

## 01 PURPOSE

Under the Outdoor Media Association (OMA) *Code of Ethics*, OMA members only endorse alcohol advertising that complies with both the Australian Association of National Advertisers (AANA) *Code of Ethics* and the Alcohol Beverages Advertising Code (ABAC) *Responsible Alcohol Marketing Code* (ABAC Code). These organisations are the recognised authorities with regards to alcohol advertising in Australia.

OMA members are committed to responsible advertising of alcohol products. OMA members acknowledge the extra care required to ensure that alcohol advertising in the public domain meets community standards, especially when it comes to the exposure of children and young people.

The OMA has developed this Alcohol Advertising Policy to provide a framework for OMA members to advertise alcohol products in a responsible manner, in alignment with relevant Codes and other legislation.

**VERSION: August 2023**

## 02 SCOPE

This Policy provides information on complying with the ABAC Code and outlines OMA members' responsibilities to ensure that alcohol advertising is displayed in accordance with community standards.

## 03 ALCOHOL ADVERTISING POLICY

- 3.1 In accordance with the OMA *Placement Policy*, members will ensure advertising captured by this policy is not placed on signs located within a 150 metre sightline from the boundary of a school.
- 3.2 This policy, with regard to the placement of alcohol advertising, only applies to the following:
  - a advertising for a business that primarily sells alcoholic beverages
  - b advertising for an alcoholic product
  - c advertising for a promotion involving alcoholic products, even if the advertiser does not primarily sell alcohol
  - d advertising for alcohol alternatives.
- 3.3 This policy does not apply to transit advertising (for example on buses, trains, trams and taxis).
- 3.4 This policy does not apply to advertising located on premises that sell alcohol where the advertising directly relates to the business of the venue. This is known as 'on-premise advertising'.
- 3.5 This policy does not apply to advertising for drinking harm minimisation messaging.
- 3.6 To ensure all advertising displayed by OMA members complies with the ABAC Code, OMA members should only accept copy for alcohol advertising that has been approved through the ABAC Pre-Vetting Service.
- 3.7 As an alternative, OMA members may accept an advertisement where the advertiser has

provided written advice from a legally qualified person stating that the advertisement complies with the ABAC Code.

- 3.8 Nothing in this policy negates the requirement that relevant alcohol advertising, whether captured by the OMA Placement Policy or not, be pre-vetted through the ABAC Pre-Vetting Service.
- 3.9 In the event of a breach of this policy, the OMA member will take immediate steps to facilitate removal of the advertisement that is the subject of the breach.

## 04 ABAC RESPONSIBLE ALCOHOL MARKETING CODE

The following standards for alcohol marketing in Australia are set out in the ABAC Code.

### 4.1 Responsible and Moderate Portrayal of Alcohol

Alcohol advertising must not:

1. show (visibly, audibly or by direct implication), encourage, or treat as amusing, consumption inconsistent with the Australian Guidelines to Reduce Health Risks from Drinking Alcohol
2. show (visibly, audibly or by direct implication), encourage, or treat as amusing, rapid alcohol consumption, misuse or abuse of alcohol or other irresponsible or offensive behaviour that is related to the consumption or presence of alcohol
3. challenge or dare people to consume alcohol or portray the refusal of alcohol or choice of abstinence in a negative light
4. encourage the choice of a particular alcohol product by emphasising its alcohol strength (unless emphasis is placed on the alcohol product's low alcohol strength relative to the typical strength for similar products) or the intoxicating effect of alcohol.

**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

## 4.2 Responsibility Towards Minors

Alcohol advertising must not:

1. have strong or evident appeal to minors
2. depict a person who is or appears to be a Minor unless they are shown in an incidental role and where there is no implication they will consume or serve alcohol
3. depict an adult who is under 25 years of age unless they are not visually prominent

## 4.3 Responsible Depiction of the Effects of Alcohol

Alcohol advertising must not:

1. suggest that the consumption or presence of alcohol may cause or contribute to an improvement in mood or environment
2. show (visibly, audibly or by direct implication) the consumption or presence of alcohol as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success
3. suggest that the success of a social occasion depends on the presence or consumption of alcohol
4. suggest that the consumption of alcohol offers any therapeutic or health benefit, is needed to relax or helps overcome problems or adversity.

## 4.4 Alcohol and Safety

Alcohol advertising must not show (visibly, audibly or by direct implication) the consumption of alcohol before or during any activity that, for safety reasons, requires a high degree of alertness or physical co-ordination, such as the control of a motor vehicle, boat or machinery or swimming.

## 4.5 Alcohol Alternatives

Advertising of alcohol alternatives must comply with:

1. Section 4.2 Responsibility Towards Minors
2. Section 4.1 Responsible and Moderate Portrayal of Alcohol, 4.3 Responsible Depiction of the Effects of Alcohol and 4.4 Alcohol and Safety if it fails to clearly and prominently identify the product as an alcohol alternative or also promotes an alcohol product (beyond a common brand name) or alcohol use.

## 05 COMPLAINTS AGAINST ABAC CODE

Complaints about alcohol advertisements are made to Ad Standards. Ad Standards refers any complaints regarding alcohol advertising to the ABAC Adjudication Panel. The Ad Standards Community Panel and the ABAC Adjudication Panel determine whether the advertisement complies with the relevant Codes.

If the ABAC Adjudication Panel upholds the complaint, the advertiser will be asked to modify or withdraw the advertisement in question.

Ad Standards and the OMA member will be informed of the ABAC Adjudication Panel decision.

OMA members must comply with all decisions made by the Ad Standards Community Panel and ABAC Adjudication Panel about alcohol advertisement complaints and remove any advertising content that is found in breach.

## 06 ABAC RESOURCES

OMA Members can access ABAC's online training resources and education materials at [www.abac.org.au/education-training/](http://www.abac.org.au/education-training/)

## 07 DEFINITIONS

### ABAC Adjudication Panel

The panel that considers all complaints received by the ABAC Scheme.

### ABAC Scheme/Code

The Alcoholic Beverages Advertising Code Scheme is the centrepiece of alcohol marketing regulation in Australia. Available at [www.abac.org.au](http://www.abac.org.au)

### Ad Standards

Previously known as the Advertising Standards Bureau, Ad Standards manages the complaint resolution process of the advertising self-regulation system.

### Ad Standards Community Panel

Previously known as the Advertising Standards Board, a panel of community members who make determinations about ad complaints from the community it represents.

### Alcohol

A beverage or related consumable product (ice block, vapour etc) containing at least 0.5% alcohol by volume.

### Alcohol Alternatives

A beverage that is at or less than 0.5% alcohol by volume that:

- a. has an appearance and style commonly associated with Alcohol; and
- b. uses a brand or descriptors commonly associated with Alcohol, such as, beer, wine, spirit or other; and
- c. is not a beverage commonly understood as non-alcoholic, such as fruit juice, soft drink, flavoured milk or other which fall outside the Code remit.

### Drinking Harm Minimisation Messaging

Advertisements with the sole purpose of educating about misuse or abuse of alcohol beverages and do not include company or product branding.

### Minor

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

### Premises that Primarily Sells Alcoholic Beverages

A premise that is known to a reasonable person to be a place where alcoholic beverages are a primary source of business and is not incidental to the business. For example a pub, club or bottle shop.

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