

# Guidelines

**Advertising Guidelines for Third-Party Advertising on Port Authority  
assets**

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# 1 Introduction

Port Authority of New South Wales (Port Authority) welcomes advertising on our assets, with a commitment to uphold transparency, fairness, and compliance with all relevant legal and ethical guidelines. These guidelines set out Port Authority requirements and aim to ensure that all advertising activities on Port Authority assets are conducted in a manner that benefits both businesses and consumers while respecting the regulatory standards of the Australian market.

General enquires can be sent to: [Events@portauthoritynsw.com.au](mailto:Events@portauthoritynsw.com.au)

## 2 Summary

The purpose of this document is to provide clear guidance on Port Authority requirements and advertising practices when advertising on Port Authority assets. It outlines the key objectives, roles, responsibilities, and standards to which advertisers must adhere, ensuring open and equal access for all while maintaining compliance with Australian law.

## 3 Key objectives of the guideline

The key objectives of this guideline are to:

- Ensure that advertising practices are fair, open, and compliant with Australian advertising codes and regulations.
- Provide equal opportunity for businesses of all sizes and sectors to advertise on Port Authority assets
- Prevent misleading, deceptive, or anti-competitive practices within the advertising process
- Foster a competitive environment that benefits consumers and promotes choice

## 4 Roles and responsibilities

### Port Authority of NSW

Responsible for managing and approving advertising content across our assets, ensuring brands, media agencies and advertisers adhere to Port Authority requirements.

### Advertisers

Responsible for submitting compliant advertising materials and ensuring that they meet Australian standards.

### Media & Advertising Agencies

Provide assistance to advertisers in managing content and submissions to Port Authority, ensuring they meet Australian standards and adhere to Port Authority requirements.

## 5 Advertising Compliance and Ethical Standards

Port Authority ensures equal opportunity for all advertisers. Our advertising space is available to all businesses and organisations on a fair and competitive basis. We do not give preferential treatment to any one brand, advertiser or media/advertising agency.

All inquiries will be handled by Port Authority in a transparent manner, ensuring that all advertisers have access to the same opportunities and pricing. To facilitate this, advertising spaces have set pricing depending upon size and locations which are allocated to advertisers that express their interest on a

first-come, first-served basis, with room for appropriate rotation to provide visibility for multiple advertisers.

All advertising must comply with Australian Consumer Law and adhere to the following principles:

- **Fair Competition:** Advertisements must not mislead or deceive consumers, nor harm competitors through false claims.
- **Transparency:** All claims made in advertisements must be factual and supported by evidence.
- **Non-Discrimination:** Advertisers must not use their dominant market position to eliminate or unfairly harm smaller competitors.

## 6 Restrictions on Advertisements

Advertisers are responsible for ensuring that their advertising content complies with the Australian Consumer Law and relevant industry codes and regulations that define what can and cannot be advertised in Australia. Non-compliance may result in Port Authority refusing or removing the advertisement.

### 6.1 Prohibited Content

- **Misleading or Deceptive Content:** Advertisements must not contain false, misleading, or deceptive claims about products or services, including price, quality, performance, or origin.
- **Discriminatory Content:** Advertisements must not promote or endorse any form of discrimination based on race, gender, ethnicity, religion, disability, or sexual orientation.
- **Offensive Material:** Advertisements must not contain offensive, explicit, or inappropriate material, including violence, nudity, or foul language.
- **Political Content:** Port Authority does not permit the display of advertisements related to political campaigns, advocacy, or lobbying.
- **Tobacco and E-Cigarettes:** The advertising of tobacco products and e-cigarettes is strictly prohibited in Australia under the *Tobacco Advertising Prohibition Act 1992*.
- **Therapeutic Goods and Health Services:** Advertisements for therapeutic goods or health services must comply with the Therapeutic Goods Advertising Code and should not make exaggerated or false claims about efficacy or treatment.
- **Weapons and Firearms:** Advertisements for firearms, ammunition, or any weapons are strictly prohibited.
- **Illegal Products and Services:** Advertising for any illegal goods, services, or activities is strictly prohibited.
- **Casino, Lottery and Betting Services:** Advertising for any casino, lottery or betting service, product or portal, regardless of whether online or not are strictly prohibited.

## 6.2 Ethical Advertising Requirements

In addition to compliance with the law, Port Authority expects all advertising to maintain high ethical standards. Advertisers are expected to:

- **Avoid Disparagement:** Comparative advertising is allowed, but advertisers must avoid making false or misleading comparisons with competitors' products or services.
- **Respect for Competitors:** Advertisements must not unfairly disparage competitors or create an unbalanced representation of the market.
- **No Monopolisation of Space:** While advertisers may use available space, they may not dominate advertising opportunities to the exclusion of others, to ensure fair access to all market participants.

## 6.3 Approval Process

All advertising content must be submitted for review and approval before display. Port Authority reserves the right to reject any advertisement that does not meet Port Authority's requirements outlined in these guidelines.

To ensure a smooth process, advertisers should submit their proposed advertisements, including creatives and copy, a minimum of 14 days prior to the intended start date of the campaign.

Any advertising agreement on Port Authority assets will be governed by the terms and conditions of the relevant Licence Agreement with Port Authority.

All inquiries and submissions can be made to:  
Email: [events@portauthority.nsw.com.au](mailto:events@portauthority.nsw.com.au)

## 6.4 Comparative Advertising

Advertisers may compare their products or services with competitors, but all comparisons must be factual and fair, without disparaging or misleading representations of the competitor.

# 7 Frequently Asked Questions

**Q: What is the process for submitting an advertisement?**

**A:** All advertisements should be sent to [Events@Portauthority.nsw.com.au](mailto:Events@Portauthority.nsw.com.au) for review and approval.

**Q: Can we advertise alcohol on Port Authority assets?**

**A:** Yes, alcohol advertising is permitted, but must comply with strict regulations, including not targeting underage audiences.

**Q: How do I know if my ad complies with Australian advertising standards?**

**A:** We recommend reviewing your advertisement against the standards set out by the Australian Association of National Advertisers (AANA) Code of Ethics, the ACCC's guidelines on advertising and promotion and seeking legal advice if needed.

# 8 Further information

Port Authority is dedicated to maintaining a fair, transparent, and legally compliant advertising environment across our assets. We value the contributions of our advertisers and aim to provide a platform where businesses can effectively engage with consumers while adhering to the highest standards of integrity and fairness.

For any questions, clarifications, or to submit advertising content, please reach out to us at [Events@Portauthority.nsw.com.au](mailto:Events@Portauthority.nsw.com.au).

## 9 Related Resources

- [Competition and Consumer Act 2010](#)
- [ACCC Guidelines on Advertising and Selling](#)
- [Australian Advertising Standards Code](#)
- [Association of National Advertisers \(AANA\) Code of Ethics](#)

# 10 Version Control

The Document Owner will review this Guideline every year, in consultation with relevant stakeholders.

The next date for review is **October 2025**

## Document History

Version	Document Control	Name	Role	Date
0.1	Drafts	Helen Videnovic	Senior Manager, Commercial	18/10/24
1.0	Approval	Rob Rybanic	General Manager C&C	18/10/24
1.1	Draft	Salomon Kloppers	Manager Customer Service Delivery Manager	05/02/2025
2.0	Approval	Helen Videnovic	Senior Manager, Commercial	05/02/2025

## Reviewed By

Name:

Title:

Date:

Signature: