

01 PURPOSE

Under the Outdoor Media Association (OMA) *Code of Ethics*, all OMA members must comply with the Australian Association of National Advertisers (AANA) Code of Ethics and other relevant self-regulatory codes that cover advertising content and placement.

The OMA and its members recognise that Out of Home (OOH) advertising is visible to a broad audience and that this must be taken into account when considering the social responsibility of what advertisements are placed on OOH advertising signs.

In response to community concerns about overweight and obesity in Australia, the OMA has implemented the OMA Health and Wellbeing Policy. The Policy uses schools as a touchpoint because schools are the hubs of communities everywhere, with the buildings and grounds used for more than just school activities.

VERSION: September 2024

02 SCOPE

This policy applies to the advertising of occasional food and beverage products that do not fall within the 'five food groups' outlined in the *Australian Guide to Healthy Eating*.

03 HEALTH AND WELLBEING POLICY

- 3.1 OMA Members agree to apply the *OMA Placement Policy* to advertising for "Occasional food and beverage products" as defined in Clause 3.2.
- 3.2 Occasional food and beverage products are those with an FSANZ Nutrient Profile Score that is more than the threshold for that product category, as defined in section 6.4.
- 3.3 The FSANZ Nutrient Profile Score can be calculated by the advertiser or manufacturer through the *Nutrient Profiling Scoring Calculator*.
- 3.4 If the advertiser provides the OMA Member with a statement confirming that the food or beverage product meets the requirements of this policy, the advertisement will be considered compliant.
- 3.5 If an occasional food or beverage product is depicted incidentally in an advertisement, this will not constitute a breach of this policy.
- 3.6 Master branding advertisements will be acceptable on condition that no occasional food or beverage products are depicted or referenced.
- 3.7 This policy applies nationally. However, if a jurisdiction introduces new policy, regulation, legislation or contractual arrangements that places limits on the advertising of food products in that jurisdiction, the OMA Board may withdraw the application of this policy to that jurisdiction.

04 OMA MEMBER COMPLIANCE WITH THIS POLICY

The OMA has developed a tool within its audience measurement system, MOVE, using Geoscape (formerly PSMA) 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 that may be captured by this policy.

05 WHAT CAN AND CANNOT BE ADVERTISED

Only food and beverages that are contained within the 'five food groups' of the *Australian Guide to Healthy Eating* can be advertised within a 150 metre sightline from the boundary of a school, unless that food or beverage meets its respective FSANZ threshold.

06 DEFINITIONS

6.1 Occasional Food and Beverage Products

Occasional food and beverage products are those with an FSANZ Nutrient Profile Score that is more than the threshold for that product category, as defined in Section 6.4.

6.2 Five Food Groups

The five food groups make up the *Australian Guide to Healthy Eating*.

The five groups are:

- vegetables and legumes/beans
- fruit
- grain foods

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

- lean meats and poultry, fish, eggs, tofu, nuts and seeds and legumes/beans
- dairy products.

6.3 Australian Dietary Guidelines

The *Australian Dietary Guidelines* are created and published by the Australian Department of Health.

6.4 FSANZ Score and Threshold Test

The Food Standards Australia and New Zealand (FSANZ) Nutrient Profile Score can be calculated using the *FSANZ Nutrition Profiling Scoring Calculator*:

Food and beverage products that meet or are less than the following thresholds will not be considered occasional and therefore permitted within a 150 metre sightline from the boundary of a school.

Category	Description	Max. Score
1	Beverages	1
2	Food other than those included in category 1 or 3	4
3	Certain dairy/high fat products * **	28

* Cheese or processed cheese with calcium content greater than 320 mg/100 g; edible oil; edible oil spreads; margarine; and butter.

** All other cheeses (with calcium content less than or equal to 320 mg/100 g) are classified as category 2.

6.5 Incidental

Food and beverage products pictured in an advertisement where they are either:

- part of the background,
- not a prominent feature of the advertisement,
- unrelated to the product being offered, or
- unidentifiable as a specific food or beverage item.

6.6 Jurisdiction

An area of government, local, state or federal, with distinct boundaries where a specific policy or regulation may apply.

6.7 Master Brand

The overarching branding of an advertiser which may or may not primarily manufacture occasional food and beverage products but does not include individual product lines. For example, McDonald's but not Big Mac, Kellogg's but not Coco Pops.

6.8 OMA Placement Policy

The *OMA Placement Policy*, as approved by the OMA Board and updated regularly. The Policy restricts the advertising of certain products within a 150 metre sightline from the boundary of an Australian primary or secondary school. The Policy does not apply in the primary CBD of an Australian capital city.

07 HOW TO MAKE A COMPLAINT

Complaints about the content of an advertisement should be made to [*Ad Standards*](#).

Complaints regarding the placement of an advertisement can be directed to the OMA by emailing [*info@oma.org.au*](mailto:info@oma.org.au).

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