



27 May 2015

Dr Abigail Groves
Committee Manager, Committee on Children and Young People
Parliament of NSW
Macquarie Street
Sydney NSW 2000

Dear Dr Groves

Thank you for your letter dated 15 April 2016 providing the Outdoor Media Association (OMA) with the proof transcript of the oral evidence we provided to the Committee and the four questions taken on notice. Thank you also for your letter dated 10 May 2016 outlining five supplementary questions.

In the following pages I will provide responses to these nine questions.

Questions taken on notice (received 15 April 2016)

1. *When assessing a complaint, does the Advertising Standards Bureau apply the code in accordance with the relevant guidelines?*

Yes. I include for your reference details from the ASB website regarding the complaints process:

The Advertising Standards Board makes its determinations under appropriate sections of the Code of Ethics, and other Codes relating to food and beverages, advertising and marketing to children, and environmental claims as prescribed by the Australian Association of National Advertisers (AANA).

The Board can also consider complaints under the other industry Codes and Initiatives, including motor vehicle advertising, and food and beverage advertising and marketing to children.

Along with these Codes, the ASB uses the AANA Code of Ethics Practice Note and previous determinations in order to make its determination on a piece of creative.

For the full complaint process see here:
<https://adstandards.com.au/complaint-process>

2. Are you able to provide the Committee with an estimate of the economic benefit that outdoor advertising provides to the NSW economy?

The results of the 2015 Economic Modelling report by Deloitte Access Economics are still being finalised. The following results are from the 2011 Economic Modelling is in the process of finalising for the OMA, which details the direct economic contribution of the out-of-home media industry in NSW to be:

- Value added \$121.99 million
- Employment (FTE) \$529.15 million

The OMA would be pleased to provide the Committee with the results of the 2015 Economic Modelling Survey upon its completion.

3. What is the definition of 'prevailing community standards' for the purpose of advertising standards?

The Practice Note to the AANA Code of Ethics explains that "Prevailing Community Standards are determined primarily by the Board, whose members are representative of the community, on a case by case basis, as part of the complaints process."

It further clarifies that "There is no one test of Prevailing Community Standards. The Prevailing Community Standard will differ in relation to the different restrictions in relation to health and safety, nudity, language, violence and portrayal of people."

The Practice Note itself provides some guidance into how to define Prevailing Community Standards. It is influenced in part by previous decisions of the Board, the AANA's intent in developing this Code and any relevant research (of the AANA or Advertising Standards Bureau as relevant).

As we noted during the Hearing, it is for this reason that we at the OMA read all relevant case reports and determinations. The ASB regularly shares relevant determinations with the OMA to facilitate this.

For the full Code of Ethics Practice Note see here:

http://aana.com.au/content/uploads/2016/02/Code_of_Ethics_Practice_Note-081215.pdf

4. In your evidence, you referred to ads that you have pre-vetted over the last two years. Are you able to provide examples to the Committee?

Yes. Please refer to Appendix A which provides a list of all requests for content review advice, detailing the requester, the advertisement and the advice whether the OMA advised that the advertisement was 'ok', 'modified' or 'not ok'.

Supplementary questions (received 10 May 2016)

- 1. Please provide us with a precis of the manner in which complaints are handled by the Advertising Standards Bureau.*

To answer this question, I will make a short summary of the information provided on the ASB website regarding the Complaint Process:

The ASB accepts complaints about advertising from consumers. The ASB will normally accept only written complaints – via the online complaints form if complainants have computer access, otherwise by post or facsimile. A single written complaint is sufficient to initiate a formal complaint.

A complainant must provide details of the advertisement that sufficiently identifies the particular advertisement, as well as what was found to be offensive about the advertisement.

All complaints received are promptly assessed about their appropriateness for submission to the Advertising Standards Board (Board) for determination. As the Board secretariat, the ASB replies to all complainants informing them of the status of their complaint.

Once a complaint has been accepted by the ASB, the advertiser/marketer is notified about the complaint. They are provided with a copy of the complaint and are requested to provide a written response and copies of the relevant advertising or marketing communication within sufficient time to allow the complaint to be dealt with at the next meeting of the Board – this is usually 7 days but may be shorter if the ASB considers that the complaint should be considered as a matter of urgency.

If an advertiser/marketer fails to provide a response to the complaint within the specified period or any extension of it, the Board may consider the complaint and the advertising or marketing communication in question without the advertiser/marketer response.

The Board meets twice a month to consider complaints. The Board will also meet between meetings, usually by teleconference, if the ASB considers that a matter should be considered as a matter of urgency.

The Board reaches its decision by way of simple majority. In the event of a tied vote, the Chair has a casting vote.

In relation to individual complaints, Board members will consider:

- the complaint(s) received
- all relevant advertising/marketing communications submitted by the advertiser/marketer
- the advertiser/marketer's response (if any)
- all relevant provisions of the Codes and Initiatives, and
- any other relevant supporting materials or other representations or submissions.

The Board is not limited, in its considerations, to issues raised by the complaint.

The Board considers complaints in light of all parts of the relevant Codes or Initiatives and accordingly may apply any part of those Codes or Initiatives in reaching a determination. If the Board is unable to reach a decision until it is in possession of additional information, it can defer its determination until a future date.

When the Advertising Standards Board looks at a case they can make one of two determinations:

1. Determination – complaint upheld

A complaint is upheld if the Board determines there is a breach of a Code or Initiative.

2. Determination – complaint dismissed

A complaint is dismissed if the Board determines there is no breach of a Code or Initiative.

When a complaint is upheld the advertiser is notified of the decision and provided with a draft case report within 48 hours. The advertiser then has 5 days to respond to the Board's decision and confirm that the advertisement has been or is being removed. The Board's decision and the final case report, incorporating the advertiser's advice that the advertisement has been removed, is provided to complainants and the public within 8-10 days of the Board's decision.

Advertisers are advised within 48 hours of the Board's decision when a complaint is dismissed. During that time a draft case report is prepared by the ASB and submitted to the Chair for approval.

Usually, within 10 business days of the Board's decision, complainants are advised of the decision and all case reports are made publicly available.

Where the advertiser or the complainant are not satisfied with the Board's decision, they can seek an independent review process.

2. Is it the view of the OMA that the process is satisfactory?

Yes. The OMA believes the process of making a complaint to be simple and straightforward.

The Committee was concerned that the process was complicated or difficult to find. However, if you search the internet for 'advertising complaint', the top three results will direct you to make a complaint on the ASB website:



advertising complaint



All Images News Videos Maps More Search tools

About 98,800,000 results (0.46 seconds)

Lodge a Complaint | Advertising Standards Bureau

<https://adstandards.com.au/lodge-complaint>

The Advertising Standards Board considers complaints about advertising or marketing communications where the complaint is something listed in a number of ...

You've visited this page 2 times. Last visit: 6/04/16

Advertising Standards Bureau |

<https://adstandards.com.au/>

The Advertising Standards Bureau accepts written complaints about advertisements, and assesses if they fall under the Codes. People like you. Find out more.

The complaint process | Advertising Standards Bureau

<https://adstandards.com.au/complaint-process>

Complaints to the Advertising Standards Board The complaint process is transparent and accessible to all members of the public. The process provides fairness ...

As for the process itself, the OMA considers that the assessments are fair and that results of the determinations are publicly available within a reasonable timeframe.

3. Are there any amendments which should be made to the regulations proposed by the AANA in relation to outdoor advertising?

The OMA considers the current regulatory system, and the code managed by the AANA to be working well. As related above, 'prevailing community standards' does not have a rigid definition, to ensure the Board can adapt its decisions to changing community standards; however, what is constant is that the 'relevant audience' for Outdoor advertising necessarily includes children. The definition provided in the AANA Code of Ethics Practice Note states that:

Relevant audience is a relevant concept for the restrictions on treatment of sex, sexuality and nudity and language. These sections of the Code require the Board to be informed by the media placement plan and audience measurement data

Broad view of "audience" taken by the Board. For the purposes of advertisements in public places, the Board will not only take account of the relevant audience, but it can also take a broad view of the "audience". This recognises the broad nature of the audience for advertisements in public places. The Board will not just have regard to whom the advertisement is targeted (the relevant audience) but the Board also looks at who can see it and the Board will take that into consideration in determining their view of whether the advertisement treats sex, sexuality and nudity with sensitivity to that audience or in regards to whether the language used is appropriate for that audience.

4. *Does the Outdoor Media Association have a facility for making available online, copies of advertisements which they are proposing to approved prior to their use?*

No. The OMA is provided with copies of creative concepts by advertising agencies on a commercial in confidence basis. Given this level of commercial confidentiality, it is not possible for the OMA to provide copies of advertisements before they are displayed. In addition, the OMA does not see or provide advice on every piece of creative. It is not an approval process, rather a vetting process.

5. *Does the Outdoor Media Association seek any public input into the advice that it gives its members prior to the approval of outdoor advertising material?*

The OMA does not seek public advice but it does consult with the ASB, ABAC and administrators of other Codes as necessary when providing advice to members. Also as detailed above, the OMA is informed of recent case decisions by the ASB to inform its understanding of prevailing community standards.

I hope that the above information provides adequate response to the Committee's questions. Please do not hesitate to contact the Outdoor Media Association if any further clarification is required.

Yours sincerely



Tess Phillips
General Manager, Government Relations
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Content Review update excerpt from OMA Board Briefings (May 2014 – May 2016)

Content Review Update (28 May 2014)

01 COPY ADVICE SERVICE

Since the February 2014 content regulation update, the OMA has received 27 requests for copy advice. Advice was provided that 8 of these advertisements should not be posted as they were likely to breach the AANA Code of Ethics, some of which were then modified. In each case OMA then worked with the member and creative agency when needed to get a more acceptable final image. Images provided refer to attachment 1.

Request by	Advertisement	Advice
Adshel	Australian Unity	Not likely to breach
3 Bongos	AMI	Various
SMH	Safer Sydney Ad Challenge	Not likely to breach
APN	Primo Bacon	Not likely to breach
Adshel	Wesley Mission – suicide campaign	Not likely to breach – some modifications
Adshel	AMH Insurance	Not likely to breach x 3
Adshel	Concept Advice	General Advice
Goa	Nant	Not likely to breach
oOh!	Fat Tony & Co	Likely to breach – modified
oOh!	Gambling question	Not likely to breach
APN	ABC – Concept advice	Not likely to breach
APN	Growth Realty Pressure	Likely to breach
Adshel	Bendon	Not likely to breach
APN	Wolfenstein	Not likely to breach
Adshel	Vic – AIDS	Not likely to breach
Various	Maximus	Various – some likely to breach were modified
QMS	Apollo Clinics	Likely to breach
APN	Nude Creative	Likely to breach – modified

oOh!	Nicabate	Not likely to breach
APN	Dare – concept advice	Likely to breach
iOM	Stewart MacFarlane	Not likely to breach
APN/Adshel	Sydney Theatre Company	Not likely to breach
Various	Cougarlife	Likely to breach

Content Review Update (14 August 2014)

02 COPY ADVICE SERVICE

Since the May 2014 content regulation update, the OMA has received 30 requests for copy or concept advice. Advice was provided that 9 of these advertisements should not be posted as they were likely to breach the AANA Code of Ethics, some of which were then modified. In each case OMA then worked with the member and creative agency when needed to get a more acceptable final image. Images provided refer to attachment 1.

Request by	Advertisement	Advice
Agency	Maximus	Concept Advice
Agency	Ashley Madison	Concept Advice – Likely to breach
APN and Adshel	Bonds	Ok – some minor modifications
Goa	The Naked Magicians	Likely to breach – modified
iOM	Draculas	Likely to breach – modified
Adshel	Hahn Super Dry	Concept Advice
APN	Powershop	Not likely to breach
Adshel	Livelihter	Concept Advice
JC Decaux and Foxtel	Peaky Blinders and Musketeers Digital	Likely to breach – modified
Adshel	Love & Rockets and Honey B's	Likely to breach
Adshel and JC Decaux	QUIT	Not likely to breach
JC Decaux and Metrospace	Burger Urge	Likely to breach
Goa	B105	Not likely to breach
APN and Adshel	The Cosmetic Institute	Likely to breach
Paradise	Concept Advice	Likely to breach
Rova	Aussie Bodies	Not likely to breach
Adshel and APN	Devil's Playground	Not likely to breach
APN	Islam	Likely to breach – Transport

		Corridor Guidelines
Goa	AT Hair/Naked Tan	Not likely to breach
APN	Bonds	Concept Advice
JC Decaux	The Scar Project	Not likely to breach
Goa	LNP	Not likely to breach
Agency	BMW	Likely to breach
APN	Sex Tape Movie	Advice only

Content Review Update (27 November 2014)

03 COPY ADVICE SERVICE

Since the August 2014 content regulation update, the OMA has received 38 requests for copy or concept advice. Of these, 8 were deemed to be likely to breach the AANA Code of Ethics, and of these 5 were modified.

Request by	Advertisement	Advice
APN, Adshel, JC Decaux	Pot or Not	Not ok
IOM	Draculas	Ok
Various	Boobs 2	Ok
Shiply Brown	V8 Queensland	Ok
ROVA	Stop before it gets ugly	Ok
Adshel	Calvin Klein	Not ok – modified
oOh!	Joannides Funeral Home	Ok
APN	Jergens	Not ok – modified
IOM	Sexyland	Not ok – modified
Various	Sunset Overdrive	Not ok – modified
Adshel	Calvin Klein	Ok
APN	Calvin Klein – Cross track	Ok
APN	Religious ads question	General advice
APN	Johnny Walker	General advice
UPG	Various	OK
JC Decaux	Hirudoid	Ok
AMI	AMI	Not ok
Adshel	Uni WA	Ok
Adshel	International On the Water	General advice

APN	Love and Rockets	OK
Adshel	The Hobbit	Not ok
oOh!	22 Jumps St	Ok
oOh!	Election ads	General advice
GOA	Call of Duty	Ok
JC Decaux	Into the Storm	Ok
GOA	Big Brother	OK
GOA	Wesley Breast Clinic	OK
oOh!	Sydney Uni	Ok
Adshel	Sunbeam	OK
APN	TID	OK
Adshel	Drink Drive	OK
APN	Charlie's Farm	Ok
oOh!	Dare to bare x 2	Ok
APN	Diesel	Not ok – modified
oOh!	Alexander Movie	Ok
Adshel	Horrible Bosses	Ok
GOA	Briefs	OK

Content Review Update (25 February 2015)

04 COPY ADVICE SERVICE

Since the November 2014 content regulation update, the OMA has received 45 requests for copy or concept advice. Of these, 10 were deemed to be likely to breach the AANA Code of Ethics, and of these three were modified.

Request by	Advertisement	Advice
APN Outdoor	Duck Animal Lib	Ok
goa	Queensland Theatre – Boston marriage	Ok
Adshel	Victorian Aids Council	Ok
APN Outdoor	Growth Realty	Not ok
Adshel, oOh!	Skins S***S	Ok
Bishopp	Ella Baché	Ok
APN Outdoor	The Hobbit	Not ok
Octopus	Dan Murphys	Ok
APN Outdoor	Hummer	Not ok
IOM	Unit	Not ok
APN Outdoor	Speedy Towbars	Ok
Goa	Sunday Mail (Dita)	Ok
APN Outdoor	Restored Beauty Getaways	Ok
Adshel	MTC Billy Blue College	Ok
M2M	Frucor Maximus Big Grip	Ok
APN Outdoor	Bendon Lingerie	Ok
oOh!	Baby film poster	Ok
APN Outdoor	Naked Magicians	Ok
APN Outdoor, oOh!	Animals Australia - live exports	Not ok – modified
Paradise	Status Plus	Ok
APN Outdoor	Enhance Clinic	Not ok
APN Outdoor	Penthouse Club	Not ok – modified
APN Outdoor	Penthouse Club 2	Ok
APN Outdoor	PlayStation ‘Order’	Ok
JCDecaux, APN Outdoor	Sydney Dance	Not ok – modified
APN Outdoor	Kingsman	Ok
Adshel	Game of Thrones	Ok

Goa	Honey Bees	Ok
Adshel	Roberto Cavalli	Ok
oOh! Media	Sydney Atheists	Ok
APN Outdoor	State Library of NSW - PULP	Ok
Rover	Tattoo and Art Exhibition	Not ok
Adshel	Fifty Shades of Grey	Ok
APN Outdoor	Hopeless	Ok
Adshel	Victoria's Secret (full animation)	Ok
APN Outdoor	Messenger of God	Ok

Content Review Update (27 May 2015)

05 COPY ADVICE SERVICE

Since the January 2015 content regulation update, the OMA has received 41 requests for copy or concept advice. Of these, nine were deemed to be likely to breach the AANA Code of Ethics and one the ABAC code, and of these four were modified.

Request by	Advertisement	Advice
APN Outdoor	Sydney Dance	Not ok – modified
APN Outdoor	Powershop	Ok
APN Outdoor	Designer Vagina	Not ok
APN Outdoor	J&J “Set yourself free”	Ok
APN Outdoor	EA Games Battlefield	Not ok – modified
Adshel	Chappie (animation)	Ok
oOh! Media	Amnesty International PRIDE	Ok
APN Outdoor	Restored Beauty	Ok
oOh! Media	Volvo	Not ok
oOh! Media	Volvo #2	Not ok
JCDecaux	The Hobbit	Modified
APN Outdoor	Lowenbrau	Ok
oOh! Media	The Hobbit#2	Ok
oOh! Media	Bonfire	Not ok
iom	Sexyland (fifty shades)	Ok
oOh! Media	The Hobbit	Ok
APN Outdoor	Pro-life	Not ok

Adshel	Mortal Combat	Ok
Adshel	Animals Australia Best Friend	Ok
oOh! Media	Roberto Cavalli	Ok
oOh! Media	Migas	Not ok
ROVA	Powerhouse Museum	Ok
APN Outdoor	Munich Brau Haus	Ok
APN Outdoor, Adshel	Adelaide Festival Theatre	Ok
oOh! Media	GO Health Clubs	Ok
APN Outdoor, Adshel	Mad Max	Ok
Adshel, APN Outdoor, QMS	Bavarian Beer Café	Ok – with one modification
oOh! Media	Land Rover	Ok
iom	Sexyland batteries	Ok
oOh! Media	ClarkeOUT	Not ok - modified
APN Outdoor	News Ltd	Not ok
APN Outdoor	Jack's Link	Ok
APN Outdoor	News Ltd#2	Ok
Octopus Media	Human Research Australia	Ok
ROVA	1 Cover Travel	Ok

Content Review Update (26 August 2015)

o6 COPY ADVICE SERVICE

Since the May 2015 content regulation update, the OMA has received 49 requests for copy or concept advice. Of these, 11 were deemed to be likely to breach the AANA Code of Ethics and of these seven were modified.

Request by	Advertisement	Advice
oOh! Media	Bpay	Ok
APN Outdoor	Right To Life Assoc of SA	Ok
goa	Youfoodz	Ok
oOh! Media	Don't drink grog and drown	Not ok – modified
APN Outdoor, Adshel	Barnardos abuse of children	Ok
APN Outdoor	Vegan Society	Ok
iOm	Dr Snip	Not ok – modified
Adshel	Ashley Madison	Not ok
APN Outdoor	Ted 2	Ok
goa	Brisbane Festival – Fear & Delight	Ok
APN Outdoor	Halo (digital animated)	Not ok – modified
APN Outdoor	Tomb Raider (digital animated)	Not ok - modified
APN Outdoor	National Geo (digital animated)	Ok
APN Outdoor	Subi Hotel	Ok
APN Outdoor	Expedia (digital animated)	Ok
QMS	Durex concept advice	Ensure compliance with AANA
APN Outdoor	Magic Mike XXL	Ok
oOh! Media	BMW life's not a race	Not ok
oOh! Media, APN Outdoor	BMW outsmart outrun	Ok
APN Outdoor	Desigual (version 1)	Not ok – modified
APN Outdoor	Desigual (version 2)	Ok
oOh! Media	Royal National Association	Ok
APN Outdoor	Terminator Genisys	Ok
APN Outdoor	Unreal Stan	Not ok
APN Outdoor, QMS	Jergens	Not ok
QMS	Bad Jews	Ok
Adshel	Victorian Aids	Ok – with modification

JCDecaux	About Life	Two ok One not recommended
APN Outdoor	Rainbow Seige	Ok
APN Outdoor	WTF (Where's The Food)	Ok (see comment in Section 2)
oOh! Media	Dolphins Australia	Ok with caution
APN Outdoor	Coalition for the Protection of Race Horses (version1)	Not ok – modified
APN Outdoor, Rover, Adshel	Coalition for the Protection of Race Horses (version2)	Ok
APN Outdoor	Bonds 100	Ok
Adshel	Competitor Advertising concept advice	Ok with caution re ACCC
APN Outdoor	Jack Clothing	Ok
QMS	Aravina Estate concept advice	Ensure compliance with ABAC
APN Outdoor	The Line 'Indelible Mark'	Ok – with one modification
goa	Vegan Australia	Ok
QMS, APN Outdoor	Mazda P10 'Look up'	Four executions ok One ok but not recommended
Adshel	Sicario (version 1)	Not ok – modified
Adshel	Sicario (version 2)	Ok
Hellothink	Concept advice: Fruoh	Ok

Content Review Update (25 November 2015)

07 COPY ADVICE SERVICE

Since the August 2015 content regulation update, the OMA has received 54 requests for copy or concept advice. Of these, 16 were deemed to be likely to breach the AANA Code of Ethics, and of these 9 were modified.

Request by	Advertisement	Advice
APN Outdoor, QMS, JCDecaux	Lowenbrau Oktoberfest – several executions	Not ok – some rejected by ABAC some modified
APN Outdoor	Oktoberfest version 2	Not ok – sent to ABAC/modified
APN Outdoor	Oktoberfest version 3	Ok
APN Outdoor	Oktoberfest Miranda creative	Not ok – sent to ABAC/modified
Adshel	Triple J Big Ass Tour	Ok

APN Outdoor	Fitness First 'how did I get here?'	Modified
APN Outdoor	Getup Creative	Ok
APN Outdoor	Ski Falls Creek	Ok
goa	Westfield Southland	Ok
APN Outdoor, JCDecaux, ROVA	Aussie Bodies	Modified
Vitaco	Aussie Bodies	Modified
goa	Love&Rockets	Ok
goa	Love&Rockets	Not ok
Vitaco	Aussie Bodies – taxi backs	Ok
APN Outdoor	Subi Hotel	Ok
Saltminedesign	Maximus project Johnson	Ok
goa and APN Outdoor	Love&Rockets	Ok
iom	Fantasy Lingerie	Ok
goa	Greyhound racing	Ok
APN Outdoor	Pig Dogging	Modified
APN Outdoor	Pig Dogging – modified	Ok
APN Outdoor and Adshel	Fitness First v2	Modified
QMS	Iran Nuclear Deal	Modified
QMS	Star Wars Twitter concept	Not ok
APN Outdoor	CK sexy	Ok
APN Outdoor	Living Environs	Modified
Adshel	The Line 'Our Watch'	Ok
APN Outdoor	Durty Nelly	Not ok
APN Outdoor	Mukhair	Ok
APN Outdoor	Bankwest Manspreader	Ok
Comms Council, APN Outdoor, Adshel, oOh! Media	Lastminute deals "bullsh*t to Bula"	Not ok
Adshel	Aussie Body digital	Ok
JCDecaux and Adshel	Battleborn	Ok
APN Outdoor	ACON	Modified
JCDecaux	Deadpool	Concept ok with caution
APN Outdoor	Frankies	Ok

APN Outdoor	Breasts by Dr Phil	Modified
APN Outdoor	Digital: Dr Lindemans Gentleman	Not ok
APN Outdoor	Strippers Wanted	Modified
APN Outdoor	Sam Harris	Not ok
JCDcaux	Peter Fitzsimmons book	Ok – with caution
APN Outdoor	Virgin Mobile	Ok
goa	Clubmoney	Not ok
Adshel	Cancer Council	Not ok

Content Review Update (9 February 2016)

o8 COPY ADVICE SERVICE

Since the August 2015 content regulation update, the OMA has received 48 requests for copy or concept advice. Of these, 8 were deemed to be likely to breach the AANA Code of Ethics, and 7 were modified.

Request by	Advertisement	Advice
IOM	ClubMoney	Not ok
oOh! Media	Christmas with the Coopers trailer	Ok
oOh! Media	Thank XXXX it's Friday	Ok – requires AAPS
APN Outdoor	Messina and chill	Modified
oOh! Media	Alpecin	Ok
oOh! Media	Cynosure	Ok
APN Outdoor, goa	Love & Rockets	Ok
oOh! Media	X + Y	One ok one Not ok
oOh! Media	Fisher & Paykel	Ok – requires AAPS
goa	Newstead Brewing	Ok
APN Outdoor	Cynosure	Modified
goa	Hollywood Showgirls	Modified
Royal Lifesaving Society	Don't Drink and Drown	Ok
goa	Jeep	Not ok
Give Art Science	Maximus	Modified
APN Outdoor	Southbound	Ok

APN Outdoor, QMS, Adshel	Streets	Several ok one Not ok
APN Outdoor	WOMAdelaide	Ok
Adshel	Hans Solo	Ok
APN Outdoor	Dimario	Ok
APN Outdoor	Choice	Ok
goa	Honey B's	Concept ok with caution
APN Outdoor	Naked Magicians	Ok
goa	Hollywood modified	Ok
oOh! Media	Concept advice	Ok
APN Outdoor	Zombie Pride & Prejudice	Ok
APN Outdoor, JCDecaux	Bavarian Café	Ok –requires AAPS
APN Outdoor	Chemist Warehouse	Modified
APN Outdoor	Choice v2	Ok
oOh! Media	WTF Concept	Ok
APN Outdoor	Life Health Club	Ok
APN Outdoor	Streets concept	Ok
APN Outdoor	Deadpool	Ok – with placement caution
APN Outdoor, Adshel	Tafe NSW	Modified
oOh! Media	Burberry	Modified
APN Outdoor	Polo	Ok
iom	Sexyland	Not ok
APN Outdoor	Duty Free	Ok
APN Outdoor	Revenant	Ok
Adshel	ARN	Ok
APN Outdoor	Bonds	Ok

Content Review Update (17 May 2016)

09 COPY ADVICE SERVICE

Since the February 2016 content regulation update, the OMA received 68 requests for copy or concept advice. Of these, 13 were modified in order to comply with the AANA Code of Ethics and 5 were deemed to be likely to breach. Three ads were recommended for referral to the Alcohol Advertising Pre-Vetting Services (AAPS).

Request by	Advertisement	Advice
APN Outdoor	Lifestyle	Ok
APN Outdoor	Adelaide Fringe	Ok
APN Outdoor	Calvin Klein (video)	Modified
iOM	Arktika	Ok – requires AAPS
Adshel	Live Odds	Concept ok with caution
APN Outdoor	Chemist Warehouse	Ok
APN Outdoor	Munich Bier	Ok
Adshel, APN Outdoor	Calvin Klein	One ok, one not ok
goa	Optus	Ok
APN Outdoor	Calvin Klein	Ok
JCDcaux	UPG Bavarian Burst	Ok
APN Outdoor	Bad Jews	Ok
APN Outdoor	Adelaide Casino	Ok – requires AAPS
JCDcaux	Poison Girl	Modified
Adshel, APN Outdoor, oOh!Media, Torch Media	Oportos	Modified
APN Outdoor	Zakat	Ok
APN Outdoor	AMI	Modified
APN Outdoor	Heartbeat	Ok
APN Outdoor	VICAIDS	Modified
APN Outdoor	Jergens	Ok
APN Outdoor	UPG	Modified
oOh!Media	OGX	Ok
APN Outdoor	Greens	Ok
QMS	Concept advice	Modified
APN Outdoor, Adshel, oOh!Media	Oporto revisions	Ok

JCDecaux, Adshel	Doom	Ok
oOh!Media, APN Outdoor	Live Export	Ok
Voiceless	Concept advice - Kangaroo	Modified
APN Outdoor	King Charles	Ok
APN Outdoor	Voiceless	Modified
QMS	Rexona	Ok
APN Outdoor	Unchartered (video)	Ok
Adshel, APN Outdoor	Virgin Mobile	Ok
Adshel	Lastminute	Ok
goa, QMS	Greyhound Racing	Ok
Adshel	TCTD	Ok
oOh!Media	Greater Bank	Ok
QMS	Melbourne Queer Festival	Ok
oOh!Media	Fridays	Caution – requires AAPS
APN Outdoor	Diesel	Ok
goa	Fivepointfour	Modified
goa	Fivepointfour #2	Not ok
Bishopp	Duck	Not ok
goa	Australian Liberal Alliance	Not ok
JCDecaux, Rova	QLD Government – ambulance	One ok – one not ok
APN Outdoor	Plastic Surgeon	Ok
StrippersWanted	Concept advice	Modified
goa	Janko	Ok
goa	Youfoodz	Ok
APN Outdoor, Adshel	X + Y underwear	Modified
APN Outdoor	Linneys	Ok
APN Outdoor	SHOWPO	Ok
goa	LoganLaw	Ok
APN Outdoor	Unchartered 4	Modified
Adshel	Tyrrells	Ok
APN Outdoor	Alice	Ok
APN Outdoor	Iconic	Ok