OUTDOOR MEDIA ASSOCIATION

For further information please contact OMA:
P 02 9357 9900 / **E** info@oma.org.au
oma.org.au

Community FAQ's: Placement Policy

VERSION: September 2026

SNAPSHOT

- Australia has a robust system of self-regulation for advertising content to ensure it meets Australian community standards.
- In addition, Outdoor Media Association (OMA) members have imposed a placement policy on any advertising for products that are illegal for sale to minors as well as certain occasional food and beverage products.
- This type of advertising cannot be located within a 150 metre sightline of a boundary of a primary or secondary school.
- The OMA has developed a tool to track schools in Australia to further assist members' compliance with this policy.
- If the *Placement Policy* is found to have been breached, OMA members will take immediate steps to ensure that the advertising is removed.

01 WHICH LOCATIONS ARE RESTRICTED BY THE PLACEMENT POLICY?

OMA members understand that Out of Home (OOH) advertisements are seen by a broad audience, and so ensure that care is taken in the placement of advertising. Members also take into account time of day for the display of digital advertising.

OMA members will not advertise occasional food and beverage products, wagering and gaming products, or adult sexual products and services within a 150 metre sightline from the boundary of a school. This policy does not apply in the primary CBD of an Australian state or territory's capital city.

For more information on which occasional food and beverage products are restricted, please see the *OMA Health and Wellbeing Policy*.

OMA members will not advertise alcohol and alcohol alternative products within a 150 metre sightline from the boundary of a school. Alcohol and alcohol alternative product advertising will not be placed on bus shelters within 150 metres from the boundary of a school.

Advertising for alcohol or alcohol alternative products must not be displayed on a dedicated school bus and should not be displayed on a general bus temporarily dedicated to service a school bus route, unless operational circumstances provide no alternative.

02 HOW DO OMA MEMBERS KNOW WHERE SCHOOLS ARE?

Since July 2017, the OMA has invested in new technology to map all primary and secondary schools in the five major markets (Sydney, Melbourne, Brisbane, Adelaide, and Perth) using Geoscape's (formerly PSMA) Australian Government data. From March 2026, MOVE maps all primary and secondary schools nationally.

Geoscape provides an independent and self-funded means for Australian governments and businesses to collaborate on national geospatial matters. Due to a discontinuation of PSMA data, Veitch Lister Consulting have been engaged to update school location data using ACARA and satellite imagery from 2019 dataset onwards.

Schools are mapped in relation to signs within the OOH industry's audience measurement system, MOVE. This means that in the early stage of booking an advertising campaign, signs that would be visible from a school can be easily avoided.

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03
WHY 150 METRES?

This distance is informed by research on visual perception of signage. Studies demonstrate that the majority of visual fixations on a sign occur at approximately 100 metres.

Additionally, the size of a sign significantly influences its legibility. For example, a sign measuring 100sqm (one of the largest available) only has an effective viewing distance of approximately 140 metres.

04
WHY DOES THE POLICY NOT APPLY IN CAPITAL CITY PRIMARY CBDS?

The OMA acknowledges that there are a number of schools that exist within capital city primary CBDs. However, the policy will not apply to primary CBDs because of the expected predominantly adult audience and density of large buildings, which significantly obstruct sightlines from schools.

A conservative estimate of audiences for signs in CBD areas suggests that less than 20 per cent of people who see these particular signs are under the age of 18. The primary audience in a CBD is overwhelmingly adult.

The CBD exemption only applies to advertisements for adult services, wagering and gaming products and services, and certain occasional food and beverages. Under the Policy, alcohol and alcohol alternatives advertising cannot be placed within a 150m sightline from the boundary of a school anywhere in Australia.

This policy does not negate any duties under state or federal legislation that restrict the placement of certain types of advertising. OMA members comply with this policy in addition to any relevant legislation.

05
WHAT HAPPENS IF I SEE THIS TYPE OF CONTENT NEAR A SCHOOL?

OMA members are committed to the *OMA Placement Policy*. However, it is possible that advertising of this type may be accidentally placed within a 150 metre sightline of a school, due to human and technological errors.

If this occurs, you should notify the OMA, OMA member, or (in the case of advertising of alcohol and alcohol alternative products) Ad Standards, and OMA members will ensure that the content is removed.

06
WHAT IS THE OMA'S ROLE?

The OMA supports members to ensure OOH advertising satisfies community standards by:

- Providing Copy Advice and supporting tools, such as a Content Manual, to help OMA members determine whether advertising campaigns are appropriate for display on OOH advertising signs.
- Delivering annual Content Training to advertisers and OMA members, in conjunction with The Australian Association of National Advertisers (AANA), Ad Standards, and The Alcohol Beverages Advertising Code Scheme (ABAC), with clear guidance on industry codes and how to best comply.
- Providing members with the tools to map schools and ensure that advertisement placement decisions are made appropriately.

07
HOW DO I MAKE A COMPLAINT?

Complaints about the content of an advertisement should be made to Ad Standards. You can lodge a complaint at: https://adstandards.com.au/make-a-complaint/

Complaints regarding the placement of an advertisement can be directed to the OMA by emailing info@oma.org.au