



NSW GOVERNMENT
**ADVERTISING
HANDBOOK**

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INTRODUCTION

The *Government Advertising Act 2011* (the Act) commenced in October 2012.

The Act prohibits party-political material in government advertising and advertising campaigns designed to benefit a political party. Governing political parties are liable to pay back the costs of advertising campaigns that breach the prohibitions under the Act.

The Act also provides for the independent certification of government advertising campaigns by the heads of government agencies and a role for the Auditor-General to scrutinise government advertising campaigns.

The Act is within the Premier's portfolio responsibilities. Administration of government advertising is carried out by Strategic Communications in the Department of Premier and Cabinet.

Government advertising guidelines

The Government Advertising Guidelines (Appendix A) have been prepared in accordance with section 5 of the Act.

The Government Advertising Guidelines (the Guidelines) set out the requirements for the style and content, dissemination of information and cost of government advertising campaigns, as well as the requirements for cost benefit analyses and peer reviews of government advertising campaigns.

Government advertising handbook

The NSW Government Advertising Handbook (the Handbook) reflects the requirements of the Act and incorporates the Government Advertising Guidelines that support the Act.

The Handbook sets out the policies and processes that apply to government advertising. It also explains the services provided by Strategic Communications to assist government agencies achieve maximum effectiveness and value for money through their activities.

The Handbook includes all current advertising policies and requirements as previously issued through Premier's Department Circulars and Memoranda. The provisions of the Act prevail to the extent of any inconsistency with other instruments, including the Handbook.

If, having consulted the Handbook, a government agency has any questions concerning government advertising policy; it should contact Strategic Communications in the Department of Premier and Cabinet.

Visit www.advertising.nsw.gov.au

Government advertising

Government advertising is the dissemination to members of the public, of information about a government program, policy or initiative, or about any public health or safety or other matter, that:

- I. is funded by or on behalf of a government agency, and
- II. is disseminated under a commercial advertising distribution agreement by means of radio, television, the Internet, newspapers, billboards, cinemas or other media.

Other media includes, but is not limited to, internet search marketing, mobile device marketing (text, audio and video), posters, mobile billboards and signage on buses, trains, boats, aircraft and taxis.

The reported cost of an advertising campaign is exclusive of GST.

Purpose and objectives

The NSW Government aims to ensure that communications across all agencies are well coordinated, effectively managed and responsive to the diverse information needs of the public.

Application

The Handbook applies to all government agencies, as defined in the Act and the *Government Advertising Regulation 2012*. Other NSW Government entities may choose to use the NSW Government media booking contracts and other advertising and communications services provided by Strategic Communications to achieve value for money outcomes.

General principles

Advertising can play an important role in efficiently and effectively achieving public policy goals in NSW.

It is important that the NSW Government informs people in NSW about their rights, obligations and entitlements.

The government may use public funds to inform the public of these rights and obligations, as well as explain government policies, programs, services and initiatives.

The NSW Government is responsible for ensuring equity, probity, appropriateness and accountability in all activities that may form part of its communication strategies.

The following standards and principles must be observed by NSW Government agencies when planning, developing and managing government advertising campaign activities:

- compliance with the Act and any other relevant state and federal privacy, electoral, broadcasting and media laws throughout every stage of the development, production and dissemination of the government advertising campaign
- accuracy in the presentation of all facts, statistics, comparisons and other arguments. All statements and claims included in government advertising campaigns must be able to be substantiated
- advertising is to be presented in an objective, fair and accessible manner
- advertisements that are part of a government advertising campaign are to be clearly distinguishable from party political messages and, where necessary, include authorisation tags in accordance with the *Broadcasting Services Act 1992* (Cth)
- sensitivity to cultural needs and issues when communicating with people from diverse ethnic or religious backgrounds
- the maintenance of the highest standards of decency and good taste in the portrayal of gender and sexuality
- awareness of the communication requirements for people with a disability
- compliance with all relevant NSW Government procurement policies
- government advertising campaigns are produced and disseminated by the most appropriate and environmentally responsible means taking into consideration the size and location of the target audience
- the audience should have a convenient means of contacting the originating government agency so that complaints, questions, comments or requests for further information may be dealt with promptly.

Appropriate use of NSW Government advertising

The NSW Government is committed to being accountable in all activities, to responding to community needs and expectations and delivering improved social, economic and environmental outcomes for the people of NSW.

Any advertising activities must demonstrate a contribution to these over-arching NSW Government priorities and targets. Advertising may be used to achieve the following objectives:

- encouraging changed behaviours or attitudes that will lead to improved public health and safety or quality of life
- maximising compliance with laws and regulations
- encouraging use of government products and services that will generate revenue and/or an economic benefit for the state
- encouraging public involvement in government decision-making
- raising awareness of a planned or impending initiative and reporting on performance in relation to NSW Government undertakings
- assisting in the preservation of order in the event of a crisis or emergency
- recruiting staff, disseminating important statutory information and promoting business opportunities with the NSW Government.

Inappropriate use of publicly funded advertising

The Act prohibits a government advertising campaign from:

- being designed to influence support for a political party
- including material that contains the name, or gives prominence to the voice or image of a Minister, any other member of Parliament or a candidate for an election to Parliament
- including material with the name, logo or any slogan of a political party.

Therefore, an advertisement cannot make references to the name of the Premier or governing party when describing the government, for example: the “Smith Government”.

Further, the following are not permitted in respect of a government advertising campaign:

- the method or medium of advertising is excessive or extravagant in relation to the objective being pursued
- a grouping (such as a community campaign group or organisation) is being disparaged or held up to ridicule.

Roles and responsibilities

Government agencies

Section 7 of the Act includes requirements for cost benefit analyses and peer reviews of government advertising campaigns.

The Act provides that a government advertising campaign requires a cost benefit analysis, if the cost of that campaign is likely to exceed \$1,000,000.

The Act also requires peer reviews of government advertising campaigns if the cost of that campaign is likely to exceed \$50,000.

Government agencies are accountable for the development and implementation of advertising activity relating to their responsibilities. Agencies should, as appropriate, consult and work with relevant stakeholders including other government agencies in planning and carrying out their advertising activities.

Government agencies should be conscious that partnership arrangements (such as campaigns conducted on behalf or with the endorsement of a Government agency but funded solely or partly by a non-government entity) that feature Government branding, may fall within the definition of a Government advertising campaign under the Act and therefore be subject to the requirements of the Act. Agency heads are responsible for this determination.

Government agencies are required to:

- demonstrate the specific need being addressed by the proposed advertising activity and explain the rationale for the chosen approach
- allow reasonable and realistic timeframes to undertake advertising, with consideration of required approvals, media deadlines and cost efficiencies
- ensure that the content of submissions for proposed advertising is accurate and provided in the appropriate formats as advised by Strategic Communications
- following the completion of their advertising, provide to Strategic Communications information required by Cabinet relating to campaign expenditure and evaluation of the campaign outcomes.

Secretaries and Chief Executives

Under the Act, agency heads assume responsibility for overseeing and certifying government advertising campaigns. There are serious consequences for breaches of the Act.

The agency head may only delegate certification of an advertising campaign when it is a 'routine campaign' (see below).

The Act provides that the relevant head of a government agency (that is, the Secretaries or Chief Executives) must, prior to a government advertising campaign being disseminated, certify that the campaign:

- complies with the Act, Regulations and Guidelines
- contains accurate information
- is necessary to achieve a public purpose and is supported by analysis and research
- is an efficient and cost-effective means of achieving the public purpose.

The advertising compliance certificate serves as the approval by the head of a government agency.

In addition, the head of a government agency is responsible for ensuring that a government advertising campaign undertaken by the government agency complies with all government policies, including financial management and procurement policies.

The certification must reflect the Secretaries or Chief Executive's own views, independent of any Ministerial direction on campaign design or implementation as it relates to method, medium and volume of advertising.

Responsibility for ensuring that research and other relevant records that substantiate the compliance certificate can be produced if required rests with the agency head.

The *Government Advertising Regulation 2012* provides that an agency head may delegate certification of a 'routine campaign' to an officer who is otherwise authorised to incur the expenditure on behalf of the agency. A 'routine campaign' is a campaign which is not likely to exceed \$50,000 and involves information about routine service matters, community events, notices required by law, recruitment or procurement

Ministers

The head of a government agency is not subject to the direction or control of any Minister concerning:

- the method, medium or volume of any government advertising campaign of their agency; or
- whether to issue a compliance certificate for a government advertising campaign.

Ministers do, however, have a role in the determination of budgetary or other financial limits for government advertising campaigns.

Ministers are responsible for presenting their minutes to the Cabinet Standing Committee on Communication and Government Advertising, a maximum of two additional officials can attend.

Ministers who are unable to attend meetings to present their minutes should urgently notify both the Chair and the Cabinet Secretariat.

The Cabinet Standing Committee is responsible for the approval of all advertising programs which are likely to exceed \$1,000,000.

Auditor-General

Under the Act, the Auditor-General is required to conduct annual performance audits of one or more government agencies in relation to their advertising campaigns. The Auditor General is required to determine whether a government agency has carried out the campaign economically, efficiently and in compliance with the Act and the Guidelines.

Department of Premier and Cabinet

Strategic Communications, in the Department of Premier and Cabinet, coordinates and oversees government advertising to maximise effectiveness and minimise crossover and duplication.

The key responsibilities of Strategic Communications include:

- managing the peer review process
- supporting the Secretariat of the Cabinet Standing Committee on Communication and Government Advertising
- managing the media agency services contract on behalf of NSW Government agencies
- providing guidance on advertising processes and policies
- providing advice and assistance to agencies regarding use of advertising suppliers, research and evaluation approaches and reviews of cost production
- managing the panel of approved creative advertising and digital communication suppliers
- sharing advertising and media information across the whole of government to promote best practice and learning
- managing the NSW Government website, including content
- monitoring and reporting on expenditure to ensure that government agencies adhere to government advertising cost savings initiatives
- reporting to Cabinet on advertising expenditure and evaluation results.

Advertising categories and definitions

Government advertising is undertaken for a wide and diverse range of purposes. The advertising categories are defined below to assist government agencies in their consideration of the available advertising services and relevant policies.

Recruitment advertising

This refers to all advertising that promotes specific job vacancies and employment opportunities (e.g. graduate intakes) within a government agency.

Public notices

This form of government advertising contains a clear, simple message/announcement and is generally one-off or short-term in nature. Examples include:

- public transport timetable notices, road closures
- announcement of permanent or temporary changes to government services
- availability of government funds, grants and awards programs
- details about community consultations, public hearings, investigations, seminars, workshops and other government events
- statutory/regulatory notices: Some agencies are required by legislation or regulation to publicly disclose certain information about their activities e.g. legislative changes, environmental assessment or development notices. The information to be included in the government advertising campaigns as well as the publications to be used may also be determined by the relevant legislation or regulation
- urgent public health or safety announcements (e.g. non-statutory notices for emergencies).

Public awareness advertising

As appropriate, agencies may determine a need to undertake a series of coordinated communications to raise awareness of key issues or encourage behaviour change and participation.

Key areas for government advertising campaigns include:

- safety and public health
- environment, water and energy
- promotion of government services and products and NSW business and tourism
- awareness of government initiatives and programs
- supporting sponsorship and events promotions.

In some cases the campaigns may be partly funded by industry/event partners. The advertising may be placed in one type of media or a combination of media and will commonly require strategic planning and the development of both media and creative strategies to effectively achieve set objectives. Advertising will often be only one part of a broader communications and marketing plan.

NSW Government branding

Advertisements produced for and on behalf of the NSW Government should be clearly identifiable as originating from the NSW Government and include consistent branding.

All NSW Government communications, including advertising, are required to carry branding that complies with the NSW Government Branding Style Guide which sets out the proper use of the NSW Government and the NSW NOW logos.

All efforts must be made to creatively incorporate appropriate government branding. In very limited circumstances agencies may be able to demonstrate that government branding would detract from advertising effectiveness. Solid recent evidence must be supplied to support alternative approaches to branding and would be considered on a case by case basis.

Authorisation of advertisements

Television

Where required under the *Broadcasting Services Act 1992* (Cth) television advertisements that contain political matter are to be authorised. Free TV Australia will determine if authorisation is to be applied. If used, NSW Government authorisation must be as follows; conclude with a full screen graphic displaying only the following (white text on a black background):

“Authorised by the NSW Government, Sydney.
Spoken by...”

The names of all people who speak in the advertisement are to be written. If the person reading the authorisation tag has not spoken previously in the advertisement, they do not need to be identified.

“Authorised by the NSW Government, Sydney” is to be a spoken announcement. It must not commence until the black screen appears and may not be accompanied by any sound effects or music.

No other words, graphic elements, crests or logos are to be included on this final screen.

Radio

Where required under the *Broadcasting Services Act 1992* (Cth) radio advertisements that contain political matter are to conclude with spoken authorisation statement:

“Authorised by the NSW Government, Sydney.
Spoken by...”

No sound effects or music may accompany the voiceover.

Quarantine period prior to state elections

Under the Act, agencies must cease government advertising campaigns for a period of approximately two months prior to a state general election (that is, after 26 January in any year of a state general election).

The only advertising permitted during the quarantine period will be advertising that relates to community health and safety issues, service announcements and information including electoral information, notices required by law and job advertisements.

Communicating with culturally and linguistically diverse audiences

NSW Government communication materials, including government advertising campaigns, are to depict the diverse nature of NSW society in a fair, representative and inclusive manner and be consistent with the Principles of Multiculturalism. Agencies are responsible for ensuring that all people in the NSW community have access to the relevant information about its services, programs and opportunities. When planning government advertising campaigns or other communications, agencies should be sensitive to the cultural and linguistic differences of people within their target audiences. Specifically, agencies must comply with the requirements of Premier’s Memoranda 98-06 and 98-17.

All significant public information and awareness advertising campaign submissions are to include evidence that explicit consideration has been given to people from Culturally and Linguistically Diverse Backgrounds (CALDB).

The nature and needs of the audience should determine both the proportion of budget and the communication strategies to be used to reach various segments of the audience. Agencies should also carefully consider the content and images as well as the media selected to ensure the advertising is as effective as possible.

The Premier’s Memoranda referred to above require that:

- 7.5% of government advertising campaign press expenditure is to be placed in ethnic newspapers
- 3% of total government advertising campaign electronic media expenditure is to be placed in ethnic electronic media.

In addition, the following approximate allocations should be used as a guide where the Total Media Budget is greater than \$500,000:

- 10% of press expenditure is to be placed in community language (ethnic and indigenous) newspapers
- 5% of total electronic media expenditure in community language (ethnic and indigenous) electronic media.

Captioning of advertising and public information videos

Government agencies are required to provide captioning ('open' or 'closed' sub-titling) on all government advertising and public information videos. Captioning allows those members of the community with hearing impairments to access government information with a level of independence equal to that of other members of the community.

Closed captioning requires a teletext decoder to view the subtitles. Open captions are not hidden from the normal picture and cannot be turned off. Consideration should be given to applying open captioning where possible.

Media placement and booking

Agencies must book all advertisements via the booking arrangements managed by Strategic Communications. In order to derive maximum discounts, the NSW Government utilises its aggregated media spend to negotiate with the media suppliers. Government agencies therefore benefit from significantly discounted media rates and other offers including special placement arrangements.

Strategic Communications manage the Media Agency Services Contract. The three categories of the contract and the key services provided are:

- 1) The **Public Awareness Campaign - Media Buying** agreement covers the negotiation of best-in market rates and discounts as well as media buying for all public awareness advertising campaigns including campaign implementation and post buying analysis and reporting.
- 2) The **Public Awareness Campaign - Media Planning** agreement covers the provision of all media strategies and planning services for public awareness advertising including during campaign optimisation and post campaign review.
- 3) The **Recruitment and Public Notice Advertising** agreement covers media planning, placement and typesetting of government recruitment and public notice advertising. Media advisory services, despatch and post campaign analysis are additional services provided.

Refer to the Strategic Communications website: www.advertising.nsw.gov.au for more information.

Approval of advertising campaigns

All advertising programs with a cost likely to exceed \$1,000,000 will require approval of the Cabinet Standing Committee on Communication and Government Advertising.

Programs of advertising refer to all planned advertising campaigns by an agency relating to the same broad focus area within the financial year. For example, road safety, skin cancer prevention and NSW tourism promotions. The program may comprise a single advertising campaign or several complementary campaigns.

Programs less than \$1,000,000 are approved by heads of agencies by completing an advertising compliance certificate.

Peer reviews and cost benefit analyses

Section 7 of the *Government Advertising Act 2011* (the Act) sets out the requirements for peer review and cost benefit analyses.

Cost benefit analysis

Where the cost of a campaign is likely to exceed \$1,000,000, Section 7 (1) of the Act requires a cost benefit analysis to be carried out before the campaign commences.

The agency proposing the advertising campaign is responsible for preparing the cost benefit analysis. Agencies should contact NSW Treasury for advice and guidance, with further information on the NSW Treasury website - www.treasury.nsw.gov.au and in NSW Treasury Circular 10/11 Economic Appraisal Guidelines - Economic appraisal guidance for government advertising.

Peer Review

Section 7(2) of the Act requires that all NSW Government campaigns with a total cost likely to exceed \$50,000 are subject to a peer review before the campaign commences. The peer review process is managed by Strategic Communications. The purpose of the peer review is to provide informed and objective feedback on the need and cost effectiveness of the proposed advertising, as well as to monitor compliance of all campaigns with the relevant legislation and policies.

Peer reviews are conducted by experienced advertising and communications practitioners drawn from across the NSW public sector who provide knowledgeable and fresh-minded consideration of the proposed activity. Peer reviews of campaigns for whole-of-government initiatives shall include a reviewer independent of the public sector.

Prior to review, agencies are required to prepare an advertising submission which includes a sound explanation of their chosen advertising strategy including an outline of other options considered.

As outlined in Section 5 of the Government Advertising Guidelines (Appendix A), submissions are assessed by reviewers against criteria covering:

- need
- strategy
- management.

At the conclusion of, and following consultation with the reviewers, a detailed report is provided highlighting all areas requiring further consideration.

In cases where the Department of Premier and Cabinet develops a campaign that requires a peer review, the following rules apply:

- the review will be convened by a person independent of the Department of Premier and Cabinet
- all peer reviewers will be independent of the Department of Premier and Cabinet, including at least one reviewer independent of the public sector.
- the peer review chair reviews the Department of Premier and Cabinet's response to the review to ensure all issues raised have been addressed and then provides an independent written assurance of the appropriateness of the campaign to the Secretary, The Department of Premier and Cabinet.

Section 5 of the Government Advertising Guidelines provides detailed information about the peer review process. The Strategic Communications website (www.advertising.nsw.gov.au) also has information on the advertising peer review process including workbooks and toolkits for download.

Advertising and digital communications suppliers

Strategic Communications manages the Advertising and Digital Communications Services Scheme on behalf of the NSW Government. The scheme provides government agencies with access to leading creative and digital communication suppliers in Australia through a streamlined process for appointment.

For information on Advertising and Digital Communications Services Scheme visit the Strategic Communications website: www.advertising.nsw.gov.au

Recruitment advertising services

NSW Government recruitment is coordinated through www.jobs.nsw.gov.au, the government's recruitment website which enables job seekers to easily view vacancies across the public sector. Agencies should consider carefully what external advertising, if any, may be needed to reach the suitable pool of applicants for the vacant position.

Advertising of vacancies on other online job boards e.g. Seek, MyCareer and CareerOne is arranged through the jobs.nsw.gov.au portal.

All other recruitment advertising is booked through Strategic Communications. Where required, the Strategic Communications advertising team can source information and provide advice on state wide, regional and suburban press, specialist industry advertising options and other media to assist with media selection and advertising planning. To book a recruitment advertisement, agencies should refer to the Strategic Communications website for more information.

Related government recruitment procedures and policies

Agencies should be aware of all current policies of the Public Service Commission in relation to NSW Government recruitment practices and processes as published on their website: www.psc.nsw.gov.au

Important public information notices

Some agencies are required by law to place advertisements on certain matters. These laws prescribe the information to be included in the notice; however in many cases public information advertising is undertaken at the discretion of the agency.

For information on obtaining media and cost advice and booking public information advertising, refer to the Strategic Communications website.

NSW Government Noticeboard

To provide the community with a reliable and convenient source of government information, statutory, regulatory and important public information notices (relevant for Metropolitan publication) from government agencies appear within the NSW Government Noticeboard, a composite format display advertisement, published on a weekly basis (Wednesday) in the Sydney Morning Herald and Daily Telegraph. All advertisements appear in both newspapers. Advertisements are displayed consistently, allowing cost effective placement and assisting readability for the audience. Agency logos/brands may be included in the notices.

Consideration should be given to include only the essential information and contact details for further information in each advertisement.

Government tenders

NSW Government tender notices (which may include Requests for Tenders, Requests for Quote, Requests for Information, Expressions of Interest and other NSW Government procurement opportunities) may only be advertised on the NSW eTendering website:

www.tenders.nsw.gov.au .

To advertise tenders on www.tenders.nsw.gov.au agencies should contact The Office of Finance and Services:

NSW Procurement Client Support Centre

1800 679 289

nswbuy@finance.nsw.gov.au

Agencies should also be aware of all current directives in relation to NSW Government procurement practices and processes.

Evaluation and reporting of advertising

As part of developing an advertising strategy, agencies should determine and document how they intend to measure the success of their advertising activities. There are no specific requirements in relation to evaluation methodology, use of research providers or budget allocation. Agencies should, however, conduct evaluation (as appropriate) that is relevant, cost-effective and meaningful in order to measure the success of their advertising against its stated objectives. These results must be shared with Strategic Communications.

Each quarter Strategic Communications publishes an updated report on its website with details of advertising media expenditure by government agencies. The Strategic Communications website also carries information about completed government advertising projects. Agencies are also encouraged to publish information about their own advertising programs on their websites. Information may include advertising rationale, objectives, costs and outcomes.

Monitoring and exemptions to advertising policy

Strategic Communications is responsible for monitoring the implementation of advertising in accordance with the NSW Government Advertising Handbook. Agencies, however, may also wish to consider including an audit of their advertising for compliance with the Handbook in their internal audit programs.

Exemptions cannot be granted to the *Government Advertising Act 2011*.

The Secretary or Chief Executive of an agency or appointed delegate may make a request for a case specific exemption to a requirement of the NSW Government Advertising Handbook in writing to:

adreviews@dpc.nsw.gov.au

Exemption requests must demonstrate benefits in terms of community access to information, agency commercial imperatives, effective delivery of the message and value for money.

Contact details

Advertising queries

Strategic Communications
Department of Premier and Cabinet
Level 11 Bligh House
4 - 6 Bligh Street
Sydney NSW 2000
Email: adreviews@dpc.nsw.gov.au
www.advertising.nsw.gov.au

Policy enquiries

Isobel Scouler
Director, Advertising and Policy,
Strategic Communications
Email: isobel.scouler@dpc.nsw.gov.au
Phone: 02 9228 3480

Related Advertising Documents

When planning and undertaking NSW Government advertising activities, refer to the Strategic Communications website:

www.advertising.nsw.gov.au

for additional documentation.

This document was prepared by Strategic Communications, a branch of the Department of Premier and Cabinet.

A paper copy of this document is 'uncontrolled'. For the most up-to-date version visit: www.advertising.nsw.gov.au

THIS VERSION: 3.0 August 2014

Prior to this version:
VERSION

2.9	June 2014
2.8	October 2013
2.7	May 2013
2.6	October 2012
2.5	October 2011
2.4	October 2011
2.3	August 2011
2.2	December 2010
2.1	October 2010
2.0	May 2010
1.3	December 2009
1.2	August 2008

Previously known as NSW Government Advertising Guidelines

APPENDIX A
NSW GOVERNMENT ADVERTISING GUIDELINES



NSW Government Advertising Guidelines

(s 5 of the *Government Advertising Act 2011*)

Introduction

These guidelines for New South Wales Government advertising (Guidelines) are published in accordance with section 5 of the *Government Advertising Act 2011* (the Act).

To ensure consistency in interpretation, the Guidelines adopt the meanings of words and phrases as defined in the Act. Provisions of the Act prevail to the extent of any inconsistency with the Guidelines.

The Guidelines set out the requirements for the style and content, dissemination of information and cost of Government advertising campaigns, as well as the requirements for cost benefit analyses and peer reviews of Government advertising campaigns.

In exceptional circumstances, the Minister administering the Act may approve deviation from strict compliance with the Guidelines, provided it is not inconsistent with the Act or other laws.

1. Government advertising campaigns

1.1 A “Government advertising campaign” is the dissemination to members of the public, of information about a government program, policy or initiative, or about any public health or safety or other matter, that:

- I. is funded by or on behalf of a Government agency, and
- II. is disseminated under a commercial advertising distribution agreement by means of radio, television, the Internet, newspapers, billboards, cinemas or other media.

Other media includes, but is not limited to, internet search marketing, mobile device marketing (text, audio and video), posters, mobile billboards and signage on buses, trains, boats, aircraft and taxis.

1.2 Government advertising campaigns may only be used to achieve the following objectives:

- i. Encouraging changed behaviours or attitudes that will lead to improved public health and safety or quality of life;

- ii. Maximising public and commercial compliance with laws and regulations;
- iii. Encouraging use of government products and services;
- iv. Encouraging public involvement in government decision-making;
- v. Raising awareness of a planned or impending initiative and reporting on performance in relation to NSW Government undertakings;
- vi. Assisting in the preservation of order in the event of a crisis or emergency; and
- vii. Recruiting staff, disseminating important statutory information and promoting business opportunities with the NSW Government.

2. Style and content

2.1 The following principles apply to the style and content of Government advertising campaigns:

- i. Compliance with all laws (including the Act and State and Commonwealth privacy, media and electoral laws) throughout each stage of the development, production and dissemination of the campaign;
- ii. Accuracy in the presentation of all facts, statistics, comparisons and other arguments. All statements and claims of fact included in Government advertising campaigns must be able to be substantiated;
- iii. Objective presentation in a fair and accessible manner;
- iv. Political neutrality. Advertisements must be clearly distinguishable from party political messages;
- v. Sensitivity to cultural needs and issues when communicating with people from diverse ethnic or religious backgrounds;
- vi. Maintenance of the highest standards of decency and good taste in the portrayal of gender and sexuality; and
- vii. Awareness of the communication requirements for people with a disability.

2.2 Advertisements produced for and on behalf of the NSW Government should be clearly identifiable as originating from the NSW Government and include clear and consistent branding (by use of the NSW Government logo) and, where required, authorisation tags in accordance with the *Broadcasting Services Act 1992* (Cth) (Authorisation Tags).

3. Dissemination of information

Government advertising campaigns must be disseminated by the most cost effective means taking into consideration the nature, size, location and requirements of the target audience.

4. Cost of Government advertising campaigns

4.1 Government agencies are accountable for all aspects of the development and implementation of their Government advertising campaigns.

4.2 Government agencies are required to:

- i. demonstrate in each campaign proposal the specific need being addressed by the proposed advertising activity and explain the rationale for the chosen approach.;
- ii. allow reasonable and realistic timeframes to undertake advertising, with consideration of required approvals, media deadlines and cost efficiencies; and
- iii. ensure that the method or medium of advertising is not excessive or extravagant in relation to the objective being pursued.

4.3 Additional cost management requirements are contained in the Peer Review and Cost Benefit Analysis arrangements set out in sections 5 and 6 of these Guidelines.

5. Peer review

5.1 Where a peer review of a Government advertising campaign is required under the Act, an independent peer review team will examine the campaign against the criteria of:

1. need;
2. strategy; and
3. management.

5.2 The examination of campaign need must consider whether:

- i. the need for the campaign is supported by sound data or research;
- ii. there is a strong link between the campaign and Government priorities and objectives;
- iii. there would be consequences if the campaign did not take place;
- iv. the objectives of the campaign are clearly set out and realistic; and
- v. timing is critical to the campaign's effectiveness.

5.3 The examination of campaign strategy must consider whether the tactical approach and creative and media strategies are likely to be effective for the campaign issue, objectives and target audience, including whether:

- i. the target audience is well defined and understood;
- ii. the culturally and linguistically diverse and Indigenous communities and their communication needs have been considered as part of the target audience;
- iii. the campaign goals are clearly defined to demonstrate cost efficiencies;
- iv. the creative and media strategies are likely to be cost effective and to achieve the campaign objectives;
- v. mainstream advertising is the most appropriate medium to achieve the campaign objectives or whether cost-effective non-advertising alternatives are available; and
- vi. the media strategy reflects the campaign objectives and aligns with the target audience.

- 5.4 The examination of campaign management must establish whether the campaign demonstrates a sound approach to budget management, procurement, evaluation, risk management and stakeholder consultation, including whether:
- i. the campaign objectives are measurable and a sound approach and specific timelines to evaluate the campaign have been planned;
 - ii. the size of the campaign budget is appropriate to achieve the campaign objectives;
 - iii. the timing of the campaign allows for cost-effective advertising media procurement;
 - iv. campaign production costs are reasonable; and
 - v. potential campaign risks have been identified and, if so, the strategies to manage the risks are in place.

6. Cost benefit analysis

- 6.1 Where a cost benefit analysis of a Government advertising campaign is required under the Act, the analysis must:
- i. define the objective of the campaign;
 - ii. assess options to achieve the objective;
 - iii. identify and assess costs and benefits, including non-quantifiable aspects, of all reasonable options; and
 - iv. consider the best option to achieve the objective.
- 6.2 The cost benefit analysis must isolate the additional costs and benefits attributable to the advertising campaign itself compared to the base-case of not advertising.
- 6.3 The cost benefit analysis must specify the extent to which the expected benefits could be achieved without advertising.
- 6.4 The cost benefit analysis must outline what options other than advertising could be used to successfully implement the program and achieve the program benefits and a comparison of their costs.
- 6.5 If advertising is required, the cost benefit analysis should identify the likely effectiveness of the advertising campaign by quantifying the expected additional costs and benefits that the advertising campaign will generate.

**The Hon Barry O'Farrell MP
Premier**

5 October 2012