Premier's Circular

Number:	2025/04
Issue Date:	01/07/2025
Review Date:	30/06/2029

TITLE

GOVERNMENT CAMPAIGN ADVERTISING

POLICY

All public sector agencies other than those listed in Schedule 1 of the *Public Sector Management Act 1994* must comply with the Government Campaign Advertising Policy and Guidelines. All Government campaign advertising valued at $50,000 or above must be reviewed for compliance by the Department of the Premier and Cabinet.

All public sector agencies and statutory authorities, other than those listed in Schedule 1 of the Public Sector Management Act 1994, are to use the State Coat of Arms as the Western Australian (WA) State Government Badge. Please refer to the Common Badging guidelines for further guidance and advice.

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 behavior, 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 Government Campaign Advertising Policy and Guidelines outline the principles that should be observed by all Government agencies in the planning, development and ongoing management of government campaigns.

Please refer to the [Government Campaign Advertising Policy and Guidelines](#) for further information.

Roger Cook MLA
PREMIER

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Other relevant Circulars:	n/a
Circular/s replaced by this Circular:	2021/08; 2014/03; 2007/14