



Government of **Western Australia**
Department of **the Premier and Cabinet**

Government Advertising and Communications

2016

This document provides public sector agencies direction and guidance in the planning, development and ongoing management of government communications.

Guidelines

Date of Issue: December 2016

Table of Contents

Table of Contents	0
1. Introduction	1
2. Premier’s Circular	1
3. Purpose	1
4. Independent Communications Review Committee	2
5. Government Communications Unit	3
6. Government Agencies	3
7. Advertising and Communications Review Process	4
8. Advertising Limitations	5
9. Requirements for WA Government Attribution	5
10. Advertising on Government Websites	6
11. Use of the WA State Government Badge	6
12. Further Information	6
APPENDIX 1	7

1. Introduction

Government agencies use advertising to effectively communicate to the public their rights, duties, responsibilities and entitlements.

The Western Australian Government aims to ensure that advertising and communications across all agencies are effectively managed and responsive to the needs of the public. Advertising is regarded as an integral part of the communication activities undertaken by government agencies.

The Advertising and Communications Guidelines aim to assist government agencies achieve value for money and efficiency in the delivery of advertising and communications.

These Guidelines must be read in conjunction with the [Government Advertising and Communications Policy](#).

2. Premier's Circular

The Government Advertising and Communications Policy and Guidelines have been produced in support of the Premier's Circular 2014/03, which states:

"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 campaign communications must be approved by the Department of the Premier and Cabinet".

Please refer to the [Premier's Circular 2014/03 – Government Advertising and Communications Policy](#).

3. Purpose

The Advertising and Communications Guidelines aim to provide a framework for government advertising and communications and provide direction and guidance to agencies on matters that include avoiding misuse of public funds and on preventing communications from being used to send political messages.

All government agencies are to encompass the principles that should be observed in the planning, development and ongoing management of government communications and applies to:

- Advertising (campaign and non-campaign);
- external communications;
- marketing and promotion;
- events (e.g. trade shows, expos, royal and regional shows);
- sponsorships/partnerships (received);
- merchandising/promotional items; and
- signage (excluding capital works).

4. Independent Communications Review Committee

4.1 Purpose

The Independent Communications Review Committee (ICRC) considers all aspects of government advertising and communications, which includes all forms of advertising, communications marketing and promotions, events, sponsorships/partnerships, merchandising and signage. The ICRC has the authority to approve or reject applications and may ask for further information.

4.2 Key Objectives

The ICRC will consider the strategic objectives of individual campaign proposals and will assess campaign advertising and communication objectives against the following criteria:

- Does the advertising/communications strategy address the stated objectives?
- How will the agency evaluate the effectiveness of campaign outcomes?
- Does the application comply with the Government Advertising and Communications Guidelines?
- Has there been any similar or related activity conducted previously and what were its outcomes?
- Is the method or medium of communication excessive or extravagant in relation to the objective being pursued?

4.3 Membership

The ICRC will consist of senior representatives from the Department of the Premier and Cabinet and a representative from another Government Department.

Membership of the ICRC may be reviewed from time to time. A quorum will constitute a minimum of two voting members in attendance.

4.4 Role

- Reviews the Government Advertising and Communications Policy and Guidelines;
- Considers all campaign applications \$150,000 and over and any applications under \$150,000 referred by the Government Communications Unit;
- Ensures all campaign submissions have the appropriate sign-off according to their monetary value;
- The ICRC may require departmental or agency staff to attend the meeting to present further information regarding a proposed campaign;
- Considers previous campaign evaluations and reviews campaign strategies;
- Confidentiality of all discussions and submissions is maintained and recommendations will reflect a Committee decision; and
- Members are to identify any potential or perceived conflict of interest for themselves in the submissions received. The decision on the member's continued presence/participation in decisions on the submission will be made by the ICRC Chair.

5. Government Communications Unit

The Government Communications Unit (GCU) manages the campaign review process and:

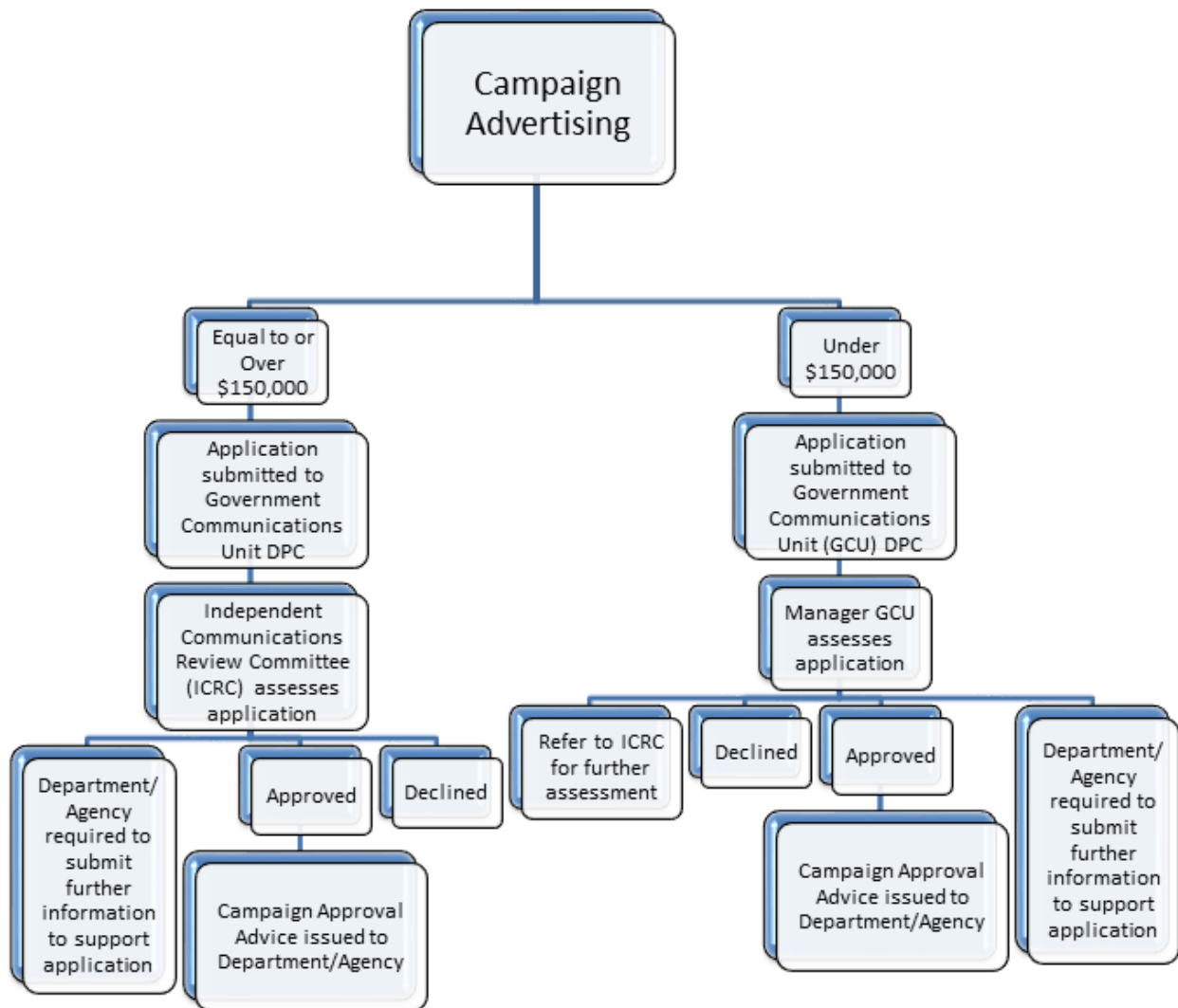
- approves campaign applications under \$150,000 or may refer any application to the ICRC for further assessment;
- monitors and reports on media placement expenditure by government agencies through the Master Media Services Common Use Arrangement (CUA);
- provides advice to agencies on the Government Advertising and Communications Policy and Guidelines; and
- provides ongoing administrative support to the ICRC.

6. Government Agencies

Government agencies are required to ensure that:

- all applications contain accurate information that can be substantiated;
- approval is obtained prior to undertaking any related procurement activities;
- reasonable timeframes are planned to undertake advertising and communications with consideration of required approvals and media booking deadlines;
- applications for advertising campaigns are provided well in advance;
- the proposed strategy and media plan should not be excessive or extravagant in relation to the objective being pursued and represent best value for money; and
- expenditure on promotional items is supported by the CEO/DG with a strong business case demonstrating a clearly articulated need and value for money.

7. Advertising and Communications Review Process



Please refer to Appendix 1 – Application to Undertake Government campaigns which include all forms of advertising, communications marketing and promotion, events (eg trade shows, expos, Royal and regional shows), sponsorships/partnerships (received), merchandising and signage (excluding capital works).

8. Advertising Limitations

Government agencies are required to:

- seek prior approval for any proposed press advertisement that will exceed 300 column centimetres per publication in any given week;
- seek approval prior to producing any television or radio commercial or social media or video broadcast that will exceed a thirty second duration;
- submit all finished campaign material and Master Media Services Common Use Arrangement (CUA) media schedules to the GCU for final approval before booking any media.
- seek appropriate sign-offs and ICRC or GCU approval to increase any existing campaign budget for the aggregated campaign spend; and
- ensure all broadcast commercials include 'closed captions' of all dialogue and carries appropriate authorisation tagging.

9. Requirements for WA Government Attribution

Campaign advertising by Western Australian Government agencies in all broadcast mediums must include an attribution clearly indicating that the message is authorised by the Government of Western Australia. Broadcast mediums include, but are not limited to television, radio, cinema, website/online videos and any digital/social/online communications.

This requirement is in addition to any applicable requirement under the Broadcasting Services Act 1992 (including live-reads).

9.1 Television, Videos, Digital and Social Media Broadcasts

At the completion of the commercial/material there must be a full screen graphic displaying white type on a black background that reads:

- Authorised by the Government of Western Australia, Perth or where there are time constraints - Authorised by the State Government, Perth;
- No other words or graphic devices can be included on this final screen;
- The following spoken announcement must not commence until the final graphic appears and should state: 'Authorised by the Government of Western Australia, Perth', or where there are time constraints – 'Authorised by the State Government, Perth'. and
- In digital or social mediums where spoken announcements are not practicable due to size and or time limitations then a final graphic shall appear that displays: 'Authorised by the State Government, Perth' (this includes content marketing).

9.2 Radio

There should be a spoken announcement immediately following the commercial which states:

- Authorised by the Government of Western Australia, Perth or where there are time constraints - Authorised by the State Government, Perth. (No music or sound effects may accompany the voice over.)

10. Advertising on Government Websites

Government agencies should note that review or approval of third party paid advertising on government websites is not within the scope of the Government Advertising and Communications Policy and Guidelines.

11. Use of the WA State Government Badge

Advertisements and communications produced for and on behalf of the Western Australian Government should be clearly identifiable in accordance with Common Badging requirements.

Please refer to the [Common Badging](#) Website for further information.

12. Further Information

Government Communications Unit
Level 8, Dumas House
2 Havelock Street
WEST PERTH WA 6005

For all enquiries email: adapproval@dpc.wa.gov.au



DPC Use Only
Date Received: _____
GCU No: _____

Application to Undertake Government Campaigns including advertising, external communications, marketing and promotions, sponsorships/partnerships (received), merchandising and signage (excluding capital works signage)

Agency name		
Contact details	Name: Work phone and/or mobile: Email:	
Campaign title		
Duration	Proposed Start Date: Proposed End Date:	
Proposed media selection (indicate any regional component)		
Purpose and strategy	Provide details on separate attachment, if required.	
Expected outcome	Provide details on separate attachment, if required.	
Post-campaign evaluation	State the proposed evaluation methodology and who will undertake it.	
Proposed Campaign budget breakdown	Media placement expenditure	\$
	Creative/production component	\$
	All other marketing/promotional costs (please itemise and attach)	\$
	Sponsorship/Industry Partner Contribution Received	\$
	Any external research/evaluation	\$
	Signage (excluding capital works)	\$
	Merchandising (please attach supporting business case)	\$
	Events (please itemise costs and attach)	\$
	Total Campaign Budget	\$

Contracted creative agency	
Nominated media planner	
Nominated CUA media booking agency	

All applications must be signed off by the applicant's manager and Chief Executive Officer (CEO)/Director General (DG) or delegate.	
Manager's Name	
Manager's Signature	
Date	
CEO/DG's or Delegate Name	
CEO/DG's or Delegate Signature	
Date	

Application must also be signed off by the CEO or DG (not delegate) and by your Minister if the total campaign budget is equal to or over \$150,000

Minister's Comment

Minister's Signature _____ Date _____

Signed applications returned from the Minister's Office should be emailed to:
adapproval@dpc.wa.gov.au