



Australian Government
Department of Finance

Government Communication Campaigns Governance update

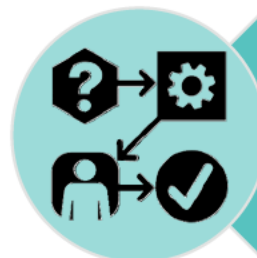
29 November 2022

Introducing CAB

Role of the Communications Advice Branch (CAB) in Finance



Responsible for Whole-of-Government co-ordination of advertising campaigns



Provide Governance requirements for campaigns



Provide advice and support on best practice campaign development



Delivers training and development on best practice campaign development

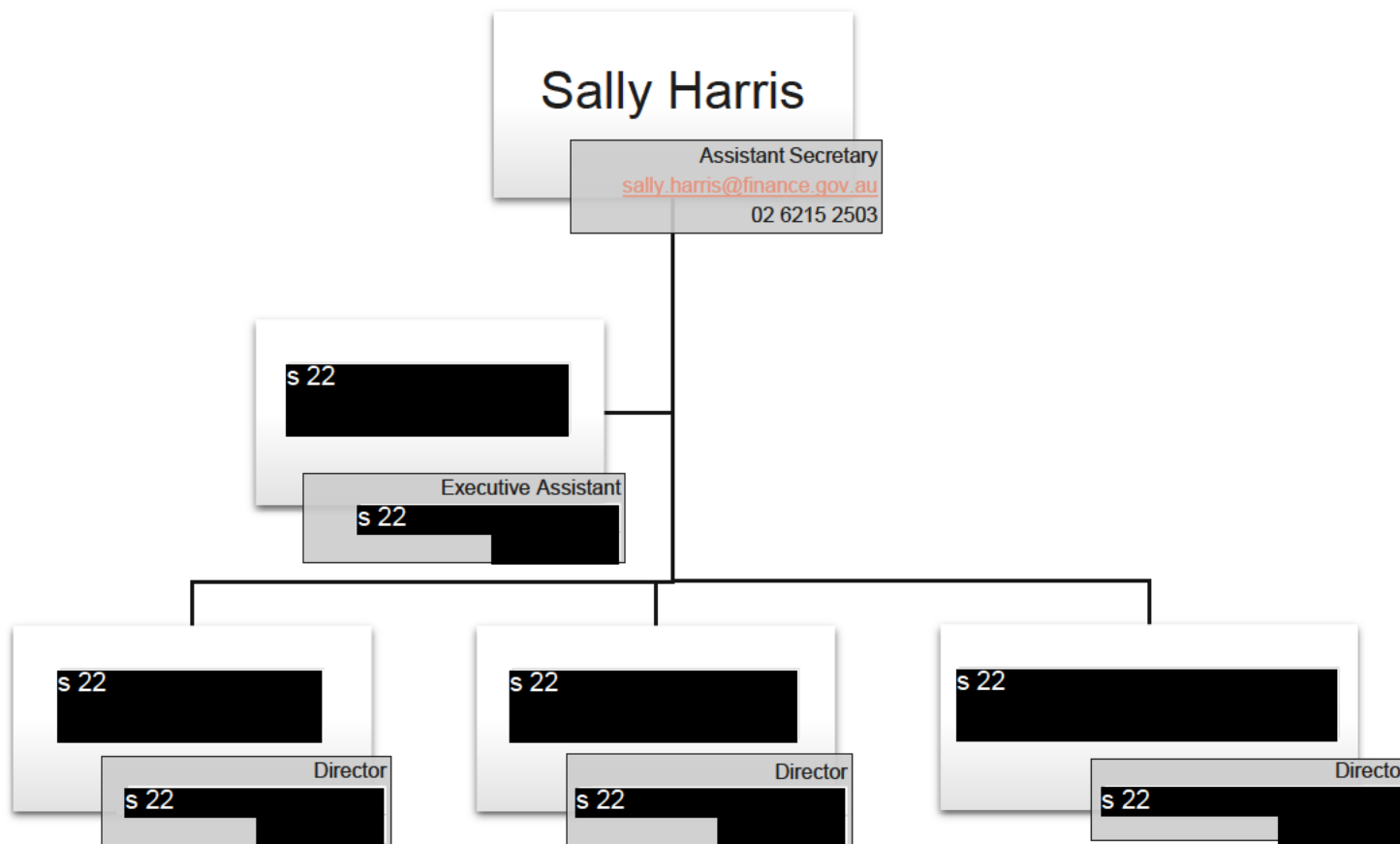


Manage Whole-of-Government procurement arrangements for campaign suppliers



Support the Government Communications Subcommittee (GCS) and the Independent Communications Committee (ICC)

Key CAB Contacts – November 2022



You can also contact CAB via:

Email:

governmentadvertising@finance.gov.au

Telephone:

(s 22)

Website:

<https://www.finance.gov.au/government/advertising>

Today's coverage

- Governance arrangements for campaign advertising
 - Guidelines
 - Committees
- Cabinet Circular

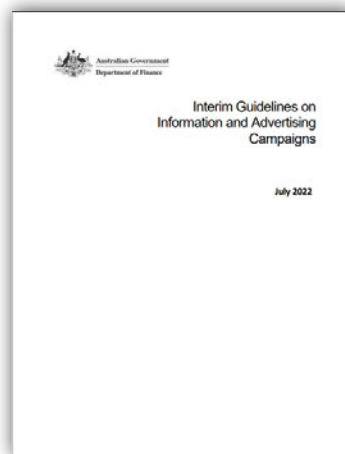
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Australian Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities

The Guidelines operate on the underpinning premise that:

- members of the public have equal rights to access comprehensive information about government policies, programs and services which affect their entitlements, rights and obligations; and
- governments may 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.



The Guidelines set out the principles applying to information and advertising campaigns by non-corporate entities undertaken in Australia:

- this includes advertising;
- It also includes all other below-the-line communication tactics used in both advertising and information campaigns such as PR, media partnerships, events and sponsorship are under the scope of the guidelines

Australian Guidelines on Information and Advertising Campaigns

There are five overarching campaign principles which set out the context in which Commonwealth Government campaigns are to be conducted. They relate to when campaigns can be conducted, how they are presented, and the legal and procurement requirements.

- 1 Relevant to government responsibilities
- 2 Presented in an objective, fair and accessible manner
- 3 Objective and not directed at promoting party political interests
- 4 Justified and undertaken in an efficient, effective and relevant manner
- 5 Compliant with legal requirements and procurement policies and procedures

Updates to the Guidelines

The Government's Guidelines largely reflect the previous set of Guidelines:

- Minister of Finance responsibility, rather than Special Minister of State
- The Independent Communications Committee give compliance advice on all campaigns \$250,000+ (GST exclusive)
- Specific consideration required for communicating with people with disability referenced in Principle 2: campaigns are presented in an objective, fair and accessible manner
- Accountable Authorities remain responsible for certifying their campaign \$250,000+ (GST excusive) against the Guidelines.

Government has also agreed ongoing governance arrangements for campaign advertising

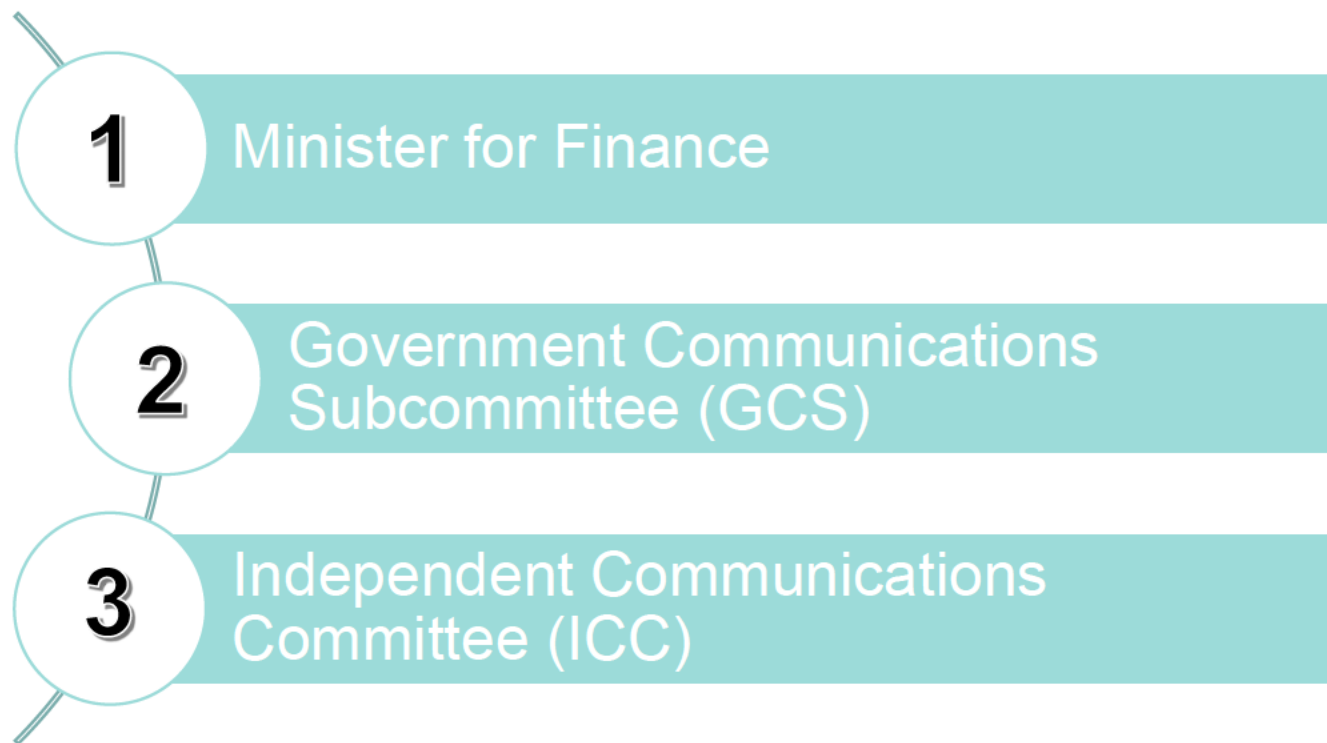
Arrangements are **in effect** and **replace** the interim governance arrangements announced in July 2022

3 key touchpoints for campaign advertising governance

How is campaign advertising defined?


Campaign advertising is advertising produced and booked to appear through paid media placement

- as part of a planned series of communication activities that:
 - share common objectives,
 - target the same audience and
 - have specific timelines and a dedicated budget.
- Campaign advertising is designed to inform, educate, motivate or change behaviour.



Senator the Hon Katy Gallagher

Minister for Finance



Senator for ACT

Positions	Minister for Women Minister for Finance Minister for the Public Service Manager of Government Business in the Senate Vice-President of the Executive Council
Party	Australian Labor Party
Chamber	Senate

...and Minister responsible for campaign advertising
Chair of the Government Communications Subcommittee

Government Communications Subcommittee (GCS)

- s 34(3)
- Decisions of the GCS require the endorsement of the Cabinet.
- Six Committee Members:

Chair: Senator the Hon **Katy Gallagher**, Minister for Finance, Women and the Public Service
Deputy Chair: The Hon **Jason Clare** MP, Minister for Education



Member: The Hon **Tanya Plibersek** MP, Minister for Environment and Water
Member: The Hon **Mark Butler** MP, Minister for Health and Aged Care



Member: Senator the Hon **Don Farrell**, Minister for Trade and Tourism, Special Minister of State
Member: Senator the Hon **Murray Watt**, Minister for Agriculture, Fisheries and Forestry,
Minister for Emergency Management



Independent Communications Committee (ICC)

The ICC review advertising campaigns above the value of \$250,000 (GST exclusive) to advise relevant Accountable Authorities whether the proposed campaign is capable of complying with the Guidelines.

The ICC's compliance advice is informed by:

- developmental research or other evidence used to inform the campaign
- the campaign communication strategy
- the draft media strategy and indicative media plan, and
- a statement against Principles 1–4 of the Guidelines.
- Entities will meet with ICC early in the campaign development process, they are expected to apply any compliance advice and feedback from ICC during the course of campaign development.
- ICC compliance letters issued for campaigns will be published on the Finance website.
- ICC will not be a decision-maker or approver.
- Finance provides a secretariat function to the ICC.

Chair

Andrew Blyth



Member

Meredith Fairweather



Member

Paul Vane Tempest



The campaign development process is unchanged

But there are some changes to governance

We will continue to build on a successful start to the village model

The Village model

The Village model is a group of specialist communication agencies who work collaboratively together to solve government communication challenges.*

Objectives

The primary success measure of the Village is to **substantially improve the standard of government integrated communications.**

The model aims to:

- Drive best-practice approaches to integrated campaign development
- Support longer-term relationships with Village consultants and the government
- Foster collaboration amongst service providers
- Drive a mindset of responsible use of taxpayer money.



Five fully briefed villages will continue to support campaigns using the village model

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Campaign development process for campaigns >\$500,000 (GST exclusive)



A need for a campaign is identified and Government endorsement is sought to explore communication options

The relevant village is allocated to explore the potential scope of campaign

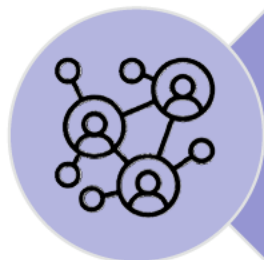
The relevant village develops a strategic approach and creative options for an integrated campaign

The relevant village finalises agreed communication materials and tactics. The Government agrees to launch the campaign

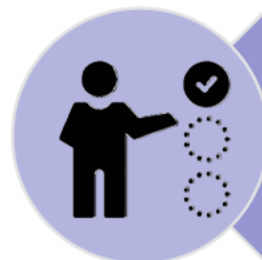
All aspects of the campaign are evaluated against the communication objectives to assess success and learning opportunities



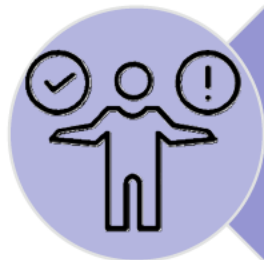
Key aspects of governance arrangements



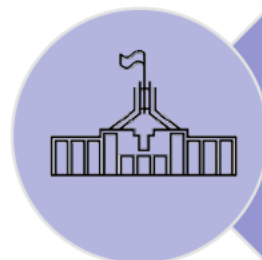
Campaign governance is required for campaigns with budgets \$250,000+ (GST exc)



All campaigns with budgets \$250,000+ (GST exc) need agreement from the Minister for Finance to be initiated

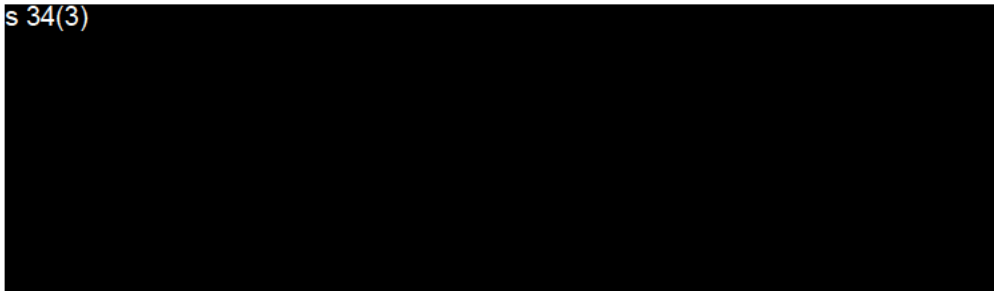


ICC and certification required for campaigns with budgets \$250,000+ (GST exc)



GCS review

s 34(3)

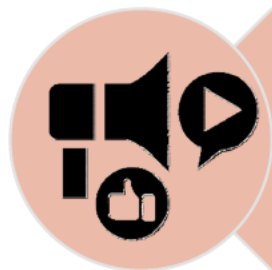
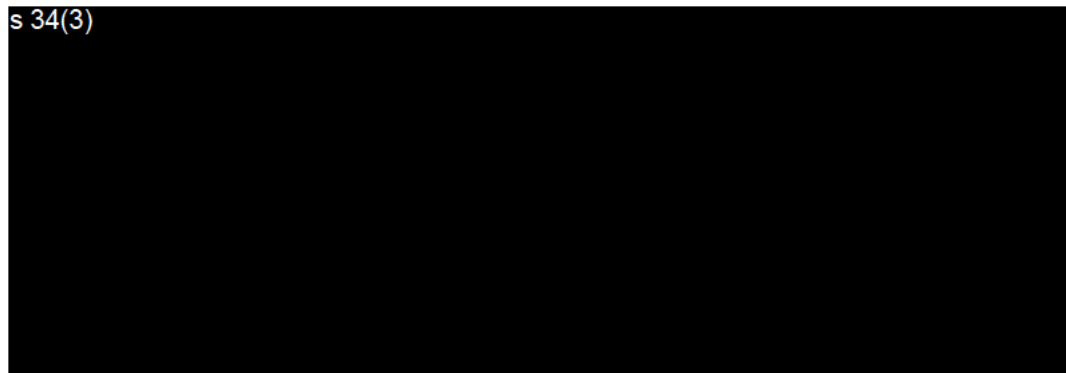


Minister for Finance, GCS and ICC touchpoints for Campaign Governance

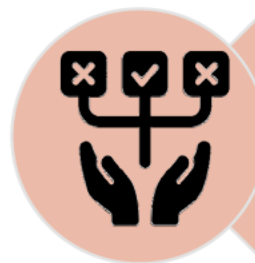
Refer to Cabinet Circular 9 of 2022 – Governance Requirements for Government Campaign Advertising

Governance in summary

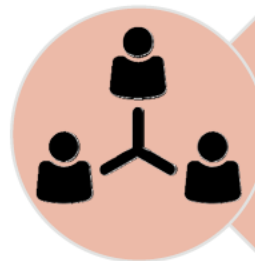
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Media booked earlier in the development process to secure superior placement



Governance thresholds all refer to GST exclusive amounts



ICC secretariat provided by CAB



Greater focus on evaluation

PM&C has published a new cabinet circular: 'Cabinet Circular 9 of 2022 - Governance requirements for Government Campaign Advertising'

Source the circular via your Cabinet Liaison Officer



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Department of Finance

Thanks for your time

Any further questions or
comments?