

CONTENT REVIEW POLICY

Under the Outdoor Media Association (OMA) *Code of Ethics*, all members of the OMA comply with the Australian Association of National Advertisers (AANA) *Code of Ethics* and other AANA Codes. The OMA and its members recognise that outdoor advertising is visible to a broad audience and that this needs to be taken into account when considering compliance with the AANA *Code of Ethics*.

The OMA has developed this Content Review Policy to support its members' compliance with the AANA *Code of Ethics*.

1. OMA members will endeavour to seek copy advice from the OMA before posting the following types of advertisements:
 - 1.1 Advertising that may discriminate against or vilify a person or section of the community on any grounds, including on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief.
 - 1.2 Advertising that may present or portray violence that is not justified in the context of the product or service being advertised, or that may not be appropriate for viewing by a broad audience.
 - 1.3 Advertising that may fail to treat sex, sexuality or nudity with sensitivity to the broad audience that will view the advertisement. This includes, but is not limited to:
 - 1.3.1 Advertising in which male or female models are portrayed in a sexualised manner.
 - 1.3.2 Advertising that uses scantily clad models, where such models are not relevant in the context of what is being advertised.
 - 1.3.3 Advertising where significant amounts of a model's torso, breasts, cleavage or buttocks are exposed.
 - 1.3.4 Advertising for adult-only products and services (excluding alcohol – refer to the OMA *Alcohol Guidelines*).
 - 1.4 Advertising that uses language which is strong or obscene, or which is inappropriate for viewing by a broad audience.
 - 1.5 Other advertising that may be inconsistent with prevailing community standards for viewing by a broad audience.

2. The OMA will consult with the AANA, the Advertising Standards Bureau and/or the Communications Council when providing copy advice.
3. The OMA and its members acknowledge that copy advice is provided to maintain compliance with the AANA *Code of Ethics*. An OMA member will not post an advertisement if the copy advice states that the advertisement is likely to breach the AANA *Code of Ethics*.
4. The OMA and its members acknowledge that even if copy advice states that an advertisement is *not* likely to breach the AANA *Code of Ethics*, this does not guarantee that a complaint will not be made about the advertisement or that such a complaint will not be upheld by the Advertising Standards Board (ASB). This is due to the subjective nature of making judgements about content.
5. In the event that a complaint is upheld by the ASB, the OMA member will take immediate steps to facilitate removal of the advertisement that is the subject of the complaint.