



## OMA Alcohol Advertising Guidelines

All members of the OMA are committed to responsible advertising, particularly concerning the advertising of alcohol products. As outlined in the OMA's *Code of Ethics*, our members only endorse alcohol advertising that complies with both the Australian Association of National Advertisers (AANA) *Code of Ethics* and the *Alcohol Beverages Advertising Code (ABAC)*.

Our members acknowledge the recent public concern regarding the advertising of alcohol products and are committed to reducing the risk of alcohol advertisements inadvertently targeting young people who are not of a legal drinking age.

The OMA has therefore introduced a new policy which requires all members to **limit the advertising of “alcohol products” on fixed signs that are located within a 150 metre sight line of a primary or secondary school. This generally relates to any access gates to the school.**

There are some locations near schools where this policy does not apply, for example where the school is in the vicinity of a club, pub or bottle shop or any other venue that sells alcohol products. The policy also does not apply to transit advertising on buses and taxis.

This policy will be implemented by 31 March 2009 to allow time for OMA members to rearrange their inventory management systems and to honour seasonal contracts that have already been booked over the next six months.

In addition to the above policy, OMA members will also **only accept copy for alcohol advertising that has been approved for display through the *Alcohol Advertising Pre-vetting System (AAPS)***. The primary function of the AAPS is to reinforce the effectiveness of the ABAC, by utilising independent adjudicators to evaluate advertisements for alcohol beverages against the Code at either the concept or story-board stage. The AAPS has been very successful in reducing the number of complaints made about alcohol advertising.

In the case of an alcohol advertiser who does not wish to use the Alcohol Advertising Pre-vetting System, the OMA member may accept copy for advertising where the advertiser has provided written advice from a law firm stating that the advertisement complies with the ABAC.

The OMA and its members will continue to support all decisions made by the Advertising Standards Board or the ABAC Adjudication Panel in regards to complaints made about alcohol advertisements and outdoor advertising in general.

In this Guideline, “alcohol products” includes alcohol beverages and retailers that sell alcohol beverages.

In this Guideline, “alcohol advertising” includes advertisements for alcohol beverages. It does not include alcohol retailer advertisements which contain the name of a retailer or retailers offering alcohol beverages for sale, contain information about the price or prices at which those beverages are offered for sale, and which contain no other material relating to or concerning the attributes or virtues of alcohol beverages except –

- i) the brand name or names of alcohol beverages offered for sale;
- ii) the type and/or style of the alcohol beverages offered for sale;

- iii) a photographic or other reproduction of any container or containers (or part thereof, including any label) in which the alcohol beverages offered for sale are packaged;
- iv) the location and/or times at which the alcohol beverages are offered for sale; and
- v) such other matter as is reasonably necessary to enable potential purchasers to identify the retailer or retailers on whose behalf the advertisement is published.

**Outdoor Media Association**

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