

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 that this must be taken into account when considering compliance with the *AANA Code of Ethics*.

The OMA has developed this *Advertising Content Policy* to help ensure that OMA members display advertising that meets community standards.

VERSION: May 2024

02 SCOPE

This Policy provides information on complying with various self-regulatory codes in relation to the content of advertisements including the *AANA Code of Ethics*, the *ABAC Responsible Alcohol Marketing Code* and the *AANA Wagering Code*. It outlines OMA members' commitment to ensuring the advertising they publish meets community standards.

03 PROVISIONS IN THE AANA CODE OF ETHICS

In line with the *AANA Code of Ethics*, OMA members do not display advertisements that:

- Discriminate against or vilify a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual orientation, religion, disability, mental ill-health or political belief.
- Employ sexual appeal:
 - in a manner which is exploitative or degrading of any individual or group; or
 - where images of minors, or people who appear to be minors, are used.
- Present or portray violence that is not justifiable in the context of the product or service being advertised, or that is inappropriate for a broad audience.
- Fail to treat sex, sexuality and nudity with sensitivity to a broad audience.
- Use language that is strong, obscene or inappropriate for a broad audience.
- Depict material contrary to prevailing community standards on health and safety.
- Are not clearly distinguishable as advertisements to the relevant audience.

04 OTHER RELEVANT CODES AND POLICIES

The following is a list of other relevant industry codes and policies that apply to advertising content:

- *AANA Environmental Claims Code*
- *AANA Children's Advertising Code*
- *AANA Food and Beverages Advertising Code*
- *The Federal Chamber of Automotive Industries' Voluntary Code of Practice for Motor Vehicle Advertising*
- *The Therapeutic Goods Advertising Code*
- *OMA Code of Ethics*
- *OMA Political Advertising Policy*
- *OMA Alcohol Advertising Policy*
- *OMA Health and Wellbeing Policy*
- *OMA Placement Policy*

05 POLICY

OOH Advertising Content

- 5.1 OMA members will only publish content that is consistent with the various industry codes that apply to advertising content and all relevant legislation such as those that govern advertising content at the roadside.

OMA Copy Advice

- 5.2 OMA members acknowledge that copy advice is provided by the OMA to assist in complying with the *AANA Code of Ethics* and all *OMA Policies*.
- 5.3 OMA members will seek copy advice from the OMA before posting advertisements where the content may risk breaching the Codes and Policies outlined in Clause 5.2.

For further information please contact OMA:

Outdoor Media Association / Suite 504, 80 William Street, East Sydney NSW 2011
Telephone: 02 9357 9900 / **Email:** info@oma.org.au / **Web:** oma.org.au

- 5.4 The OMA may consult with representatives from the AANA, Ad Standards and/or the ABAC Scheme when providing copy advice to members.
- 5.5 An OMA member will seek to amend the advertisement if the OMA's copy advice states that the advertisement is likely to breach a self-regulatory code and will reject any advertising deemed to be high-risk.
- 5.6 If the OMA recommends that an advertisement is modified to avoid a breach, the OMA member will send the modified version to the OMA and will not display it prior to confirmation from the OMA that the modified advertisement is unlikely to breach.
- 5.7 If an OMA member removes contentious copy for any reason, the member will inform the OMA of its decision to do so.
- 5.8 OMA members acknowledge that copy submitted for advice will be retained and may be used by the OMA for member training purposes, unless members advise that it is confidential.
- 5.9 OMA members acknowledge that even if copy advice states that an advertisement is unlikely to breach, this does not guarantee that a complaint will not be made about the advertisement or that a complaint will be dismissed by the Ad Standards Community Panel.

Complaints About Advertising Content

- 5.10 In the event that a complaint is upheld by the Community Panel or the ABAC Scheme, OMA members will take immediate steps to facilitate removal of the advertisement that is the subject of that upheld complaint.
- 5.11 OMA members will refer all complainants that contact them directly to lodge their complaint through Ad Standards: www.adstandards.com.au.

Placement and Timing of Advertising

- 5.12 OMA members abide by the [OMA Placement Policy](#) and the [OMA Health and Wellbeing Policy](#) and ensure that, where possible, care is taken in regards to the placement of advertising.
- 5.13 OMA members also take into account time of day for the display of digital OOH advertising.

Alcohol Advertising

- 5.14 OMA members will only display alcohol advertising that has been pre-vetted through ABAC's mandatory [pre-vetting service](#) to comply with the [ABAC Code](#).

Wagering Advertising

- 5.15 OMA members will only publish wagering advertising that is consistent with the [AANA Wagering Advertising Code](#).

Political Advertising

- 5.16 OMA members will only publish political advertising that complies with the [OMA Political Advertising Policy](#).

Advertising Contrary to Public Health Campaigns

- 5.17 OMA members agree to reject advertising that targets or promotes messaging contrary to a state or federal public health campaign e.g. anti-vaccination campaigns which are contrary to current paediatric health advice.
- 5.18 OMA members will reject campaigns which feature smoking or smoking products, including electronic personal vaping products, and/or which advertise business names which allude to smoking or smoking products.

06 DEFINITIONS

AANA

The Australian Association of National Advertisers develops advertising codes that underpin the system of self-regulation in Australia. Complaints under AANA Codes are adjudicated by Ad Standards Community Panel.

ABAC Scheme

The Alcoholic Beverages Advertising Code Scheme is the centrepiece of Australia's system of alcohol marketing regulation; a quasi-regulatory system that applies to print, billboard, digital, and other marketing.

ABAC Code

Sets out the standards for alcohol marketing in Australia.

Ad Standards

Ad Standards manages the complaint resolution process of the advertising self-regulation system.

Ad Standards Community Panel

A panel of community members who make determinations about ad complaints from the community it represents.

07 HOW TO MAKE A COMPLAINT

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

Complaints regarding alcohol advertisements 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/make-a-complaint/

For any other complaints, please contact the OMA: info@oma.org.au

For further information please contact OMA:

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