



Advertising Content Review Guidelines

Yarra Trams operates the largest tram network in the world with more than 200 million passenger trips per year. Operated by Keolis Downer, Yarra Trams provides public transport on behalf of the Victorian government under a franchise agreement.

Yarra Trams provides a safe, reliable, comfortable and easy to use tram journeys that delivers great value for money. This is a key part of the organisation's vision to deliver a modern light rail system offering a world-class service to all passengers.

To achieve this vision, Yarra Trams has four key values that all activities must align to and support. These four key values are:

- Think like a passenger
- Respect for people
- Continuous improvement
- Zero harm

It is important that our partners (advertisers, sponsors, and the community) adhere to advertising standards as set out by the Australian Association of National Advertisers (AANA).

The current system of self-regulation was established by AANA in 1998 following extensive consultation with industry, consumer and government representatives. It recognises that advertisers share an interest in promoting consumer confidence in and respect for general standards of advertising.

Self-regulation provides an effective and efficient way for advertisers to engage with consumers and to respond to consumers' concerns about advertising. It ensures consumer protection by providing a free and fast route for consumers to express their views about advertising and to have an impartial body to contact.

The advertising codes and initiatives can be found at <https://adstandards.com.au/codes-and-cases/codes-and-initiatives>.

In addition to the AANA's codes and initiatives, Yarra Trams has developed the following guideline to ensure consistency across all marketing, advertising and promotional activity that appears on the network. The guideline is in place to prevent the distribution of material that is offensive, discriminatory, misleading or cause for concern.

Yarra Trams reserves the right to review and approve all marketing, advertising and promotional material that may appear on the Yarra Trams network. Any marketing, advertising or promotional material that contains any of the following elements or subject matter **MUST** be reviewed and approved in writing by Yarra Trams:

- a) **Nudity** – where any images depict a male or female in a state of undress that may be deemed offensive or inappropriate to the message being conveyed.
- b) **Sexual references** – where images or wording convey sexual overtones, imply sexual innuendo, clearly display an image of a sexual nature or are clearly related to sexual acts.
- c) **Alcohol** – prohibited, no advertising permitted on tram network
- d) **Gambling** – prohibited, no advertising permitted on tram network
- e) **Drugs** – images where a male or female is depicted promoting, consuming or offering an drugs or banned substance or language/wording that expressly promotes or implies the use/purchase/distribution of drugs or banned substances(expressed or eluded to).
- f) **Objectification or representation of men, women and/ or children that may offend** – any images or wording where sexual overtones or innuendoes are implied or expressed.
- g) **Animal rights** – any images real, imagined or created that may depict violence against animals, or demeans/ denigrates animals; or language/wording that expressly promotes or implies violence against animals or demeans/ denigrates animals.
- h) **Politics and activism** – any political or activist campaigns of any nature.
- i) **Religion** – any religious campaigns that contain a strong religious message; or a negative depiction or reference of religions or religious beliefs;
- j) **Violence** – any images real, imagined or created containing, depicting, or alluding to violence, including the promotion of movies and video games with rating MA15+ and above.
- k) **Offensive language** – where any offensive language is stated plainly, insinuated, or abbreviated, and extends to include any commonly used or understood offensive lingo/slang, and any language that is likely to be construed as offensive.
- l) **Safety** – any images or words that may contribute, influence, compromise safety of passengers and/or the community.

Yarra Trams reserves the right to review, change or edit any advertising or promotional material that will appear on the tram network. Yarra Trams reserves the right to accept or refuse supplied artwork. Artwork must be provided in accordance with existing submission and approval specifications as outlined or provided by Yarra Trams. Yarra Trams may seek further information for context relating to the advertising campaign.

Advertisers and their representatives, including any sponsors and partners featured in the advertisements, are required to comply with these guidelines as well as the AANA codes.

If there is any advertising material which has content that you are unsure meets the AANA or Yarra Trams' guideline, please submit these to Yarra Trams for approval.