

From: BRUNIGES, Michele

Date: 14 October 2016 at 3:16:36 pm AEDT

To: COOK, Tony, LEARMONTH, David, WILSON, Jackie, BANERJEE, Subho

Cc: SWAIN, Sarah, FORD, Mike, BURFORD, Patrick

Subject: Government advertising campaigns [DLM=For-Official-Use-Only]

Importance: High

For Official Use Only

Dear Associate and Deputy Secretaries

GOVERNMENT ADVERTISING CAMPAIGNS

I write to ask you to ensure that all staff responsible for managing the development and conduct of government advertising campaigns are familiar with the relevant guidelines and processes, and that robust and comprehensive advice is provided to me, as Secretary, when fulfilling my responsibility to certify a campaign's compliance with the guidelines.

The conduct of government advertising campaigns is guided by the *Guidelines on Information and Advertising Campaigns by Non-corporate Commonwealth Entities* ("the Guidelines"), issued in 2014. The Department of Finance also publishes further guidance material on its website, and may provide additional advice if consulted.

As Secretary, I will need to certify that each campaign complies with the Guidelines. In providing a recommendation for certification to me, I ask that you ensure the following:

1. All legal advice is attached, in full, both internal and external (where obtained);
2. All risks are highlighted and explained;
3. Any factual material or claims to be referred to or relied on in the campaign are supported by clear evidence and analysis, presented as part of the recommendation;
4. Any external (non-legal) advice received that is relied on to recommend certification is presented as part of the recommendation;
5. Any external advice received, legal or otherwise, that is relied on to recommend certification is properly documented and retained;
6. Care is taken to ensure all records and documents underpinning the campaign, including its procurement processes, are properly created and retained; and
7. All relevant contracts are reported on AusTender within the specified timeframe.

In considering a recommendation for certification, I will be expecting that the recommending officer can assure me that these requirements have been met in full.

I will ask the Deputy Secretary Corporate Strategy, when she commences, to ensure our internal guidance to staff reflects these requirements. In the meantime, I ask that you

ensure they are met within your areas of responsibility, where campaign development is underway.

Thank you for your diligence and attention to detail with respect to this issue.

Michele Bruniges

Notice:

The information contained in this email message and any attached files may be confidential information, and may also be the subject of legal professional privilege. If you are not the intended recipient, any use, disclosure or copying of this email is unauthorised. If you received this email in error, please notify the sender by contacting the department's switchboard on 1300 566 046 during business hours (8am - 5pm Local time) and delete all copies of this transmission together with any attachments.