

GOVERNMENT ADVERTISING AND COMMUNICATIONS POLICY

Policy	Government Advertising and Communications
Applies to	All public sector agencies
Policy Statement	All public sector agencies other than those listed in Schedule 1 of the <i>Public Sector Management Act 1994</i> 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.
Intent and Scope	<p>The intent of this policy is to provide a framework for government advertising and communications. 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.</p> <p>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 communications and applies to all supporting activities including:</p> <ul style="list-style-type: none"> • Advertising (campaign and non-campaign); • external communications; • marketing and promotion; • events (eg trade shows, expos, royal/regional shows); • sponsorships/partnerships (received); • merchandising/promotional items; and • signage (excluding capital works).
Definitions	<p>Non-Campaign Advertising</p> <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.</p> <p>Campaign Advertising</p> <p>Campaign advertising is any promotional advertising that requires significant creative input. It is usually intended to educate or inform the public regarding services, products or policies e.g. Road Safety Commission campaigns, Health Emergency Department campaigns and Strategic Recruitment campaigns e.g. teachers and police officers. It usually comprises an ongoing series of commercials and/or advertisements.</p>

<p>Responsibilities</p>	<p>The Department of the Premier and Cabinet is responsible for the oversight of advertising and communications and has overall responsibility for the management of the Government Advertising and Communications Policy and Guidelines.</p> <p>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.</p> <p>The Department of the Premier and Cabinet maintains an Independent Communications Review Committee (ICRC) to ensure that agencies comply with the policy and supporting guidelines with respect to advertising and communications.</p>
<p>Key Principles</p>	<p>Government has responsibility for communicating the following objectives:</p> <ul style="list-style-type: none"> • ensuring advertising and communications 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. <p>Public funds should not be used for communications where:</p> <ul style="list-style-type: none"> • 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. <p>Advertising and communications are to be produced and published/broadcast in an efficient and effective manner utilising current technologies, having regard for the target audience including the cultural and linguistic differences of people as well as individuals with disabilities.</p>

Other relevant legislation, regulations, industrial instruments, policies, guidelines, forms and procedures	<ul style="list-style-type: none"> • Government Advertising and Communications Guidelines • Premier's Circular 2014/03 – Government Advertising and Communications Policy • Premier's Circular 2015/04 – Signage for Capital Works Projects
Approving Authority	Director General, Department of the Premier and Cabinet
Policy Custodian	Department of the Premier and Cabinet
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