

SNAPSHOT

- Outdoor Media Association (OMA) members will not display occasional food and drinks within a 150 metre sightline from the boundary of an Australian primary or secondary school.
- Occasional food and drinks which meet the requirements of the FSANZ test will be acceptable to be displayed.
- Master branding and the appearance of discretionary food and drinks that are incidental to what is being advertised will be acceptable.

VERSION: September 2022

01 WHY IS THE OUTDOOR ADVERTISING INDUSTRY DOING THIS?

Outdoor advertising exists in the public space and therefore we have a responsibility to the communities in which we operate. We take this very seriously and, through a robust self-regulatory system, we impose very strict content and placement restrictions on outdoor advertising. Given the growing public concern about overweight and obesity, particularly in children, we feel that it is important that we again step up as an industry and do the right thing.

02 WHAT WILL THE ADVERTISING BAN APPLY TO?

All fixed inventory within a 150 metre sightline from the boundary of a primary or secondary school. This means all billboards, bus shelters and other forms of advertising but would not include signage at, for example, an underground train station or within an enclosed shopping centre, because the sign cannot be seen from the school.

It also does not apply to transit inventory — buses, trains, trams and taxis — because public transport is mobile, it is impossible to determine which stock will be assigned to a particular route.

To ensure that restrictions have maximum impact on limiting exposure to occasional food and drink advertising, it makes sense to take a targeted approach.

03 WHAT ARE THE EXCEPTIONS TO THE PLACEMENT POLICY?

In relation to occasional food and drink, the Placement Policy does not apply in the following circumstances:

- Where the sightline to the sign from the school boundary is interrupted by a structure such as a building which means it is not visible from the school; and
- In the primary CBD of each capital city of Australia.

For more information please see the OMA Placement Policy at oma.org.au/oma-codes-and-policies.

04 HOW IS THE 150 METRES DETERMINED

The OMA and its members have invested significant resources in school mapping technology which allows media buyers to instantaneously exclude sites which have content restrictions in place.

The software has incorporated school boundary data, measuring 150 metres from the boundary of the school and flagging any OMA member inventory within.

05 WHY SCHOOLS?

Schools are central to the community. While there are obviously a significant amount of young people who attend them every day, they are also the hub of residential communities, where children, families and community members spend much of their time. By restricting advertisements around schools, the OOH advertising industry is targeting the heart of communities to help people make healthier lifestyle choices.

06 WHAT IS MEANT BY ADVERTISING FOR OCCASIONAL FOOD AND DRINK PRODUCTS

Any advertisement for occasional food and drink items.

Occasional food and drink products are foods that do not fit into the five food groups because they are not necessary for a healthy diet.

Five Food Groups

The five food groups make up the Australian Guide to Healthy Eating. The five groups are:

- vegetables and legumes/beans
- fruit
- grain foods
- lean meats and poultry, fish, eggs, tofu nuts and seeds and legumes/beans
- dairy products.

For the purposes of this Policy, grain foods will mean only wholegrain varieties and dairy products will mean only plain varieties. This means that if a grain product is not

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

wholegrain or a dairy product is flavoured (even with fruit), it will be considered an occasional food and drink and it will therefore need to meet the FSANZ threshold test to be advertised within a 150 metre sightline from the boundary of a school.

It also includes advertising for retailers who primarily sell food and drink and food delivery services, whether ready to eat or make at home grocery deliveries.

Food and drink will be taken to mean any imagery that suggests food or drink, including a photograph, illustration, composite image, likeness or silhouette as well as packaging that is suggestive of a particular food or drink such as a burger wrapper or a pizza box.

07 HOW DO I KNOW IF MY PRODUCT IS ABLE TO BE ADVERTISED?

It is the responsibility of the advertiser or agency to ensure that their advertising meets all legislative, regulatory and industry policy prior to publication.

The full Health and Wellbeing Policy can be found at www.healthyoutdoor.org.

If your media publisher is concerned about the content of the advertisement, they may contact you to check the FSANZ score before publishing

08 WHY THE FSANZ THRESHOLD TEST?

When the OMA launched its policy in 2020, it was a world first, nationally applied policy. In November 2021, the Australian Association of National Advertisers' new Food and Beverages Code (the AANA Code) came into effect.

The AANA Code restricts the content and placement of advertisements for occasional food and drink, particularly in relation to advertising targeting children. The AANA Code uses the FSANZ threshold as its test for occasional food and drink.

In order to keep the self-regulatory scheme as robust as possible, and in order to make compliance with both the OMA Policy and the AANA Code easier for advertisers and OMA members, from 1 July 2022 the OMA has transitioned to the use of the FSANZ threshold test in its own policy.

09 HOW DID YOU COME UP WITH THE THRESHOLDS FOR THE FSANZ SCORE?

The FSANZ thresholds are determined by the Food Standards Australia and New Zealand (FSANZ) Nutrient Profile Scoring Criteria which is enshrined in Australian law.

10 WHAT ARE THE FSANZ THRESHOLDS?

The FSANZ score thresholds are determined by the type of food. In order to place an advertisement for an occasional food or drink within 150m of an Australian school, the FSANZ score must be below the following:

Category	Description	Max. Score
1	Beverages	1
2	Food other than those included in category 1 or 3	4
3	Certain dairy/high fat products* **	28

* Cheese or processed cheese with calcium content greater than 320 mg/100 g; edible oil; edible oil spreads; margarine; and butter.

** All other cheeses (with calcium content less than or equal to 320 mg/100 g) are classified as category 2.

11 MY ADVERTISEMENT MEETS THE CRITERIA FOR THE AANA FOOD AND BEVERAGES CODE, WILL IT MEET THE REQUIREMENTS OF THE OMA HEALTH AND WELLBEING POLICY?

Yes. In relation to what food and drink can be placed within 150m of an Australian school, if the advertisement meets the requirements of the AANA F&B Code, it will also meet the requirements of the OMA Health and Wellbeing Policy.

12 WHY IS THE ONUS ON ME TO ENSURE THE ADVERTISEMENT MEETS AN OOH INDUSTRY LED POLICY?

Advertisers and agencies are best placed to determine the FSANZ Nutrient Profile Score of a product. This is due to the FSANZ Nutrition Panel Calculator requiring certain proprietary recipe information such as the fruit and vegetables content within the product.

13 HOW DO I CALCULATE THE FSANZ SCORE FOR MY PRODUCT?

The FSANZ Nutrition Panel Calculator is available at www.foodstandards.gov.au/industry/npc/Pages/nutrition-panel-calculator.asp.

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

To determine the FSANZ score you will need the following information:

1. The category of the food
 - Category 1 - Beverages
 - Category 2 - Food other than those included in category 1 or 3.
 - Category 3 - Certain dairy/high fat products:
 - Cheese or processed cheese with calcium content greater than 320 mg/100 g;*
 - edible oil;
 - edible oil spreads;
 - margarine; and
 - butter.

* All other cheeses (with calcium content less than or equal to 320 mg/100 g) are classified as a category 2 food.

2. The following nutritional information:
 - Energy (kJ)
 - Saturated Fatty Acids (g)
 - Sugars (g)
 - Sodium (mg)
 - Protein (g)
 - Dietary Fibre (g)
 - Percent of non fvnl ingredients
 - Percent of non-concentrated fvnl ingredients
 - Percent of concentrated fruit or vegetable ingredients

If the score is below the maximum score for the category of food you have entered, it is not considered an occasional food or beverage.

- Category 1 - less than 1
- Category 2 - less than 4
- Category 3 - less than 28.

WANT MORE INFORMATION?

For more information visit the OMA Health and Wellbeing Policy website: healthyoutdoor.org.

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