



Department of  
the Premier and Cabinet

# Government Campaign Advertising Policy

Applies to all public sector agencies

July 2021

## Policy Statement

All public sector agencies other than those listed in Schedule 1 of the *Public Sector Management Act 1994* must comply with the Government Campaign Advertising Policy and Guidelines. All government advertising and communications must be reviewed for compliance by the Department of the Premier and Cabinet (DPC).

**The intent** of this policy is to provide a framework for government campaign advertising. This policy provides direction and guidance to agencies on matters that include appropriate use of public funds and preventing communications from being used to send political messages.

**The scope** of this policy encompasses the principles that should be observed by all Government agencies in the planning, development and ongoing management of government campaign advertising and supporting activities.

## Definitions

Non-Campaign Advertising	Campaign Advertising
<p>Non-campaign advertising is generally short-term advertising that does not appear regularly, seasonally or as part of an ongoing campaign promoting Government services or initiatives. It is characterised as recruitment for specific job vacancies, auctions, tenders, announcements, public and statutory notices, invitations to make submissions or apply for grants and emergency notices.</p> <p>Government agencies are responsible for the review and approval of all non-campaign advertising and are not required to apply to DPC to undertake these activities.</p>	<p>Campaign advertising is promotional in nature and generally runs over a sustained period to encourage behaviour change, educate or promote ongoing activities and services of Government.</p>

## Responsibilities

The Department of the Premier and Cabinet is responsible for assessing agency compliance with the Government Campaign Advertising Policy and Guidelines.

The Department of the Premier and Cabinet provides secretariat support to an Independent Communications Review Committee (ICRC) to ensure that agencies comply with the Policy and supporting Guidelines with respect to their campaign advertising for campaigns that exceed \$150,000 ex GST.

Directors General and Chief Executive Officers are responsible for ensuring that advertising and communications undertaken by their agencies are in response to a clearly articulated need, provide accurate information, achieve value for money, and comply with Government policies.

## Key Principles

Government agencies have the responsibility for using campaign advertising to support the priorities of Government and deliver clear benefits or important messages to the public.

This includes:

- ensuring campaign advertising assist in the efficient and effective pursuit of public policy goals;
- raising awareness of a planned or impending initiative and encouraging the use of Government products or services;
- informing the public about their rights, duties, responsibilities and entitlements;
- ensuring equity, fairness, appropriateness, transparency and accountability in all of its communications with the public;
- maximising compliance with or to raise awareness of a new or amended law, to ensure public safety, personal security or encourage responsible behaviour and to assist in the preservation of order in the event of a crisis or emergency;
- reporting on performance in relation to Government undertakings;
- encouraging the usage or familiarity of Government products or services; and
- encouraging social cohesion, civic pride, community spirit, tolerance or assist in the achievement of a widely supported public policy outcome.

Public funds should not be used for campaign advertising or associated communications where:

- the party in Government is mentioned by name or when a reasonable person could interpret the message as being on behalf of a political party or other grouping;
- Members of Parliament are named, depicted or otherwise promoted in a manner regarded as excessive or unreasonable; and
- a political party or other grouping is being disparaged or held up to ridicule.

Government campaign advertising is to be produced and published/broadcast in an efficient and effective manner utilising current technologies and channels that engage the public, having regard for the target audience including the cultural and linguistic differences of people, as well as individuals with disabilities.

### **Other relevant legislation, regulations, industrial instruments, policies, guidelines, forms and procedures**

- Government Campaign Advertising Guidelines
- [Premier's Circular 2021/07](#) – Government Advertising and Communications Policy
- [Premier's Circular 2015/04](#) – Signage for Capital Works Projects

<b>Approving Authority</b>	Director General, Department of the Premier and Cabinet				
<b>Policy Custodian</b>	Department of the Premier and Cabinet				
<b>Administration Responsibility</b>	Department of the Premier and Cabinet, Communications and Media Unit				
<b>Effective/ Endorsement Date</b>	July 2021	<b>Version</b>	4	<b>Review Date</b>	2 years from effective date
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