suppliers and partners (Deloitte Economic Access, 2024).

A policy that specifically targets the Out of Home industry will likely shift investment away from the industry and therefore comes with the potential consequence of job losses. As outlined earlier, impacts to the Out of Home industry’s commercial viability also put at risk its investments in subsidising public

transport and constructing and maintaining public infrastructure, not to mention its commitment to annual health and wellbeing campaigns.

Such restrictions proposed in Option 5.3.1 and Option 5.3.2. would deprive governments of vital funding for public transport. According to recent research, advertising contributes approximately \$352m to public infrastructure (Deloitte Access Economics 2024).

Currently OMA members maintain and service bus shelters, street furniture, pedestrian bridges, public bins, and telephone booths at no cost to taxpayers. The unintended consequence of a proposed ban includes diminishing the industry's successful and ongoing investment in the development, operation and maintenance of public transport and infrastructure, leaving Government to wear the burden of the cost for this service.

#### 4 TRANSPORT FOR LONDON CASE STUDY

In February 2019, Transport for London introduced a ban on high fat, salt and sugar (HFSS) food advertising across their estate – London Underground, London Bus, London commuter rail, most bus shelters and approximately 15% of billboards.

This followed the Out of Home industry's voluntary adoption of a 100m exclusion zone for HFSS, alcohol, and gambling advertising from all school nationally.

Despite the ban by Transport for London, studies have shown limited impact on reduced obesity rates, highlighting the complexities of addressing public health challenges through regulatory interventions alone (Francis, 2022).

While the bans restricted the visibility of occasional food advertisements on public transport, they neglected to address other factors that contribute to overweight and obesity such as increasingly sedentary lifestyles of children and access to healthy and affordable food options.

The ban “did not translate into a reduction in childhood obesity” (SLG Economics, 2022) and further [NHS data](#) “shows child obesity rates, which the advert ban was introduced to tackle, have increased in London faster than average since the start of the junk food advertising ban” (Francis, 2022).

Purchases of HFSS products in London and the North of England increased after the Transport for London's advertising restrictions on HFSS food were introduced (SLG Economics, 2022).

The Transport for London case study demonstrates that an advertising ban failed to mitigate rising obesity levels amongst children and significantly underestimated the complexity and multifaceted nature of overweight and obesity.

The OMA is concerned that advertising restrictions would have a large economic cost in exchange for no meaningful health benefit.

## 5 OMA ANNUAL HEALTHY EATING CAMPAIGN

Since 2020, the [National Health and Wellbeing Policy](#) has played an active role in limiting the exposure of occasional food and drink advertising to children.

The industry also pledged over \$3 million in donated advertising value each year to an Out of Home campaign that promotes healthy eating and influences positive behavioural change. The OMA seeks to partner with a government health agency every year to help achieve their policy objectives.

The first healthy eating campaign donated by the members of the OMA was *Add an extra handful of veggies* in partnership with the Australian Government Department of Health.

Our 2024 campaign *Fresh veg, deliciously affordable* focussed on encouraging Australians to make healthy choices with the consideration of cost-of-living pressures. The *Fresh Veg, deliciously affordable* campaign came to life in partnership with Health and Wellbeing Queensland and Nutrition Australia.

In 2024, members donated a record \$10 million in advertising value and the campaign featured on more than 18,000 advertising signs across every state and territory in Australia over a four-week period from 28 January 2024 to 24 February 2024. The campaign was displayed in office lobbies, gyms, cafes, retail shopping centres, bus stops, roadside billboards, train stations, electric vehicle charging stations and public transport.

*Fresh veg, deliciously affordable* sought to inspire and educate Australians on how to make a healthy swap, benefiting both their health and hip-pocket.

While takeaway and fast-food prices experienced sharp increases in recent months, the cost of seasonal fresh fruit and vegetables has declined (Australian Bureau of Statistics, 2024).

The OMA commissioned an independent post-campaign survey. Results demonstrated that the *Fresh veg, deliciously affordable* campaign encouraged behaviour change, sparked conversations, and drove action.

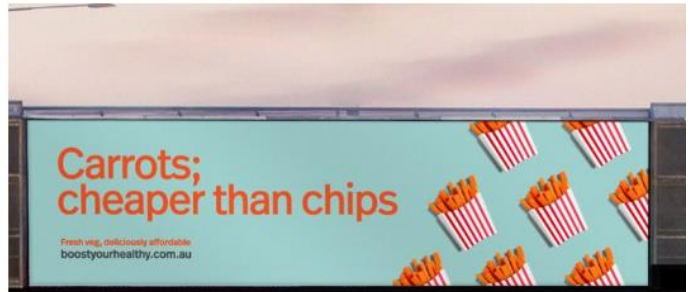
1 out of 3 people remembered the campaign, and out of those who remembered:

- 82% were encouraged to lead a healthy lifestyle
- 79% were encouraged to consider vegetables as the cheaper and healthier alternative to junk food
- 77% were encouraged to purchase vegetables
- 69% were encouraged to find more information
- 54% talked to someone about the campaign

And for the Australian parents who remembered seeing this campaign:

- 91% were encouraged to include vegetables in meals, lunchboxes or snacks
- 88% were encouraged to make healthier choices for their child/children
- 83% were encouraged to learn to cook vegetables/ vegetable meals tailored to children's taste

The survey results highlight how government and Out of Home can work together to deliver positive behaviour change campaigns.



## 6 ACHIEVING POLICY OBJECTIVES TOGETHER

The [\*National Preventive Health Strategy 2021-2030\*](#) and [\*National Obesity Strategy 2022-2032\*](#) present positive actions that seek to enable Australians to embrace healthy social and cultural norms and live healthier lives.

There is an opportunity for the OMA to partner with the Department of Health and Aged Care to achieve key actions and achievements outlined below:

### [\*National Preventive Health Strategy 2021-2030\*](#)

- Healthy eating is promoted through widespread multi-media education campaigns

### [\*National Obesity Strategy 2022-2032\*](#)

- Provide engaging information, education, and skill-building initiatives, including online, that promote and align with the Australian guidelines for healthy eating, alcohol, physical activity, sedentary behaviour and sleep, with further tailoring of messages and information for priority groups and life stages.
- Invest in communication campaigns that promote the health, social, economic and environmental co-benefits of physical activity, especially active travel, and of minimally processed foods.

The OMA supports an approach that is collaborative, educational and positive, with government and industry working together to deliver outcomes.

The Out of Home industry is an active member of the Australian community, from provision of public infrastructure to donations of space and services for use by not-for-profit groups.

Outdoor advertising is a cost-effective way to promote health initiatives to diverse audiences. It is one of the most trusted channels used for broadcasting government and community awareness messages, including public health campaigns.

Now, with the opportunity of Digital Out of Home, the channel is even more accessible, enabling real-time communication to inform and interact with the community.

Outdoor advertising also offers location-based promotions, which will allow the Government to effectively target priority communities.

The OMA welcomes the opportunity to discuss with the Federal Department of Health and Aged Care a co-designed campaign to empower and educate Australians on how to stay as healthy as they can be.

## 7 CONCLUSION

The OMA recognises the importance of promoting healthy lifestyles and addressing concerns regarding child overweight and obesity rates.

The Outdoor advertising industry is a compliant and responsible medium. This is demonstrated by no complaints received in 2023 and 2024 (so far) regarding occasional food advertising (Ad Standards, 2024).

The OMA is also concerned that the proposed restrictions would have a large economic cost in exchange for no meaningful health benefit.

The industry firmly believes that implementing a ban on occasional food advertising on outdoor advertising assets does not address the complex and deeply embedded root causes of overweight and obesity.

There is no evidence that advertising restrictions of occasional food and drink products will reduce obesity. In three countries (Canada, UK and Chile) where they have imposed advertising restrictions, obesity continued to climb.

Considering the above initiatives and the adherence to our own strict regulatory policies, the industry is surprised that the Government would seek to impose additional regulations on the Out of Home industry.

Instead, the OMA proposes that the government consider investment in a multi-media campaign to educate and empower Australians with the skills and knowledge to live healthier lives.

The OMA looks forward to ongoing engagement with the Department of Health and Aged Care to ensure Government understands the potential impact of the proposed policy.

We also welcome the opportunity to work closely with the Minister and Department to co-design a campaign to empower and educate Australians on how to stay as healthy as they can be, an ambition outlined in the [National Obesity Strategy 2022-2032](#).

Please contact our Senior Policy Advisor Jessie Nguyen on (02) 9357 9900 or [jessie.nguyen@oma.org.au](mailto:jessie.nguyen@oma.org.au) for further information.



## 8 ABOUT THE OMA

The Outdoor Media Association is the national peak industry body that represents companies that display advertisements, own signs, and provide services to the industry.

Out of Home advertising is seen outside the home on a variety of signs (e.g. billboards, light rail wraps, bus shelters), across various locations (e.g. roads, airports, shopping centres).

The OOH advertising industry is a \$1.2 billion industry and a significant contributor to the Australian economy.

Many of the OMA's media display members are small to medium businesses and most are Australian owned and operated.

Government is a major beneficiary of Out of Home advertising, with the industry returning approximately 50 per cent of profits back to government in rents, taxes and profit share.

The Out of Home industry also contributes to the construction and maintenance of much needed public infrastructure including bus shelters, street furniture, pedestrian bridges, public bins and telephone booths.

Out of Home advertising is one of the most trusted channels used for broadcasting government and community awareness messaging.

These assets play a significant role in connecting various charitable organisations and government campaigns to broad audiences.

In 2022, OMA members generously donated over \$126 million to over 218 organisations in donated advertising space.

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**Outdoor Media Association**  
Suite 504, 80 William Street  
East Sydney NSW 2011

[info@oma.org.au](mailto:info@oma.org.au)  
T 02 9357 9900