



Premier's Circular

Number:	2026/02
Issue Date:	10/08/2026
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. All Government campaign advertising valued at \$50,000 (inc GST) or above must be reviewed for compliance by the Department of the Premier and Cabinet (DPC).

Public sector agencies must submit six-monthly forward campaign advertising planning to DPC in accordance with this Policy by July 1 and January 30 each year.

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 campaign advertising is used to inform the public about government policies, programs, services, rights and obligations. The Government Campaign Advertising Policy provides guidance to public sector agencies on their responsibilities, requirements and compliance obligations, supporting campaigns that are effective, well-designed, accessible, inclusive, non-political and represent value for money.

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

Roger Cook MLA
PREMIER

For enquiries contact:	Cameron Patterson (08) 6552 6460 Director Financial and Business Services Department of the Premier and Cabinet
Other relevant Circulars:	n/a
Circular/s replaced by this Circular:	2021/08; 2014/03; 2007/14