



Government Campaign Advertising Policy

1. Introduction

The Western Australian Government aims to ensure that campaign advertising across all government agencies is effectively managed and responsive to the needs of the public.

All agencies subject to the Government Campaign Advertising Policy (the Policy) are expected to develop and implement effective, well-designed campaigns that align to the principles of this Policy, and which employ contemporary, best-practice approaches to communications.

The Policy must be read in conjunction with [Premier's Circular 2026/02 – Government Campaign Advertising](#).

The Department of the Premier and Cabinet (DPC) oversee the application of this Policy.

2. Purpose

To provide guidance to public sector agencies on the responsibilities, requirements and compliance obligations for government campaign advertising.

3. Policy statement

This Policy aims to:

- Support public sector agencies in achieving efficiencies and value for money in the delivery of campaign advertising.
- Ensure all members of the public have equal rights to access comprehensive information about government policies, programs and services which affect their obligations, rights and entitlements.
- Enable public sector agencies to legitimately use public funds to explain government policies, programs or services to inform members of the public of their obligations, rights and entitlements, to encourage informed consideration of issues or to change behaviour.

4. Scope

All public sector agencies other than those listed in Schedule 1 of the *Public Sector Management Act 1994* must comply with this Policy.

The review or approval of third-party paid advertising on government websites is not within the scope of this Policy.

5. Policy rules

The following principles apply to all government campaign advertising:

Principle 1: Relevant to government responsibilities

At least one of the following must be a purpose of the campaign:

- a) Support a strategic priority of government.



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- b) Encourage behavioural or attitude change that is in the public's interest.
 - c) Maximise compliance with laws and regulations and disseminate important statutory information.
 - d) Encourage the use or familiarity of government products or services.
 - e) Encourage involvement and consultation in government decision-making.
 - f) Inform the public about their rights, duties, responsibilities or entitlements.
 - g) Disseminate information in an emergency or crisis.
 - h) Promote business or economic development opportunities for Western Australia.

Principle 2: Objective and does not promote party political interest

Government advertising campaigns must not:

- a) Refer to a political party including political party slogans, images or branding.
- b) Name, depict and otherwise promote Members of Parliament in a manner regarded as excessive or unreasonable.
- c) Directly promote the views, policies or actions of the party of government in a manner regarded as unduly encouraging political support.
- d) Directly attack or disparage the views, policies, or actions of others such as the policies and opinions of other political groups.
- e) Run during the caretaker period unless otherwise approved by DPC.
- f) Present unsubstantiated or purposely misleading facts, statistics or comparisons.

Principle 3: Presented in a fair, accessible and inclusive manner

Government campaign advertising must be produced and disseminated in an efficient and effective manner utilising current technologies and channels that ensure:

- a) Sensitivity to needs and issues when communicating with people from diverse cultural, linguistic or religious backgrounds.
- b) Inclusive portrayal and representation of diverse genders and sexuality.
- c) Accessibility requirements are met for people with disability, including the requirement for 'open captions' to be applied to broadcasted media where applicable, and 'closed captions' to be applied to television, cinema and social/digital media broadcast.
- d) People who might otherwise be disadvantaged or excluded are considered.

Principle 4: Is compliant with procurement policies and demonstrates value for money and cost-effectiveness

Public sector agencies must ensure each campaign is compliant with procurement policies and demonstrates value for money and cost-effective use of public funds, including ensuring:

- a) Adherence to the buying rules of the [Media and Creative Services Common Use Arrangement \(CUA\) CUAMCS2025](#).

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- b) Campaign objectives, key messages, and recommendations are evidence-based, thoroughly justified, and consider lessons learned from previous campaigns.
 - c) The ratio of creative and media expenditure is appropriate to the campaign's objectives and maximises opportunities for the message to reach intended audiences. As a general guide, the majority of the budget should be allocated to media spend, considering creative and production costs for specific channels.
 - d) The [Western Australian Procurement Rules](#) and [Buy Local and WA Industry Participation Strategy](#) should be considered when planning campaigns.
 - e) Costs are monitored and evaluation practices are in place to assess the effectiveness of the communication.

Public sector agencies must submit campaign evaluation reports and a Campaign Evaluation Submission Form (**Appendix 1**) with final total expenditure to DPC within six months of completion of the advertising campaign unless otherwise approved.

6. Roles and responsibilities

Department of the Premier and Cabinet

DPC is responsible for:

- a) Assessing campaigns under \$50,000 (inc. GST) that are booked in interstate or international markets to ensure they are compliant with this Policy.
- b) Assessing campaigns between \$50,000 to \$149,999 (inc. GST) to ensure they are compliant with this Policy.
- c) Providing secretariat support to the Independent Communications Review Committee (ICRC).
- d) Maintaining a register of all campaigns endorsed by DPC and ICRC, including final costs.
- e) Providing information to the Department of Treasury and Finance (DTF) on media placement expenditure.
- f) Providing training and advice to public sector agencies in the application of this Policy.

Independent Communications Review Committee (ICRC)

The ICRC is responsible for:

- a) Assessing campaigns over \$150,000 (inc. GST) to ensure they are compliant with this Policy.
- b) Advising public sector agencies their campaign submissions are either endorsed, endorsed with recommendations, or not endorsed.

The provision of endorsement advice signals the end of the ICRC's role and the onus for decision-making and final approval rests with the relevant agency's DG/CEO.

Department of Treasury and Finance (DTF)

DTF is responsible for:

- a) Establishing and managing whole-of-government CUAs for advertising services.
- b) Obtaining and monitoring reporting from CUA contractors.
- c) Providing support and advice to public sector agencies on compliant use of the CUA, government procurement policies and issue resolution.
- d) Collaborating with and providing information to DPC to support comprehensive oversight of government campaign advertising expenditure.

Public sector agencies

Public sector agencies are responsible for:

- a) Planning and overseeing the execution of government campaigns in alignment with this Policy, and the objectives outlined in the campaign.
- b) Ensuring compliance with relevant policies and guidelines, including this Policy, Common Badging, procurement policies and the buying rules of the [Media and Creative Services CUA CUAMCS2025](#).
- c) Submitting six monthly forward campaign advertising planning to AdApplications@dpc.wa.gov.au.

Government agency Director General/Chief Executive Officer (DG/CEO)

The relevant government agency Director General (DG) or Chief Executive Officer (CEO) is responsible for:

- a) Ensuring advertising campaigns are compliant with this Policy.
- b) Final approval of their agency's campaigns.
- c) Complying with the [Annual Report Guidelines](#) which require agencies to report total expenditure for advertising, market research, polling, direct mail and media advertising.

7. Definitions

Key term	Definition
Campaign advertising	Campaign advertising is the dissemination of advertising by means of radio, television, digital or social media, print, out-of-home, live streaming services, native or other media. Campaigns are typically designed to support the effective delivery and implementation of government policies, programs, assistance, initiatives and services.
Non-campaign advertising	Non-campaign advertising is short-term advertising that does not appear regularly. This includes, but is not limited to: a) Recruitment advertising (intended to attract applications for a public sector role or number of roles, appearing for a short time until the advertised role(s) are filled).



	b) Expressions of interest, requests for tender, requests for quote. c) Community announcements or announcements of changes to government services such as public transport timetable notices and road closures. d) Availability of government funds, grants, and award programs. e) Details about community consultation, public hearings, investigations, seminars, workshops and other government events. f) Statutory/regulatory notices such as legislative changes, environmental assessment or development notices.
Emergency campaign advertising	Emergency campaign advertising relates to urgent public education, health or safety announcements or information.
Independent Communications Review Committee	An independent body comprised of senior representatives across Western Australian Government agencies, responsible for assessing campaigns over \$150,000 (inc. GST). Secretariat support is provided by DPC.

8. Campaign assessment process

Refer to **Appendix 2** for summary of process.

Government agencies are required to ensure their application complies with this Policy and is submitted for assessment prior to undertaking any related procurement or media bookings at least two weeks in advance of when the campaign is proposed to commence. This includes campaigns undertaken in partnership with other organisations.

Government campaign advertising \$0 - \$49,999 (inc. GST)

Advertising campaigns valued between \$0 - \$49,999 (inc. GST) are not required to be submitted to DPC for assessment unless any element of the campaign is booked in interstate or international markets.

Notwithstanding this, the government agency should ensure adherence to the principles outlined in this Policy and any other relevant policy instruments including [Common Badging Guidelines](#) and [Category A of the Media and Creative Services Common Use Arrangement CUAMCS2025](#).

Government campaign advertising \$50,000 - \$149,999 (inc. GST)

Advertising campaigns valued between \$50,000 - \$149,999 (inc. GST) are assessed by DPC.

The agency must complete all sections of the Campaign Submission Form (**Appendix 3**) ensuring the information provided is compliant with this Policy.

The completed submission must be approved by the agency's DG/CEO or delegated authority and submitted to DPC at least two weeks prior to the proposed commencement of the campaign and prior to any media bookings being executed.



DPC will assess the campaign against this Policy and notify the agency of the outcome of the assessment. Assessment outcomes include:

- a) Campaign endorsed (with or without recommendations).
- b) Campaign requires further information and/or modification.
- c) Campaign is not endorsed.

Campaigns that are not endorsed can be resubmitted for further assessment once the initial reasons for not endorsing have been resolved.

When a campaign is endorsed, it will be given a Campaign Booking Number. This number must be supplied to CUA contractors where the Media and Creative Services CUA is used.

Following endorsement, the agency must submit final creative assets to DPC by emailing AdApplications@dpc.wa.gov.au prior to release in market.

Pending the outcome of DPC's assessment, it is the applicant's responsibility to seek final approval for the campaign from their DG/CEO and/or relevant Minister(s) before proceeding with the campaign. DPC's assessment outcome **must** be included with the campaign documentation when seeking final approval.

All submissions endorsed by DPC are submitted to the ICRC for noting.

Campaign advertising between \$50,000 - \$149,999 (inc. GST) may be submitted to the ICRC for further assessment if required.

Government campaign advertising over \$150,000 (inc. GST)

Advertising campaigns over \$150,000 (inc. GST) are submitted to DPC for assessment by the ICRC.

The agency must complete all sections of the Campaign Submission Form (**Appendix 3**) ensuring the information provided is compliant with this Policy.

The completed submission must be approved by the agency's DG/CEO or delegated authority and submitted to DPC at least two weeks prior to the proposed commencement of the campaign and prior to any media bookings being executed.

ICRC will assess the campaign against this Policy and notify the agency of the outcome of the assessment. Assessment outcomes include:

- a) Campaign endorsed (with or without recommendations).
- b) Campaign requires further information and/or modification.
- c) Campaign is not endorsed.

Campaigns that are not endorsed can be resubmitted for further assessment once the initial reasons for not endorsing have been resolved.

When a campaign is endorsed, it will be given a Campaign Booking Number. This number must be supplied to CUA contractors where the Media and Creative Services CUA is used.

Following endorsement, the agency must submit final creative assets to DPC by emailing AdApplications@dpc.wa.gov.au prior to release in market.



Pending the outcome of the ICRC's assessment, it is the applicant's responsibility to seek final approval for the campaign from their DG/CEO and/or relevant Minister(s) before proceeding with the campaign. The ICRC assessment outcome **must** be included with the campaign documentation when seeking final approval.

Campaign variations

If the value of an agency's campaign changes post-submission, the agency must inform DPC by submitting a Campaign Variation Submission Form (**Appendix 4**) to AdApplications@dpc.wa.gov.au as soon as practicable. If the variation increases the cost of the campaign to over \$149,999 (inc. GST), the campaign will be referred to the ICRC for assessment and all policy requirements for campaigns over \$150,000 will apply, including post-campaign reporting.

Emergency campaign advertising

From time to time, it may be appropriate for a government agency to issue a campaign in response to an emergency.

The agency DG/CEO must seek an exemption from the Director General, DPC by emailing AdApplications@dpc.wa.gov.au. The request must include the reason for exemption (i.e. what the emergency is), objective, audience, timeframe of intended campaign (including whether it is likely to be extended), and indicative costs of the campaign.

The campaign may commence while an exemption is being sought.

If the exemption is not granted, the process for seeking endorsement of a campaign outlined in this Policy applies.

The ICRC will be notified of the exemption and a Campaign Booking Number assigned. This number must be supplied to CUA contractors where the Media and Creative Services CUA is used.

The government agency should ensure, as best as possible, the campaign is compliant with this Policy.

The agency must submit a Campaign Submission Form and final creative assets to DPC after an exemption has been granted.

9. Other requirements

Attribution and common badging requirements

Campaign advertising must be clearly identified as being produced for, and on behalf of, the Western Australian Government and adhere to the relevant common badging and attribution requirements outlined in the [Common Badging Guidelines](#). These requirements are in addition to any applicable requirements under the [Broadcasting Services Act 1992](#) (including live reads).

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, online videos and digital or social communications.



The final frame of any relevant channels must be a full screen graphic displaying white text on a black background that reads ‘Authorised by the State Government, Perth’ or ‘Authorised by the Government of Western Australia, Perth’, as well as corresponding audio. No other words or graphics can be included on this final screen. In digital or social mediums where spoken announcements are not practicable due to size or time limitations, then the final graphic that displays the written authorisation is sufficient.

At the completion of radio commercials, there must be a spoken announcement immediately following the commercial which states ‘Authorised by the State Government, Perth’ or ‘Authorised by the Government of Western Australia, Perth’. No music or sound effects may accompany the voiceover.

For further advice on attribution requirements email Commonbadge@dpc.wa.gov.au.

10. Monitoring and non-compliance

Monitoring

Government agencies are responsible for ensuring advertising campaigns are compliant with this Policy.

In accordance with the [Annual Report Guidelines](#), agencies are required to report total expenditure for advertising, market research, polling, direct mail and media advertising.

Agencies must provide details of the final expenditure of campaign advertising to DPC within six months of completion of each campaign. Final costings will be provided by DPC to DTF.

Public sector agencies must submit any campaign evaluation reports and a Campaign Evaluation Submission Form (**Appendix 1**) with final total expenditure to DPC within six months of completion of the advertising campaign unless otherwise approved.

Non-compliance

In the event of non-compliance with this Policy, a letter will be issued to the DG/CEO of the incurring agency, from the Director General, DPC. It is the responsibility of the agency DG/CEO to ensure their agency complies with this Policy and to address non-compliance accordingly.

11. Training guide for government agencies

A training module to assist government agencies with completing Campaign Submission Forms can be found on the WA.gov website at [Government Campaign Advertising Policy](#).

12. Relevant Legislation, Policies and Other Documents

- [Broadcasting Services Act 1992](#)
- [Premier's Circular 2026/02 – Government Campaign Advertising](#)
- [CUAMCS2025](#) – Media and Creative Services Common Use Arrangement.
- [General Procurement Direction 2025/07](#) – Western Australian Procurement Rules.

13. Policy Owner

Department of the Premier and Cabinet.



14. Review Date

Three years from approval date, unless required earlier or when the Premier's Circular is reviewed.

15. Revision/replacement Date

Date last reviewed	Responsible Officer	Version	Revision notes
13 July 2026	Corporate Services	1.0	

Appendix 1: Campaign Evaluation Submission Form

For public sector agencies evaluating completed government campaign advertising

Agency name		
Agency contact Name, phone and email		
Campaign title		
Booking reference number		
Confirmed Duration	Start:	End:
Objective(s) Detail objectives from initial application		
Evaluation of campaign effectiveness State the previously proposed, and if different, the delivered evaluation methodology		
Key findings, insights and learnings Outline the high-level results, outcomes or outputs		
Actual Campaign spend breakdown (inc. GST)	Media placement expenditure	\$
	Creative costs	\$
	Production costs	\$
	Other costs (e.g. market research, events; itemise and attach)	\$
	Total Campaign Spend	\$
Demonstrate cost effectiveness and value for money Outline how the campaign spend demonstrates cost effectiveness and value for money including benchmark comparisons where possible		
Accessibility and Inclusion	Has the requirement been met? Tick if yes	If no, provide comments
Closed captions to be applied to television, cinema and social/digital media broadcasts	☐	
Translated assets for CaLD audiences	☐	

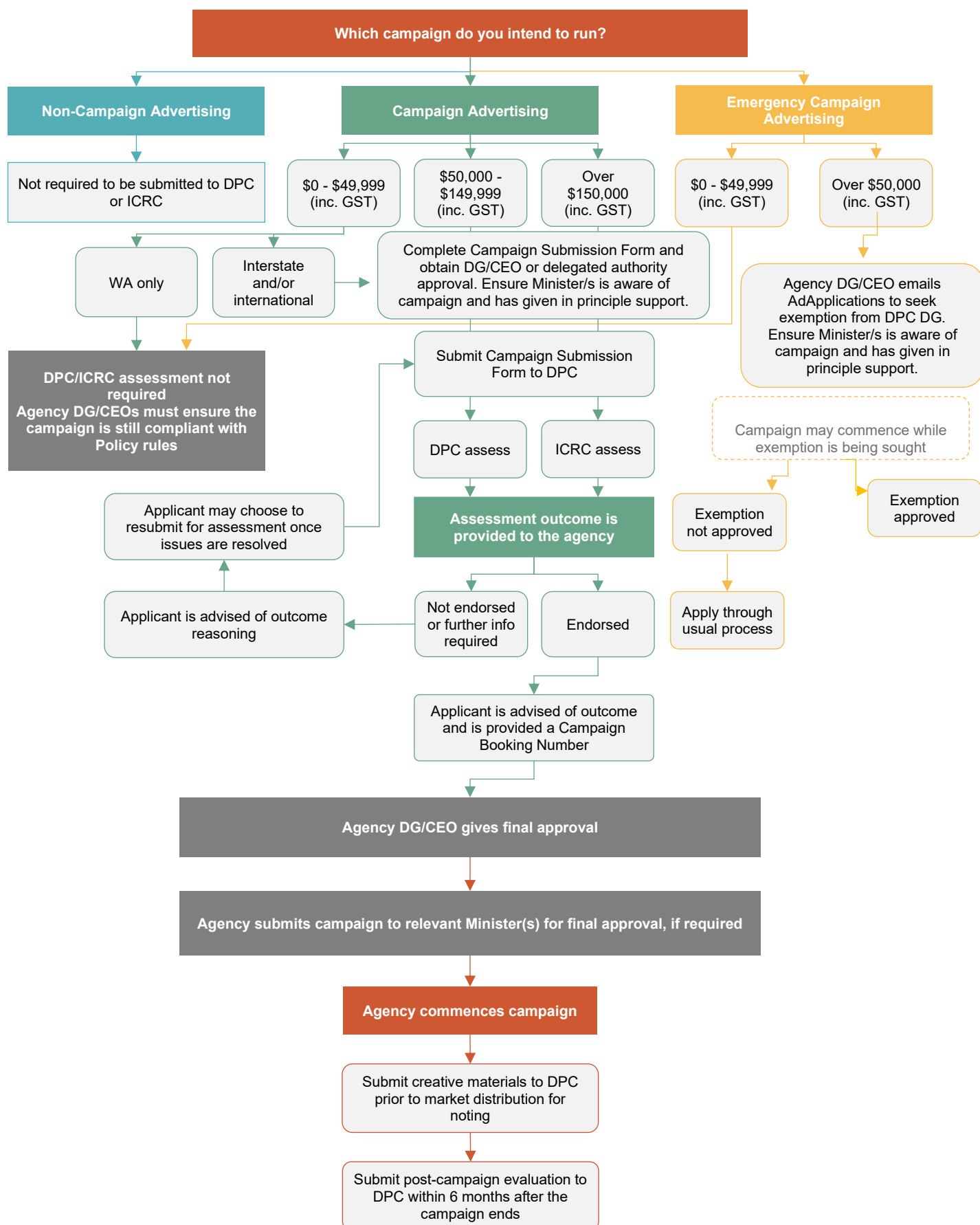


Compliance with The Web Content Accessibility Guidelines (WCAG)	☐	
<i>Detail other requirements such as:</i> • <i>Development of an easy read document for audiences with low-literacy</i> • <i>Images included in alt text</i> • <i>Web content that is compatible with screen readers</i> • <i>Regional and remote audience accessibility considered</i>		

Campaign Evaluation Framework

Paid Channels	Results <i>Detail any media results</i>	Insights and learnings <i>Detail insights or learnings the channel provides</i>	Future actionable recommendations <i>Detail how this can be applied to future campaigns for improved outcomes and impact</i>
Television			
Radio			
Digital Audio			
Press			
Out of Home			
Digital Video			
Display			
Social			
Search			
<i>Add more channels as required</i>			
Owned Channels			
Website			
Social			
Search			
<i>Add more channels as required</i>			

Appendix 2: Campaign Submission Process



Appendix 3: Campaign Submission Form

For public sector agencies undertaking government campaign advertising

Department or agency	
Campaign title	
Proposed duration	Start: _____ End: _____
Campaign purpose Single statement describing the purpose of the campaign. Select purpose(s) as defined in Principle 1 of the Government Campaign Advertising Policy.	
Background/relevant information Provide any background information (if applicable) that led to this project.	

Assessment

Objective(s) Indicate the key objectives the campaign aims to achieve.	
Proposed key message(s) Include any call to actions.	
Target audience(s) List the intended audience for the campaign and brief justification as to why. Refer to Principle 3 of the Government Campaign Advertising Policy.	
Accessibility Provide information on how campaign material will meet accessibility requirements.	
Proposed media selection and market(s) (indicating any regional, interstate or international component) Provide any relevant advice, strategy or research provided by a media agency to support the proposed media selection.	
Research Provide information on lessons learned from previous campaigns (if applicable), any relevant research results that support the objectives, key messages and cost-effectiveness of the campaign.	

Metrics and evaluation Provide KPIs and metrics to be used in measuring campaign effectiveness, including proposed evaluation methodology and who will undertake it (if relevant).	
Sponsorship and/or industry contributions Provide details of any cost offsets.	
Nominated media booking agency Note: a CUA Contractor must be used where the estimated media spend (inc. strategy/planning, trading) \$50k GST inclusive or more.	
Nominated media planner Note: a CUA Contractor must be used where the estimated media spend (inc. strategy/planning, trading) \$50k GST inclusive or more.	

Activity	Total budget (inc. GST):			
Year	2026-27	2027-28	2028-29	2029-30
Media placement expenditure				
Creative development and production costs				
Digital costs Including web and social media costs not captured by the media placement expenditure.				
Other costs Itemise (e.g. research, events, partnerships, translations or stakeholder materials and project funded staff resourcing).				
Financial year total cost				



Creative materials and contracted agencies

If applicable attach any draft storyboards, creative assets or design elements, including any reference materials from previous or similar campaigns to this application. Following endorsement creative assets must be provided to DPC prior to campaign launch.

If a contracted agency or agreement is in place, where relevant specify below:

Contracted creative agency	
Contracted production agency	
Other contracted agreements	

Declaration

By signing this declaration, I certify that in my opinion, this government advertising campaign:

- complies with the WA Government Campaign Advertising Policy;
- contains accurate information;
- is an efficient and cost-effective use of public funds;
- does not duplicate similar campaign advertising being undertaken by another WA Government agency; and
- is consistent with relevant whole-of-government messaging.

Signature:		Date:	
Name:			
Position:			

Signature:		Date:	
Name:			
Position:			

Agency DG / CEO or delegated authority

Appendix 4: Campaign Variation Submission Form

For public sector agencies seeking to increase the total budget for previously-endorsed government campaign advertising

Department or agency			
Campaign title			
Booking reference number			
Proposed duration	Start:	End:	
Background/relevant information Provide any background information (if applicable) that led to this budget increase application.			
Rationale Explain the reason(s) for the increased campaign budget and the objectives it is aiming to achieve.			

Activity	Total budget (inc. GST):			
Year	2026-27	2027-28	2028-29	2029-30
Media placement expenditure				
Creative development and production costs				
Digital costs Including web and social media costs not captured by the media placement expenditure.				
Other costs Itemise (e.g. research, events, partnerships, translations or stakeholder materials and project funded staff resourcing).				
Financial year total cost				



Declaration

By signing this declaration, I certify that in my opinion, this government advertising campaign budget increase is an efficient and cost-effective use of public funds:

Signature:		Date:	
Name:			
Position:			

Signature:		Date:	
Name:			
Position:			

Agency DG / CEO or delegated authority