

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.

The OMA and its members recognise that Out of Home (OOH) advertising is visible to a broad audience and as such, the placement of advertising must be taken into account when considering compliance with the self-regulatory codes. This is particularly important when advertising certain products that are illegal for sale to minors as well as occasional food and beverage products.

The OMA has developed the following policy to ensure that all members are aware of and comply with community expectations in relation to the placement of OOH advertising.

VERSION: September 2024

02 SCOPE

This Policy provides information on the placement of advertisements of certain products that are illegal for sale to minors as well as occasional food and beverage products. OMA members comply with this policy in addition to any relevant legislation.

03 PLACEMENT POLICY

- 3.1 OMA members will not advertise alcohol, alcohol alternatives, wagering and gaming products, or adult sexual products and services within a 150 metre sightline from the boundary of a school.
- 3.2 OMA members will not advertise certain occasional food and beverage products within a 150 metre sightline from the boundary of a school.
- 3.3 This policy does not apply in the primary CBD of an Australian state or territory's capital city. **
- 3.4 This policy does not apply to advertising on premises that sell these products where the advertising directly relates to the business of the venue. This is known as 'on-premise advertising'.
- 3.5 This policy does not apply to transit advertising (for example on buses, trains, trams and taxis).
- 3.6 OMA members will review all sign locations within MOVE to ascertain whether this policy is applicable whenever new mapping data is made available to them.
- 3.7 Where a complaint is received by ABAC regarding an alcohol or alcohol alternative advertisement within a 150 metre sightline from the boundary of a school, the OMA will use its mapping software to assess if the advertisement is in breach.
- 3.8 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.

** Clause 3.3 does not apply to alcohol and alcohol alternative advertising.

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 DEFINITIONS

ABAC Scheme

The Alcoholic Beverages Advertising Code Scheme is the centrepiece of alcohol marketing regulation in Australia.

Adult Sexual Products and Services

Advertising or marketing communications on any medium for adult sexual products and services (such as sex toys, gentlemen's clubs, strip clubs or escort services).

Alcohol and Alcohol Alternatives

Products as defined in the ABAC Responsible Alcohol Marketing Code.

(Primary) CBD

The primary business centre of a capital city in Australia, as determined by postcode; Sydney 2000, Canberra 2600, Melbourne 3000*, Brisbane 4000, Adelaide 5000, Perth 6000, Hobart 7000, Darwin 0800.

* This exception does not apply to gambling and alcohol advertising in-Victoria due to legislative requirements stating that no gambling and alcohol advertisements are to be placed within a 150m of a school boundary (regardless of sightline).

Occasional Food and Beverage Products

As defined in the OMA Health and Wellbeing Policy.

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

OMA Health and Wellbeing Policy

The *OMA Health and Wellbeing Policy* is available on the OMA Website.

OMA Mapping Software (MOVE)

The MOVE audience measurement and school mapping software.

Minor

A person who is under 18 years of age and therefore not legally permitted to purchase alcohol in Australia.

School

An official Australian primary or secondary school which is registered with the appropriate state authority.

Sightline

The line of sight between the boundary of the school and a roadside advertisement. There is one scenario where there is no sightline determined:

1. Outdoor advertisement is directed away from a school and used to principally target motorists.

This is proven by satisfying two factors:

a. The advertising content is directed away from the school boundary, so the advertisement cannot be seen from school grounds; and

b. The key target audience of the advertising site are road users, and the audience is reasonably expected to comprise at least 80% Adults (based on reliable, up-to-date audience composition data).

Wagering Products

A product or service, provided by a Licensed Operator, which offers betting on horse races, harness races, greyhound races, sporting events, novelty events or other contingencies (or a series of races, events or contingencies).

It does not include lottery products such as Keno, lotto and instant lottery products or trade promotions.

Gaming Products

A product or service where money is wagered to play a 'game' of either skill or chance or both with an opportunity to win monetary dividends in return. This may include, but is not limited to, Gaming Machines (otherwise known as Poker Machines, 'Pokies', Slots or Slot Machines) and casino table games for example Roulette, Blackjack or Poker.

It does not include lottery products such as Keno, lotto and instant lottery products or trade promotions.

On-premise advertising

Advertising that directly relates to the business of the venue.

This includes in-store posters, digital screens in windows and exterior signage placed on the building where the business operates.

06 HOW TO MAKE A COMPLAINT

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

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

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