



Premier's Circular

Number:	2014/03
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TITLE

GOVERNMENT ADVERTISING AND COMMUNICATIONS POLICY

POLICY

All public sector agencies other than those listed in Schedule 1 of the *Public Sector Management Act 1994* must comply with the Government Advertising and Communications Policy and Guidelines. All Government advertising and communications must be approved by the Department of the Premier and Cabinet.

BACKGROUND

Government has the responsibility to inform Western Australians about their rights, duties, responsibilities and entitlements. Public funds may be used to maximise 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.

Government generally has the obligation to raise awareness of a planned or impending initiative, encourage usage of or familiarity with Government products or services, and encourage social cohesion, civic pride, community spirit, tolerance or assist in the achievement of a widely supported public policy outcome.

The policy and guidelines outline the principles that should be observed by all Government agencies in the planning, development and ongoing management of government communications and applies to all government advertising, communications, marketing and promotion, events, merchandising and signage (excluding capital works).

The Advertising and Communications Policy and Guidelines, and application form are available for download from the Department of the Premier and Cabinet website at: www.dpc.wa.gov.au/GuidelinesandPolicies

Colin Barnett MLA
PREMIER

For enquiries contact:	Kathryn Andrews 6552 5398 Director State Administration Department of the Premier and Cabinet
Other relevant Circulars:	2013/02, 2013/04
Circular/s replaced by this Circular:	PSC Circular 2009/07