



# Using Out of Home advertising for good: Tackling obesity in Australia

## The OMA Health and Wellbeing Policy

The Out of Home (OOH) industry has come together to create a suite of policies and educational programs that can be implemented on a national scale, to be known as the OMA Health and Wellbeing Policy. Addressing the nutritional, educational and social issues that contribute to overweight and obesity, the Outdoor Media Association (OMA) has created the strictest national regulatory regime in the world around the promotion of discretionary food and drinks.

- Discretionary food or drink product advertising to be restricted within a 150 metre sightline of a primary or secondary school in Australia.
- The industry will donate \$3 million of advertising space across Australia every year to run targeted advertising campaigns supporting healthy lifestyle choices.
- Full creative support from the OOH industry to create effective and meaningful campaigns that reach the target audience.
- Compliance monitoring of the national restrictions with annual reports provided to state and federal governments.
- Annual meetings to be held with key industry stakeholders and health promotion experts to assess the implementation and efficacy of the restrictions and the educational programs.

The OMA's Health and Wellbeing Policy is an industry led policy that builds on the already proven OMA Placement Policy, which restricts the advertising of alcohol, gambling, and sexual services from being displayed within a 150 metre sightline of a primary or secondary school. The Policy provides effective and targeted advertising restrictions to support governments in their objective to address overweight and obesity in Australia.

Advertising and marketing contributed

**\$40**

**BILLION**

to the Australian economy in 2014 (approx 2.5% of the Gross Domestic Product)

The OOH industry donated advertising space valued at more than

**\$69**

**MILLION**

to over 200 community groups and charities

The OOH industry delivers more benefits still, with

**50%**

of its revenue returned to government and other landlords in rent and taxes

## The Out of Home (OOH) Advertising Industry

By 2050, it is predicted that 94 per cent of Australia's population will be urbanised. As the only growing traditional media channel, OOH advertising delivers a range of key benefits to modern cities and their inhabitants.

Advertising and marketing play a fundamental role in the Australian economy and are significant drivers of economic growth, contributing some \$40 billion of value in 2014. This means advertising is responsible for contributing approximately 2.5% of the Gross Domestic Product. For every person directly employed by advertising, another three people are reliant upon advertising for their jobs. Over 200,000 people in the workforce are there due to advertising.

The OOH industry delivers more benefits still, with 50 per cent of OOH revenue returned to government and other landlords in rent and taxes. Furthermore, in 2015, the OOH industry in Australia provided more

than 17,600 items of infrastructure for use by the community, including pedestrian bridges, bus shelters, retail kiosks, telephone booths, park benches and bicycles.

The OOH industry also plays an important role in the community, supporting the arts, sports and charitable organisations. In 2018, the OOH industry donated advertising space valued at more than \$69 million to over 200 community groups and charities.

OOH advertising is widely used by governments to advertise community messages such as road safety and health awareness campaigns. By working with the OOH industry, governments have used OOH advertising effectively to deliver powerful messages and create positive social change. The OMA's Health and Wellbeing Policy will join a suite of self-regulatory codes and policies that ensure the OOH industry remains a leader in responsible advertising.

## Why the OMA Health and Wellbeing Policy?



### A World First

The OOH industry will implement the strictest national advertising regulatory regime in the world.



### Transparent Monitoring

The industry will monitor the implementation and effects of the policy and share the results with government annually.



### Emphasis on Education

The OOH industry will partner with government to run health and wellbeing campaigns.



### Place-based Policy

The Health and Wellbeing Policy is highly targeted and will help to address health inequalities.



### Consultative & Collaborative

The OOH industry has worked with industry, food groups, advertisers, health promotion experts and government to devise the Policy.



### Evidence-based

The OOH industry has undertaken extensive research on Australian and international best practice to formulate the Policy.