



27 February 2013

Ms Louise Sylvan  
Chief Executive Officer  
Australian National Preventative Health Agency  
GPO Box 462  
Canberra ACT 2601

Dear Ms Sylvan

The Outdoor Media Association (OMA) would like to take this opportunity to support the **AANA Submission In Response to Australian National Preventative Health Agency Issues Paper Alcohol Advertising: The Effectiveness of the Current Regulatory Codes in Addressing Community Concerns.**


The OMA has continually worked to strengthen the self-regulatory system for advertising in Australia, and has put a number of measures in place to ensure that outdoor advertising is responsible across all areas, and particularly in regards to alcohol products. The work we have done with our members has seen our industry significantly reduce the number of upheld complaints received and we continually work to improve this.

Our *Code of Ethics* ensures that 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). The OMA also has *Alcohol Advertising Guidelines* that further limit the advertising of alcohol products on fixed signs that are located within a 150m sight line of a primary or secondary school, which generally relates to any access gates to the school.

Members must also only accept copy for alcohol advertising that has been approved for display through the *Alcohol Advertising Pre-vetting System* (AAPS). If the member does not wish to go through the AAPS process they can alternatively accept copy where the advertiser has provided written advice from a law firm stating that the advertisement complies with the ABAC.

The OMA's members support all decisions made by the Advertising Standards Board (ASB) and the ABAC Adjudication Panel in regards to complaints made about alcohol advertisements and outdoor advertising in general. In the case of upheld complaints, we work with our members to promptly remove the copy.

Yours sincerely

  
Charmaine Moldrich  
Chief Executive Officer