



POLICY TITLE

Date of Issue: 7/4/2009

AUTHORISATION OF TELEVISION AND RADIO COMMERCIALS

POLICY

From 1 July 2003, all new television and radio commercials produced by Western Australian Government agencies must carry an authorisation clearly indicating that the message is endorsed and authorised by the Government of Western Australia. Commercials should also comply with the Guidelines for Government of Western Australia Advertising and Communications available on the government advertising Common Use Arrangement (CUA) contractor' websites at:
www.mediadecisionsomd.com.au and <http://mhq.mitchells.com.au/wa>

APPLICABILITY OF THE POLICY

This policy applies to all departments of State, and SES organisations listed under Schedule 2 of the Public Sector Management Act 1994, but not those agencies listed in Schedule 1 of the Statutory Corporations (Liability of Directors) Act 1996.

Copies of the Public Sector Management Act 1994 and Schedule 1 of the Statutory Corporations (Liability of Directors) Act 1996 are available from the State Law Publisher at:

<http://www.slp.wa.gov.au/statutes/swans.nsf/be0189448e381736482567bd0008c67c/4da137278b31d574c825725900154260?OpenDocument>

Entities not required to comply with this policy may still elect to follow the guidelines as representing good practice.

BACKGROUND

Western Australian Government advertising has a duty to inform and assist. It should ensure equity, appropriateness and accountability. The Government seeks total transparency in relation to the source and authoring of all material produced by the State Government and has therefore taken the decision to identify itself as the authorising entity in its television and radio commercials.

The implementation of this initiative follows the introduction of similar guidelines by the Commonwealth Government and other States.

This requirement is in addition to any applicable legislative requirement to identify or 'tag' certain advertisements such as may apply under the Electoral Act 1907 (WA) or the Broadcasting Services Act 1992 (Commonwealth).

It is the responsibility of Chief Executive Officers and Ministerial Offices to ensure advertising cannot be deemed political, that it provides important information or details of services offered by Government, is actually necessary and that value for money is being achieved in production and placement of the advertisement.

Mandatory Authorisation Tags for all Government Advertising

Television Authorisations

At the completion of the commercial there must be a full screen graphic displaying white type on a black background:

***Authorised by the Government of Western Australia, Perth.
Spoken by (the names of all people who speak or sing in the commercial. If the person reading the authorisation tag has not spoken previously in the commercial, he/she does not need to be identified.)***

No other words or graphic devices can be included on this final screen and the accompanying spoken announcement must not commence until the final graphic appears.

The spoken announcement should state:

Authorised by the Government of Western Australia, Perth.

EXEMPTIONS

Where there are time constraints it is acceptable for the tag to state:

Authorised by the State Government, Perth.

No music or sound effects may accompany the voice over.

Television Program Sponsorship Billboards

Where an Agency sponsors a particular television program, an authorisation is not required on the 5 or 10 second billboard.

Other requests for exemption from this policy must be made through the Government Media Office (GMO), Government Advertising Unit.

CURRENTLY UNDER REVIEW

Radio Authorisations

There should be a spoken announcement immediately following the commercial which states:

***Authorised by the Government of Western Australia, Perth.
Spoken by (the names of all people who speak or sing in the commercial. If the person reading the authorisation tag has not spoken previously in the commercial, he/she does not need to be identified.)***

EXEMPTIONS

Where in the opinion of the GMO there are time constraints due for example to the number of speakers or the length of the commercial it is acceptable for the tag to state: ***Authorised by the State Government, Perth.***

No music or sound effects may accompany the voice over.

Other Related Advertising Policy

Government advertisers also need to be familiar with:

Premier's Circular 2003/08: State Government Access Guidelines for Information, Services and Facilities, as detailed online at: [http://www.dsc.wa.gov.au/cproot/300/2/AccessGuidelines2007_\(ID_173_Ver_1.0.2\).pdf](http://www.dsc.wa.gov.au/cproot/300/2/AccessGuidelines2007_(ID_173_Ver_1.0.2).pdf)

This circular applies to the **Closed Captioning of TV advertisements, videos and DVDs;** and

Premier's Circular 2008/13: Use of State Government Badge by Public Sector Agencies, as detailed online at: <http://www.commonbadge.dpc.wa.gov.au/> that describes the requirements for usage and application of logos and requires that the State Government Badge be included in all government advertising, including both campaign and non-campaign advertising.

The Government Media Office, Government Advertising Unit is available to assist or provide further advice in these areas and may be contacted by telephoning 9222 9595.
