

# Code of Ethics

VERSION: February 2025

## 01 PURPOSE

**Out of Home (OOH) advertising is a media channel 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.**

Outdoor Media Association (OMA) members advertise third party products on both digital and classic signs across a variety of OOH formats and locations. Advertising in the public domain is visible to a broad audience, and OMA members are committed to ensuring that the advertising they post meets community standards.

In addition to adhering to all applicable legislation and regulation, OMA members have adopted the following set of voluntary industry principles.

## 02 SCOPE

All OMA members agree to adhere to the OMA Code of Ethics — 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 external laws and regulations as well as specific contract requirements with land and property owners.

## 03 PRINCIPLES FOR DOING BUSINESS WITH ADVERTISERS

- 3.1 OMA members are committed to providing the best possible OOH advertising sites for our advertisers that also offer value-for-money.
- 3.2 OMA members are committed to maintaining and improving the quality and appearance of site structures, locations and technology features to enhance their advertising effectiveness.
- 3.3 OMA members observe an honest, ethical and professional approach to trading practices, media contracts and proof of performance.
- 3.4 OMA members provide research data, strategic planning, creative advice and production guidance to ensure that advertisers get the best results for their OOH campaigns.

## 04 PRINCIPLES FOR WORKING WITH REGULATORS

- 4.1 OMA members support fair and transparent tender processes for the awarding of contracts for OOH advertising sites.
- 4.2 OMA members advocate for the right to develop and maintain OOH advertising structures that are consistent with legal, regulatory and planning requirements.
- 4.3 OMA members acquire and negotiate OOH advertising sites in a business-like and competitive fashion.
- 4.4 OMA members support OOH advertising as a legitimate business to be practised in appropriately zoned areas or areas approved by the consent authority.
- 4.5 OMA members advocate for reasonable, evidence-based regulations, including regulatory changes to permit the use of new OOH technologies to enhance the service offered to advertisers and the community.
- 4.6 OMA members uphold a system of self-regulation and only endorse advertising that adheres to relevant codes and policies as outlined in Section 5.

## 05

### RESPONSIBILITIES TOWARDS THE COMMUNITY

- 5.1 OMA members are committed to providing an effective form of communication for goods, services and public information.
- 5.2 OMA members actively support community service and charity campaigns.
- 5.3 When OMA members receive a complaint about an advertisement that refers to a matter adjudicated by the Ad Standards Community Panel, the complainant will be referred to Ad Standards.
- 5.4 OMA members support all determinations made by the Ad Standards Community Panel and the Alcohol Beverages Advertising Code (ABAC) on complaints about OOH advertising, and remove any content found in breach.
- 5.5 OMA members will seek copy advice from the OMA prior to posting any potentially contentious copy, as outlined in the [OMA Advertising Content Policy](#).
- 5.6 OMA members only endorse the display of advertising that adheres to the following advertising industry Codes:
  - [Australian Association of National Advertisers \(AANA\) Code of Ethics](#)
  - [AANA Environmental Claims Code](#)
  - [AANA Children's Advertising Code](#)
  - [AANA Food & Beverages Advertising Code](#)
  - [AANA Wagering Advertising Code](#)
  - [ABAC Responsible Alcohol Marketing Code](#)
  - [The Federal Chamber of Automotive Industries' \(FCAI\) Voluntary Code of Practice for Motor Vehicle Advertising](#)
  - [The Therapeutic Goods Advertising Code](#)
- 5.7 OMA members are committed to the responsible advertising of alcohol and alcoholic alternatives, as outlined in the [Placement Policy](#) and take the following measures:
  - OMA members do not display alcohol advertisements within a 150 metre sightline of a primary or secondary school.
  - OMA members only display alcohol and alcohol alternative advertising that has been approved by the [ABAC Pre-Vetting Service](#)
- 5.8 OMA members are committed to the responsible advertising of products only available for sale to adults including gaming and wagering products, and sexual and adult products and services as outlined in the [OMA's Placement Policy](#). As such, OMA members do not display advertisements for gaming and wagering products, and sexual and adult products within a 150 metre sightline of a primary or secondary school.
- 5.9 OMA members must not display advertising that offends generally accepted standards of decency (for example, through the use of unjustified language, distressing imagery<sup>1</sup>, highly sexualised themes, and advertising that is likely to incite or encourage violence and vilification).
- 5.10 OMA members are responsive to community concerns about overweight and obesity in Australia and support governments in their objective to address these concerns. As such, members agree to:
  - Comply with the [OMA Health and Wellbeing Policy](#) with regard to the placement of occasional food and beverage advertising; and
  - Commit to providing creative support and pro-bono advertising space to run targeted advertising campaigns supporting healthy diet and lifestyle choices.
- 5.11 OMA members only endorse political advertising that complies with regulations and aligns with community standards outlined in the [AANA Code of Ethics](#) and the [OMA Political Advertising Policy](#).
- 5.12 OMA members 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 Signage Policy](#).
- 5.13 OMA members adhere to the [Australian Privacy Principles](#) with regard to the collection, storage and use of personal information for marketing and advertising purposes.

*1 This clause is not intended to prevent advertisers from depicting distressing imagery as a means to demonstrate community safety messages, such as an advertisement for a government public safety campaign. run targeted advertising campaigns supporting healthy diet and lifestyle choices.*

## 06 RESPONSIBILITIES TOWARDS THE ENVIRONMENT

- 6.1 OMA members are committed to protecting natural scenic beauty, parks, forests, and places of historic value by locating signs in appropriate zones as permitted by legislation or approved by the appropriate consent authority.
- 6.2 OMA members are committed to reducing the impact of their business on the environment through initiatives such as recycling and carbon emission reductions identified in the [\*OMA Environment Guiding Principles\*](#).

## 07 HOW TO MAKE A COMPLAINT

Complaints about the content of an advertisement should be made to Ad Standards.

Complaints regarding the placement of an alcohol advertisement must be lodged with Ad Standards to trigger an assessment by both Ad Standards and ABAC.

In both instances, you can lodge a complaint online at:

- [www.adstandards.com.au](http://www.adstandards.com.au)
- [www.abac.org.au](http://www.abac.org.au)

For any other complaints, please contact the OMA:  
[info@oma.org.au](mailto:info@oma.org.au)