



ABN 59 004 233 489

Outdoor Media Association's Code of Ethics

Outdoor advertising is a medium that reaches almost every member of the community when they are travelling outside of their home. Outdoor advertising can be seen at any time of the day or night and cannot be turned off, fast-forwarded, put aside or be left unopened. This is why it is important for the industry to have its own *Code of Ethics* to ensure that it operates its business responsibly in the environment.

The Outdoor Media Association (OMA) has therefore developed a *Code of Ethics* which all members must adhere to. The *Code of Ethics* is a set of voluntary principles that defines the industry's standards for doing business with advertisers and regulators, and its responsibilities towards the community and the environment. They supplement the obligations that members already are required to comply with under existing law, including federal and state law, and are outlined below:

Principles for doing business with advertisers:

1. We are committed to providing the best possible outdoor advertising sites for our advertisers that are also value-for-money.
2. We are committed to maintaining and improving the quality and appearance of site structures and locations to enhance their performance.
3. We observe an honest, ethical and professional approach to trading practices, media contracts and proof of performance.
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.

Principles of doing business with regulators:

1. We support fair and transparent tender processes for the awarding of contracts for outdoor advertising sites.
2. We advocate the right to develop and maintain outdoor advertising structures that are consistent with legal, regulatory and planning requirements.
3. We acquire and negotiate outdoor advertising sites in a business-like and competitive fashion.
4. We support outdoor advertising as a legitimate business to be practiced in appropriately zoned areas only.
5. We advocate regulatory changes that permit the use of new outdoor advertising technologies to enhance the service that we can offer to our advertisers.
6. We only endorse advertising that adheres to relevant codes of practice administered by the advertising industry (see box below).

Suite 204, 80 William Street, East Sydney NSW 2011

PO Box 122, Petersham NSW 2049 | Phone: (02) 8356 9000 | Fax: (02) 8356 9500 | www.oma.org.au

Responsibilities towards the community:

1. We are committed to providing an effective form of communication for goods, services and public information of interest and/or benefit to the community.
2. We are committed to contributing to the sustainability of the communities in which we operate through initiatives identified in the OMA's *Environment and Sustainability Statement*.
3. We actively support community service and charity campaigns.
4. We support all decisions made by the Advertising Standards Board in regards to complaints about outdoor advertising.
5. We only endorse the display of advertising that adheres to the following advertising industry codes of practice:
 - Australian Association of National Advertisers (AANA) *Code of Ethics*.
 - *AANA Environmental Claims in Advertising and Marketing Code*
 - *AANA Code for Advertising and Marketing Communications for Children*.
 - *AANA Food and Beverages Advertising and Marketing Communications Code*.
 - *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*.
6. We are committed to the responsible advertising of alcoholic beverages, including limiting their display around schools, as outlined in the OMA's *Alcohol Advertising Guidelines*.
7. We endorse and support the display of advertising for alcoholic beverages that has been approved by the Alcohol Advertising Pre-vetting System (AAPS).
8. We are committed to working with road authorities to address road safety requirements for outdoor advertising.

Responsibilities towards the environment:

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.
2. We are committed to reducing the impact of our business on the built and natural environment through initiatives identified in the OMA's *Environment and Sustainability Statement*.
3. We are committed to recycling our waste materials where practicable.