

Outdoor Media Association Code of Ethics



Background

Out-of-Home (OOH) advertising is a medium that reaches almost every member of the community. OOH advertising is always on, delivering messages 24 hours a day, seven days a week. It is ubiquitous, innovative, entertaining and effective: it is one of the ways people interact with their cities and communities. This is why Outdoor Media Association (OMA) members are committed to operating their businesses responsibly by upholding this industry Code of Ethics.

Objectives

The OMA developed and administers this *Code of Ethics* to which all members must adhere. The *Code of Ethics* is a set of voluntary principles defining the industry's standards for working with advertisers and regulators, and its responsibilities towards the community and the environment. The *Code of Ethics* supplements the obligations that members already are required to comply with under existing laws, including federal and state law.

Commitment

Section 1 Principles for doing business with advertisers

- 1.1 We are committed to providing the best possible outdoor advertising sites for our advertisers that also offer value-for-money.
- 1.2 We are committed to maintaining and improving the quality and appearance of site structures, locations and technology features to enhance their performance.
- 1.3 We observe an honest, ethical and professional approach to trading practices, media contracts and proof of performance.
- 1.4 We put genuine effort into providing research data, strategic planning, creative advice and production guidance to ensure that advertisers get the most out of their outdoor advertising campaigns.

Section 2 Principles of working with regulators

- 2.1 We support fair and transparent tender processes for the awarding of contracts for outdoor advertising sites.
- 2.2 We advocate for the right to develop and maintain outdoor advertising structures that are consistent with legal, regulatory and planning requirements.
- 2.3 We acquire and negotiate outdoor advertising sites in a business-like and competitive fashion.
- 2.4 We support outdoor advertising as a legitimate business to be practiced in appropriately zoned areas only.
- 2.5 We advocate for regulatory changes that permit the use of new outdoor advertising technologies to enhance the service that we can offer to our advertisers.
- 2.6 We only endorse advertising that adheres to relevant codes of practice administered by the advertising industry, as outlined in the 'responsibilities towards the community'.

Section 3 Responsibilities towards the community

- 3.1 We are committed to providing an effective form of communication for goods, services and public information.
- 3.2 We are committed to contributing to the sustainability of the communities in which we operate through initiatives identified in the OMA *Environment and Sustainability Statement*.
- 3.3 We actively support community service and charity campaigns.
- 3.4 When we receive a complaint about any advertisement we display we refer the complainant to the Advertising Standards Bureau (ASB).
- 3.5 We support all decisions made by the Advertising Standards Board and ABAC in regards to complaints about outdoor advertising and remove any content found in breach.
- 3.6 We only endorse the display of advertising that adheres to the following advertising industry Codes and will seek copy advice from the OMA prior to posting any contentious copy, as outlined in the OMA *Content Review Policy*:
- Australian Association of National Advertisers (AANA) *Code of Ethics*.
 - AANA *Environmental Claims in Advertising and Marketing Code*.
 - AANA *Code for Advertising and Marketing Communications to Children*.
 - AANA *Food and Beverages Advertising and Marketing Communications Code*.
 - Australian Food and Grocery Council *Responsible Children's Marketing Initiative (RCMI) for the Australian Food and Beverage Industry*.
 - Australian Food and Grocery Council *Quick Service Restaurant Initiative*.
 - The *Alcohol Beverages Advertising Code (ABAC)*.
 - The Federal Chamber of Automotive Industries' *Voluntary Code of Practice for Motor Vehicle Advertising*.
 - The *Therapeutic Goods Advertising Code*.
 - The *Weight Management Industry Code of Practice*.
 - AANA *Wagering Advertising & Marketing Communication Code*
- 3.7 We are committed to the responsible advertising of alcoholic beverages, including limiting the display of advertisements around schools and only displaying advertising that has been approved by the Alcohol Advertising Pre-vetting System (AAPS), as outlined in the OMA *Alcohol Advertising Guidelines*.
- 3.8 We only endorse political advertising that complies with regulations and aligns with community standards outlined in the AANA *Code of Ethics*, in accordance with the OMA *Political Advertising Guidelines*.
- 3.9 We are committed to working with road authorities to provide best practice guidelines for roadside advertising to address road safety requirements, particularly in relation to digital signage as addressed within the OMA *Digital Guidelines*.

Section 4 Responsibilities towards the environment

- 4.1 We are committed to protecting natural scenic beauty, parks, forests and places of historic value by locating our displays near populous areas as permitted by legislation.
- 4.2 We are committed to reducing the impact of our business on the environment through initiatives identified in the OMA *Environment and Sustainability Statement*.
- 4.3 We are committed to recycling our waste materials where practicable.