OUTDOOR MEDIA ASSOCIATION

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Placement Policy

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01 PURPOSE

Under the Outdoor Media Association (OMA) Code of Ethics, all OMA members must comply with the Australian Association of National Advertisers (AANA) Code of Ethics and other relevant self-regulatory codes that cover advertising content.

The OMA and its members recognise that Out of Home (OOH) advertising is visible to a broad audience and as such, the placement of advertising must be taken into account when considering compliance with the self-regulatory codes. This is particularly important when advertising certain products that are illegal for sale to minors as well as occasional food and beverage products.

The OMA has developed the following policy to ensure that all members are aware of and comply with community expectations in relation to the placement of OOH advertising.

02 SCOPE

This Policy provides information on the placement of advertisements of certain products that are illegal for sale to minors as well as occasional food and beverage products. OMA members comply with this policy in addition to any relevant legislation.

03 PLACEMENT POLICY

3.1 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.

3.2 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.

3.3 This policy does not apply to advertising on premises that sell these products where the advertising directly relates to the business of the venue. This is known as 'on-premise advertising'.

3.4 This policy generally does not apply to transit advertising (for example on buses, trains, trams and taxis). 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.

3.5 OMA members will review sign locations within MOVE to ascertain whether this policy is applicable whenever new mapping data is made available.

3.6 In the event of a breach, the OMA member will take immediate steps to facilitate the removal of the advertisement that is subject to the breach.

04 PLACEMENT POLICY ASSESSMENT – ADVERTISING SIGNS

The OMA has developed a tool within its audience measurement system, MOVE, using Geoscape (formerly PSMA) Australia's government data which maps all schools. This ensures that members can appropriately plan the location of any advertising that may be captured by this policy.

Where a complaint is received about the placement of advertising for occasional food and beverage products, alcohol and alcohol alternative products, wagering and gaming products, or adult sexual products and services with regard to this Policy, the OMA will use its mapping software to assess if the advertisement is in breach.

05 PLACEMENT POLICY ASSESSMENT - BUSES

Where a complaint about an alcohol or alcohol alternative advertisement on a school bus is received, the Out of Home media provider will need to ask the operator for an explanation for why the bus was used for a school service.

If the operator advises that the advertisement was displayed on a dedicated school bus, this would result in a breach of the OMA Placement Policy.

If the operator advises that the advertisement was displayed on a general bus that was temporarily dedicated to service a school bus route:

- Where recommendation was made by the alcohol advertiser and/or Out of Home media provider not to display alcohol or alcohol alternative creative on a dedicated school bus, but the bus was used because operational circumstances required its use, this would not result in a breach of the policy.
- Where no recommendation was provided by the alcohol advertiser and/or Out of Home media provider not to display alcohol or alcohol alternative creative on a dedicated school bus, this would result in a breach of the policy.
- If the operator advises that it was a general bus that services general public transport routes (that may pass or stop at a school), this would not result in a breach of the policy.

06 DEFINITIONS

ABAC Scheme

The *Alcoholic Beverages Advertising Code Scheme* is the centrepiece of alcohol marketing regulation in Australia.

Adult Sexual Products and Services

Advertising or marketing communications on any medium for adult sexual products and services (such as sex toys, gentlemen's clubs, strip clubs or escort services).

Alcohol and Alcohol Alternatives

Products as defined in the *ABAC Responsible Alcohol Marketing Code*.

Bus - a dedicated school bus

A bus service, comprising dedicated buses not used for general public routes, that is exclusively for school students, typically operated by a school, a contracted transport provider, or a government authority.

These buses follow specific routes designed to pick up and drop off students at designated locations, such as school gates or nearby stops. Members of the general public are not permitted to use this service and this bus is not ever used to support general public transport routes.

Bus - a general bus that may be dedicated to service school bus route

A regular public transport bus that during certain hours may be scheduled solely for students as part of a dedicated school service (and is not open for use by the general public). While these routes may be designed to accommodate student travel needs (e.g. aligning with school start and finish times and peak locational needs), they are not only used on dedicated school services and may be used for general public transport routes for any fare-paying passenger.

(Primary) CBD

The primary business centre of a capital city in Australia, as determined by postcode; Sydney 2000, Canberra 2600, Melbourne 3000*, Brisbane 4000, Adelaide 5000, Perth 6000, Hobart 7000, Darwin 0800.

**This exception does not apply to gambling in Victoria due to legislative requirements stating that no gambling advertisements are to be placed within a 150m of a school boundary (regardless of sightline).*

Occasional Food and Beverage Products

As defined in the *OMA Health and Wellbeing Policy*.

OMA Health and Wellbeing Policy

The *OMA Health and Wellbeing Policy* is available on the OMA Website.

OMA Mapping Software (MOVE)

The MOVE audience measurement and school mapping software.

Minor

A person who is under 18 years of age and therefore not legally permitted to purchase alcohol in Australia.

School

An official Australian primary or secondary school which is registered with the appropriate state authority.

Sightline

The line of sight between the boundary of the school and the advertisement. There is one scenario where there is no sightline determined:

Outdoor advertisement is directed away from a school and used to principally target motorists.

This is proven by satisfying two factors:

- The advertising content is directed away from the school boundary, so the advertisement cannot be seen from school grounds; and
- The key target audience of the advertising site are road users, and the audience is reasonably expected to comprise at least 80% Adults (based on reliable, up-to-date audience composition data).

Wagering Products

Product or service, provided by a Licensed Operator, which offers betting on horse races, harness races, greyhound races, sporting events, novelty events or other contingencies (or a series of races, events or contingencies).

It does not include lottery products such as Keno, lotto and instant lottery products or trade promotions.