

Advertising Guidelines

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Guidelines Statement

The Department of Regional NSW is committed to providing accurate and timely information about the work of the Department to the NSW community. Advertising is commonly used as a way of providing this information to the community and the Department’s key stakeholders.

These guidelines outline the Department’s approach to advertising to ensure compliance with the *Government Advertising Act 2011*.

What is advertising?

An activity is considered government advertising if it is:

1. funded by or on behalf of a government agency, and
2. distributed under a commercial advertising distribution agreement by means of radio, television, the internet, newspapers, billboards, cinemas or others.

Advertising rules

All advertising must comply with the NSW Government [advertising guidelines](#). The guidelines set out the requirements for style and content, dissemination of information and cost of government advertising campaigns, as well as the requirements for cost benefit analysis and peer reviews of government advertising campaigns.

Rules apply to all government advertising, and some apply only to campaigns with large campaign budgets. A 'campaign budget' includes research, evaluation, media, creative and production fees associated with the campaign.

There are specific rules for campaigns of different budgets with more detail available on the NSW Government website:

- [Advertising campaigns up to \\$250,000](#)
- [Advertising campaigns from \\$250,00 to \\$1 million](#)
- [Advertising campaigns over \\$1 million](#)

Complying with the Government Advertising Act 2011

The *Government Advertising Act 2011* generally applies to traditional advertising campaigns bought through a media buying agency. However, it can also apply to other communications activities, depending on how these activities are arranged, funded or distributed.

Government advertising must be apolitical, which means it cannot be designed to influence support for a political party, minister, member of parliament or candidate.

In addition to being apolitical, government advertising must be:

- accurate
- presented in a fair and accessible manner
- in line with [branding guidelines](#)
- sensitive to cultural needs and issues, and reflect the cultural and linguistic diversity of NSW
- respectful in the portrayal of gender and sexuality
- inclusive of people with disability.

For more information, visit the Department of Customer Service's [government advertising webpage](#).

Advertising Compliance Certificates

The compliance certificate is a short statement signed by the Secretary of the Department of Regional NSW that confirms the government advertising campaign:

- complies with the [Act](#), [Regulation](#) and [advertising 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.

It should be completed before advertising begins.

Advertising compliance certificates are not required for the following advertising categories:

- information about routine matters relating to the provision of services, including notification of service changes
- information about requirements imposed on persons
- community announcements or notices about community events or activities
- notices or announcements required to be made by or under any law
- recruitment notices.

NSW Government elections and advertising

There are rules and guidelines that govern the conduct of all Department of Regional NSW employees in the lead up to, and during an NSW state election. Please refer to the rules and guidelines available on the [NSW Government advertising site](#).

Related policies

- DRNSW [Code of Ethics and Conduct](#)
- DRNSW [Official Social Media Use Guidelines](#)

Other related documents

- [NSW Government Advertising Guidelines](#)
- [DRNSW Advertising – Internal Procedure](#)
- [Government Advertising Act 2011](#)
- [Government Advertising Regulation 2018](#)
- [NSW Government Caretaker Conventions](#)

Superseded documents

Nil.

Revision history

Version	Date	Notes	By
1.0	16 November 2022	Approved – ready for CPC endorsement	Executive Director, Office of the Secretary

Contact

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