



# Accepting Advertising Guide

## Australian Government Charging Framework

### Information Sheet

## Purpose

This guidance provides information on the planning, decision making, and implementation of advertising activities, where the Australian Government charges for or accepts advertising.

It is relevant for staff of Australian Government entities within the General Government Sector (GGS) who undertake charging activities involving the acceptance of advertising<sup>1</sup>. It applies to the acceptance of advertising, involving any form of paid media placement, including print, radio, digital, television or out-of-home advertising.


This information sheet should be read in conjunction with Resource Management Guide No. 302: Australian Government Charging Framework, available at [www.finance.gov.au](http://www.finance.gov.au).

## Advertising considerations

- whether the proposed acceptance of advertising will be cost-effective<sup>2</sup>, including assessing any required changes to processes, infrastructure of on-line systems to accommodate acceptance of advertising
- consistency with government policy, including whether the proposed advertising is likely to:
  - impact on the entities capacity to meet its purpose
  - cause offence, or incite ridicule or hatred of an individual or group
  - mislead, misrepresent or deceive
  - be defamatory
- whether the proposed advertising will comply with applicable Commonwealth, state and territory laws, including broadcasting and media; electoral; privacy; intellectual property; trade practices and consumer protection; and workplace relations laws
- the impact of advertising on services, programmes and communications, including:
  - not detracting from the effectiveness, performance and integrity of Australian Government communications
  - ensuring that any advertising meets meet accessibility requirements and standards, such as web content accessibility guidelines
  - meeting privacy requirements, including in respect to the provision of information to advertisers, such as user demographics
- how the entity will continue to meet Australian Government branding requirements

<sup>1</sup> It is important to note that some GGS entities are prohibited from accepting advertising, for example, section 31 of the Australian Broadcasting Corporation Act 1983 states that '[t]he Corporation shall not broadcast advertisements on any of the Corporation's broadcasting services'.

<sup>2</sup> The cost to the Commonwealth entity of accepting and administering the advertising arrangement should be minor compared to the actual and potential receipts generated from the sponsorship arrangement.

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- any real or perceived conflict of interest, with the Australia Government, the GGS entity or Australian Government programmes
  - whether the acceptance of advertising would be likely to create the impression of endorsement, approval or support
  - the appropriateness<sup>3</sup> of proposed advertising that promotes or contains:
    - tobacco or alcohol products
    - gambling products or services
    - firearms, weapons or related products
    - sexually explicit content or offensive language
    - scenes, descriptions or inferences of human or animal cruelty, suffering, ill-treatment or death
    - political content.
  - seeking legal advice about their capacity to accept advertising, consistent with any enabling legislation and/or any other relevant legislation that applies to their operations.

## Better practice processes

Entities should:

- develop and publish an entity advertising acceptance policy if they undertake significant and/or ongoing advertising activities, which:
  - includes relevant considerations , processes and timing
  - identifies the types of advertising that will not be accepted
  - outlines acceptable advertising formats, advertisers, text and/or imagery
  - details relevant compliance requirements
  - states how, and how often, the policy will be reviewed
- implement appropriate reporting, such as annual publication of a list of all advertisers
- ensure that any advertising agreements, contracts or arrangements allow for the Australian Government to refuse or withdrawal any advertising at its discretion
- implement a complaints and conflict resolution processes
- develop and implement relevant risk management processes
- put in place relevant approval arrangements, including determining when there is a need for ministerial approval for, or notification of, the acceptance of particular advertising.

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<sup>3</sup> The appropriateness of advertising content should be considered in the context of the aims and objectives of the entity. Acceptable advertising content for one entity may not be appropriate for another entity (e.g. the promotion of alcohol products by the Australian Grape and Wine Authority may be acceptable, but not for the Department of Health).