

Marketing communications guidelines



Government
of South Australia

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Updated July 2016

Introduction

The Government of South Australia is committed to providing all South Australians with information about its policies, services, programs and initiatives and any matters that affect their rights, benefits and obligations. Marketing communications is regarded as integral to meeting this commitment to the community.

In conjunction with these guidelines, reference should be made to the following:

- *South Australian Government Communications Plan*
- *Government of South Australia Branding Guidelines*
- *Guidelines for the Premier's Communications Advisory Group Process*
- *Government of South Australia Recruitment Advertising Policy and Guidelines*
- *Government of South Australia Digital Communications Guidelines*
- *Brand South Australia Policy and Guidelines*
- *Government of South Australia Sponsorship Guidelines and Principles*
- *DPC Circular 23: Private Sector Endorsements on Government Public Communications*
- *DPC Circular 009: The Master Media Scheme for Government Advertising*

All documents are available through the Government Communications Advice (GCA) website.

Further information and assistance is available from:

Government Communications Advice (GCA)

Department of the Premier and Cabinet

www.govcommunications.sa.gov.au

Email: govcommunications@sa.gov.au

Phone: 8204 9184

Scope of these guidelines

Marketing communications is the deliberate, planned external communication of information by an organisation to a target audience.

The purpose of marketing communications may be to motivate, inform, educate, change attitudes or perception, generate behavioral change or elicit a specific response.

For the purpose of these guidelines, marketing communications covers but is not limited to the following activities when initiated by a government agency or intended to communicate on the agency's behalf:

- Television commercials
- Radio commercials
- Press and magazine advertisements
- Out of home - outdoor & mobile billboards, signage, posters, street chalking
- Cinema advertising
- Websites/pages
- Digital – banner, viral, search
- Event materials
- Social media channels
- CD/DVD, interactive kiosks
- Film and video
- Brochures, flyers and collateral
- Transit advertising - posters on and in buses/trams/trains, taxi backs
- Brochures, flyers and collateral
- Direct mail (including email)
- Mobile and SMS campaigns
- Sponsorships
- Video streaming sites

Some of these forms of communication may also be subject to specific requirements as outlined on pages 9-11 of these guidelines.

Use of public funds

The use of public funds for Government communication programmes should be governed by the principles that:

- All members of the public have the right to equal access to information
- Government information programmes should not be conducted for party political purposes
- The Government has responsibility for ensuring equity, fairness, probity appropriateness and public responsibility in all of its communications
- Communication material should be produced and distributed in an efficient, effective and relevant manner with due regard to accountability including consideration of digital delivery methods
- Individual agencies are responsible for developing and implementing communication of initiatives and actions which are within the agency's field of responsibility and are designed to aid in delivering the priorities of government.

General principles

The Government of South Australia may use reasonable levels of public funds for communications and advertising under the following categories:

- Addressing matters of risk to public life and safety
- Positive public health messages
- Generating economic activity and/or raising revenue for the state
- Promoting issues of social benefit and/or cohesion relevant to the broader community.

Objectives of government communications

Where it is deemed that communications fall into the principles listed on page 5, it is imperative that objectives aim to achieve one or more of the following:

- To maximise compliance with the law
- To achieve awareness of a new or amended law
- To raise awareness of a planned or impending initiative
- To ensure public safety, personal security or encourage responsible behaviour
- To assist in the preservation of order in the event of a crisis or emergency
- To promote awareness of rights, responsibilities, duties or entitlements
- To encourage usage of, or familiarity with, Government products or services
- To encourage social cohesion, civic pride, community spirit, tolerance or to assist in the achievement of a widely supported public policy outcome
- To increase investment, tourism or migration through promotion of the State
- To generate economic activity or raise revenue for the State.

The Premier, in the capacity of leader of the State Government, may communicate with the public on themes outlined in the annual *South Australian Government Communications Plan*, where appropriate.

Public funds should *not* be used for communications where:

- The activity could be interpreted as political advertising
- Members of the Government are named, depicted or otherwise promoted in a manner that a reasonable person would regard as excessive or gratuitous
- The method or medium of communication is manifestly excessive or extravagant in relation to the objective being pursued
- There is no clear line of accountability, appropriate audit procedures or suitable purchasing process for the communication process.

Political advertising is defined where:

- The image or voice of a politician is included within the advertising.
A politician can be defined as a Member of Parliament or a candidate nominated for election to Parliament.
- The political party in Government is mentioned by name; party political images or slogans are included; or refer/link to the websites of politicians or political parties
- A reasonable person could misinterpret the message as being on behalf of a political party or other grouping; or designed to influence support for a political party, candidate or Member of Parliament
- A political party or other grouping is being disparaged or held up to ridicule.

Note: When the Government is in caretaker mode additional requirements and restrictions apply for which specific advice will be provided by GCA.

Premier's Communications Advisory Group

The role of the Premier's Communications Advisory Group (PCAG) is to ensure a strategic, planned, and coordinated approach to the Government of South Australia's extensive and diverse marketing communications strategies and programs.

The desired outcome is effective communication that achieves the stated objectives and presents all agencies and activities of the Government to the community in a consistent and cohesive manner.

PCAG operates under the delegation of Cabinet and maintains operational responsibility for reviewing proposed marketing communications activity.

The PCAG approval process governs whole of government marketing communications activities, and provides advice to enable Ministers to give final approval of activities within their portfolios. Approval through the PCAG process is required for all government marketing communication activities prior to entering the public domain.

Approval delegations

PCAG has delegated responsibility for the approval of marketing communications activities to:

- **Government Communications Advice for activities with a total budget up to \$200,000 inc GST** (including research, creative production and media advertising expenditure)
- **Chief Executives** (or equivalent position in a Statutory Authority/Government Business Enterprise) **for functional advertising exemption requests** (from the functional advertising guidelines outlined on page 10 of these guidelines).
PCAG has responsibility for monitoring functional advertising expenditure placed by each Department/ Statutory Authority/Government Business Enterprise to ensure that Chief Executives responsibly contain functional advertising expenditure on the PCAG's behalf.

For more information regarding the approval processes for communications activities or how to make a submission to PCAG or GCA please refer to *Guidelines for the Premier's Communications Advisory Group Process*.

Activities that are subject to the PCAG approval process

All marketing communication, advertising, public information and promotional campaigns including broadcast, outdoor, print, promotion, digital and web, regardless of the value of the activity, undertaken by:

- Government departments, agencies and operating units;
- public authorities and instrumentalities of the Crown; and
- organisations that are under the direction of a Minister of the Crown

are subject to the PCAG approval process.

PCAG approval process requirements

All communication activities that are subject to the PCAG approval process must:

- Be strategically sound with clear objectives, suitable media selection to reach the identified target audience(s) and a budget appropriate to achievement of the desired outcomes
- Have an appropriate and measurable evaluation methodology developed prior to the launch of the activity
- Be consistent with government policy and strategic priorities
- Comply with all guidelines and policies
- Be approved in writing by PCAG or GCA prior to release into the public domain.

For more information regarding the approval processes for communications activities or how to make a submission to PCAG or GCA please refer to *Guidelines for the Premier's Communications Advisory Group Process*.

Government Communications Advice

Government Communications Advice, Department of the Premier and Cabinet, is responsible for across-Government oversight of external communications strategies and activities. To support this role, GCA has responsibility for:

- Initiating and managing whole of Government communications policies
- Providing strategic communications advice to Government agencies and Ministerial offices
- Managing the Master Media Agency agreement for the South Australian Government
- Providing oversight of Government expenditure on advertising
- Facilitating all Government marketing communications activity through the PCAG approval process
- Providing ongoing administrative support and strategic advice to the PCAG.

For more information please contact GCA or visit the GCA website.

Guidelines for campaign (brand) advertising

Brand advertising is used to generate awareness, create brand positioning, affect perception or elicit behavior change with respect to a particular service, product or policy. Brand advertising usually involves a high degree of creative content, often involving emotional images, graphic or copy.

When undertaking brand advertising a communications strategy must be developed to inform the briefing of a creative supplier and the Master Media Agency. Campaign advertising should have an integrated approach and use multi-platform delivery of messaging.

Full page advertisements are not permitted in any publication without justification and approval by the Premier's Communications Advisory Group (PCAG).

More information on developing and implementing campaigns can be found on the GCA website.

Guidelines for digital or social media platforms

Campaigns

Marketing communications activities that use digital channels (paid and unpaid) as part of an integrated approach must be approved as part of the PCAG approval process.

Owned digital or social media presence

If you want to establish a presence on digital or social media platforms for use as part of day-to-day public relations, marketing or media relations, a social media strategy will be required. Departmental approval will be required prior to implementation.

A Social Media Strategy template is available on the GCA website.

For more information please refer to the *Digital Communications Guidelines*.

Guidelines for functional advertising

Functional advertising aims to impart specific information in a simple format for immediate or short term appearance. Contemporary media provide a range of methods to disseminate functional information to the community. This may include:

- Digital, online
- Industry publications, newsletters and websites
- Local and community publications relevant to the message and audience.

The Government supports communication of functional messages such as:

- Attendance at an event
- Public health and safety notices
- Road and public transport interruptions.

To ensure advertisements are cost effective they must be functional in nature, small in size and mono only (where additional cost is incurred for the use of colour).

Additionally, guidelines apply to the following types of functional advertising:

Public Notices

- Public notice advertising is only permitted where it is required by law that it be published in a local newspaper

Tenders /Expressions of Interest

- Tender/Expressions of Interest advertising is not permitted, except in regional newspapers relevant to the location of the requirement

Recruitment

Recruitment vacancy advertising is only permitted as follows:

- Online recruitment sites, industry publications and electronic bulletins
- The standard government or health composite advertisements appearing in The Advertiser – Careers lift out Positions Vacant on Saturday
- Executive positions of an ASO8 level or higher are to be advertised only online and/or in the Government composite which appears in The Advertiser – Executive, Professional and Management pages
- Print in community/regional newspapers serving the location of the role
- There is to be no recruitment vacancy advertising in any interstate or national print media.

Please refer to the *Recruitment Advertising Policy and Guidelines*.

Functional advertising not listed in the categories above, requires an exemption from the Chief Executive (or an equivalent position in a Statutory Authority/Government Business Enterprise). For more information on the functional exemption delegations of the Chief Executive please refer to page 7 of these guidelines.

Government of South Australia branding and logo

All Government communications and advertising should be consistent with Government policy and should feature strong and consistent branding of the Government of South Australia.

Use of the Government of South Australia branding is strictly controlled and must comply with the requirements set out in:

- Government of South Australia Branding Guidelines
- Premier and Cabinet Circular 23: Private Sector Endorsements on Government Communications and Materials

Both documents are available through the GCA website.

Visual media and print production

The use of the Government of South Australia logo in a prominent position lends considerable credibility and ensures that the recipient of the communication is able to clearly and easily recognise that the information has been provided by the Government.

Specific rules for use of the logo for television, digital, promotional and print applications are included in the *Government of South Australia Branding Guidelines*.

Audio branding

A range of radio tag lines are prescribed in the *Government of South Australia Branding Guidelines* which should be used for other audio applications and in conjunction with visual branding/logo in audio/visual media.

Use of the State Brand

The Government of South Australia has adopted the Cabinet endorsed State Brand for marketing or positioning the State to further education, investment, migration, trade, export and tourism markets.

When undertaking marketing activities that promote the State, Brand South Australia must be used. Use of Brand South Australia must comply with requirements set out in:

- *Brand South Australia Policy*
- *Brand South Australia Branding Guidelines*

Both documents and logo files are available on the GCA website. For more information on application of Brand South Australia, please contact GCA.

Government Master Media Agency

The Government of South Australia has appointed MEC as the single Master Media Agency (MMA) for both brand and functional advertising. Whilst MEC is responsible overall for the supply of these services, it does have a sub-contracting arrangement with another organisation, Blaze Advertising, for the delivery of functional advertising services.

In order to achieve significant savings across government, all media bookings for advertising from government agencies and statutory authorities must be channelled through the appointed MMA and its subcontractor.

This scheme is mandatory as outlined in *Premier and Cabinet Circular oog: The Master Media Scheme for Government Advertising*. No government agency or statutory authority is permitted to place advertisements directly with any media. This requirement applies to both brand and functional advertising, which are described as follows:

Functional advertising is of a statutory or public notice type and typically has minimal creative content. Generally this type of advertising seeks to impart specific information in a direct and unembellished manner and is for immediate or short-term appearance. Functional advertising provides the public with information such as: recruitment, courses at tertiary educational institutions, auctions and sale of goods and properties, public notices, legal notices, emergency notices, road closures etc.

The Master Media Agency Advertising Guide is available from the functional advertising sub-contractor, Blaze Advertising on 8130 1900. Functional advertising design on a fee for service basis can also be provided if required.

Brand advertising typically involves creative content and endeavours to change behaviour or attitudes of the general public. Brand advertising has been typified by the use of emotional imagery and/ or copy that seeks to position the brand. For example:

- Motor Accident Commission – Anti Drink Drive
- SA Water - Water Restrictions and Rebates Campaigns
- SA Tourism – SA Visitor Campaign

Government agencies are also required to use MEC to undertake media strategy development and media planning for all brand advertising.

The Master Media Agency Advertising Guide is available from MEC on 8366 4744.

It is the responsibility of MEC to negotiate with the print and electronic media for volume discount rates, incentive discounts, community service activity, bonus airtime/space and other value-added services. MEC enters into media contracts on behalf of the Government of South Australia.

More information, including the process for briefing the master media agency and its sub-contractor, is available on the GCA website.

Marketing suppliers

Marketing suppliers, including creative advertising, graphic design, research and public relations consultants, may be appointed by government agencies to produce advertising and other communication materials.

The services may include some, or all, of the following:

- Communications or brand strategy development
- Creation of advertising concepts
- Marketing and advertising research
- Copywriting
- Graphic design
- Website construction and design
- Production of materials eg; photography, illustration, artwork, print, broadcast recordings, film and video, multi-media
- PR or media relations
- Project management and supervision
- Digital concepts and digital production (including social media)

When appointing an external supplier to provide creative services the process must be:

- Fair and equitable
- Conducted in accordance with the requirements of your department's Accredited Purchasing Unit (APU)
- Consistent with the requirements of the PCAG approval process.

A formal brief should be prepared when seeking creative services. An outline of the briefing process including mandatory elements relating to master media agency, conditions, requirements and selection criteria, can be found on the GCA website.

Evaluation

The Government of South Australia requires the evaluation of all marketing communications as part of the PCAG approval process. All agencies submitting a campaign for approval must nominate measureable evaluation criteria that reflect the objectives of the campaign in advance. All campaigns submitted to PCAG or GCA for approval as part of the PCAG approval process must also nominate a date to return with a formal evaluation.

The two main reasons for evaluation are:

Accountability

All government agencies must be accountable for their expenditure of public funds. Accountability is only possible when the results of expenditure are measured and reported.

Continuous improvement

The Government of South Australia is committed to continuous improvement. Measurement, assessment and analysis of the outcomes of communication activities allows for refinement and improvement in the quest for improved effectiveness.

Put simply, evaluation seeks to determine whether a communication activity worked - to what extent it achieved the desired outcomes, and why.

Evaluation should be guided by the following principles:

- All communication activities should be evaluated regardless of extent or budget. The complexity and extent of the evaluation will be governed by the magnitude of the activity and the outcomes to be measured
- Evaluation should be an integral part of the development of a communication activity, included from the commencement of planning
- Evaluation should directly address the communication objectives
- Care should be taken to ensure that the objectives of the communications activity are clearly defined, as distinct from the overall marketing or business objectives of a project
- Objectives should be measurable and achievable
- The method of evaluation should be appropriate to the outcomes to be measured. This may require that measurements be taken prior to campaign commencement to provide benchmarks for comparison
- The budget for a communication activity should include an appropriate allocation to undertake evaluation
- Evaluation should be conducted in a professional and objective manner.

An evaluation briefing paper and cover sheet template are available on the GCA website.

Maintenance of high standards

The Government of South Australia requires that all government communications comply with the highest standards of fairness, equity, probity and public responsibility, taking particular care to ensure:

- Compliance with all relevant state and federal privacy, electoral, broadcasting and media laws throughout every stage of the development, production and dissemination of the message
- Government of South Australia advertisements in any electronic medium are clearly distinguishable from party-political messages by the addition of the prescribed 'authorised/spoken by' tagging
- Accuracy and objectivity in the presentation of all facts, statistics, comparisons and other arguments, ensuring that the source of all data is indicated or that a means for identifying the data source is provided within the communication
- Compliance with all relevant government purchasing policies
- Sensitivity to cultural needs and issues when communicating with people from diverse ethnic or religious backgrounds
- Awareness of the communication requirements of groups of people with a disability
- The maintenance of the highest standards of decency and good taste in the portrayal of gender and sexuality
- Respect for all people, regardless of social standing, employment status, educational attainment, age, gender or any other attribute
- Access by groups who might otherwise be disadvantaged or disenfranchised by means of location, language or economic factors
- Use of simple English which is easily understood by a wide audience
- Communications are produced and disseminated by the most appropriate and environmentally responsible means, taking into account the characteristics, location and size of the intended target audience
- All statements, claims and arguments included in the communication are able to be substantiated
- The target audience has a convenient means of contacting the originating Government agency so that complaints, questions, comments or requests for further information may be dealt with promptly
- Compliance with all quotas, targets and policies which may be set by Government in respect of communications with groups such as culturally and linguistically diverse, rural and regional and other communities of interest or special need.

Non-discriminatory portrayals

The Government of South Australia is committed to marketing communications that portrays all people in a manner that is appropriate, not potentially harmful and that contributes positively to the elimination of discrimination based on:

- Race
- Physical or intellectual impairment
- Gender
- Age
- Marital status
- Sexuality.

Marketing communications should:

- Ensure that both the overall impression, and the individual elements of a communication, are consistent with equality
- Portray all groups as equally competent in a wide range of activities in the workplace, the home and the general community
- Avoid inappropriate or exploitative imagery and language that may be offensive or contribute to harmful stereotypes
- Use language that is non-offensive and inclusive
- Portray people in the full range of diversity including gender, sexuality, age, appearance and background
- Avoid inappropriate or exploitative sexual imagery that objectifies gender
- Take account of the context in which it will be heard or viewed
- Not use humour, artistic merit or historical setting as an excuse to stereotype or portray behaviour which is unacceptable within these guidelines.

Ethno-specific media and communication with non-English speaking and Aboriginal and Torres Strait Islander groups

The Government of South Australia requires its agencies to use ethnic and non-English speaking language media to communicate essential services and programmes.

Communication strategies must address the special needs of people whose first language is not English, and those of Aboriginal or Torres Strait Island descent.

Use of ethnic media and other forms of communication with people from diverse cultural and linguistic backgrounds should be included in briefs to:

- Creative agencies
- The Master Media Agencies
- Market researchers.

Access for hearing impaired

The Government of South Australia is committed to ensuring equity of access to government information and services. To promote equitable access for the hearing impaired it is required that:

- Closed captions be included in government television commercials
- Open captions be included in videos produced for public information.

Closed captions are encoded in audio-visual material and can be viewed on the screen using a teletext television, or a decoder for video viewing.

Open captions appear as superimposed text and do not require special equipment.

The following do not require captions:

- TV advertising of a commercial marketing nature or produced by agencies involved in competitive commercial environments
- Material that already conveys the required information in text or other visual form and cannot be improved by the inclusion of formal captioning
- Material relating to public emergency or disaster that is produced within a timeframe which precludes the opportunity for captioning.

More information on captioning is available through Media Access Australia at www.mediaaccess.org.au or by calling 02 9212 6242.

Access for sight and print impaired

The Government of South Australia is committed to ensuring equity of access to government information and services. This includes equitable access for people who are sight impaired including those who are blind, partially sighted or colour blind or who have other disabilities which restrict their access to standard printed materials.

Consideration of access is particularly important when members of these groups are a significant part of the target audience e.g. health services for the elderly. Some considerations for improved access include:

- Using large type, legible fonts and maximise contrast between background and type
- Choosing media that are accessible to sight/print impaired people e.g. radio
- Using audio to augment visual images in television advertising
- Numbers, addresses and dates spoken as well as displayed
- Using more than one medium and ensure that one provides audio support
- Using radio commercials to advise where more information can be accessed
- In print advertising advising how to access information in alternative formats
- Allowing people to respond by phone and online as well as through visual media e.g. forms or coupons
- Ensuring that emergency announcements are provided in spoken form on radio, and not solely displayed in text on television or in print media.

When it is appropriate to specifically target information to people with vision or print disabilities, or to supplement the information provided in mainstream media, use media specifically intended for these groups such as:

- Radio including Radio for the Print Handicapped
- Internet mailing list, webpages and email
- Audio tape and computer disk instead of brochures and flyers
- Newsletters and Braille publications issued specifically to reach these groups.

Blind Citizens Australia provides information and access to resources to assist and can be reached at www.bca.org.au

Commercial clearance

Television

Commercials Advice Pty Limited (CAD) is operated on behalf of television broadcasters that are members of Free TV Australia and provides the following services:

- Classification of commercials under the Commercial Television Industry Code of Practice. Commercials must be classified before broadcast on television
- Issue of advice numbers - CAD issues an advice number after a commercial has been classified. Television stations will not accept a commercial unless it has a current advice number.
- An information service for advertisers, agencies and production houses on legislative and regulatory requirements relevant to TV commercials.

CAD's Television Commercials Production Checklist contains a general overview of the main legislative requirements affecting commercials and is available on their website at www.freetv.com.au or by phoning 02 8968 7200.

Radio, Print, Outdoor, Cinema and Digital

Media other than television do not classify advertising material or require advice numbers in the manner of CAD. Radio, print, outdoor, digital and direct mail organisations do however subscribe to guidelines and codes for their own conduct.

Further information is available from:

Radio

Commercial Radio Australia
www.commercialradio.com.au
Phone: (02) 9281 6577

Outdoor

The Outdoor Media Association
www.oma.org.au
Phone: (02) 9357 9900

Print

Australian Publishers' Bureau
www.publishersbureau.com.au
Phone: (02) 9499 3412

Digital

Mobile Marketing Association
www.mmaglobal.com

Cinema

Val Morgan
www.valmorgan.com
Phone: (02) 8113 5600

Direct Mail

Australian Direct Mail Association
www.adma.com.au

Authorisation tags

Under the *Broadcasting Services Act 1992*, all television and radio broadcasters must accompany the broadcast of any political matter with a tag to assist the public to identify broadcasts which are political, and to prevent anonymous or falsely attributed political matter being aired.

The Australian Communications and Media Authority have developed a set of guidelines to assist advertisers that are available at www.acma.gov.au.

CAD includes guidelines for tags to political material in their Television Commercials Production Checklist. Visit Free TV Australia's website at www.freetv.com.au or phone 02 8968 7200. Creative services agencies and TV production houses can also assist with information.

The tag requirements on political matter for radio advertisements are the same as for television.

It should be noted that what constitutes political matter will be decided by CAD in the context of the political climate in the market, which may change through the lifetime of a commercial. There is frequently extended correspondence between CAD and government advertisers before a determination is reached on the need for a tag and allowance should be made for this possibility when setting time-lines.

Legal deposit obligations and recordkeeping requirements

Government agencies must fulfil both their legal deposit obligations (LDO) and record keeping responsibilities for all published work in accordance with the *Commonwealth Copyright Act 1968*, *State Libraries Act (SA) 1982* and *State Records Act 1997*.

This includes a requirement for one copy of any publication produced for external use to be deposited with the State Library and the Parliamentary Library (s.35, *Libraries Act 1982*). In addition to a publication being legally deposited, a further master copy needs to be retained permanently as an official record in accordance with General Disposal Schedule (GDS) No 15 under the *State Records Act 1997*. Official records created or maintained as part of the publication process also need to be disposed of in accordance with GDS 15.

For further information on LDO please the State Library or for information on record keeping requirements please contact your departmental records manager or State Records, Department of the Premier and Cabinet, for further information on both LDO and record keeping responsibilities.

Complaints regarding South Australian Government marketing communications

Complaints regarding South Australian Government marketing communications may be directed to the following key organisations:

Government Communications Advice, Department of the Premier and Cabinet

Please direct complaint or feedback in writing to:

Email: govcommunications@sa.gov.au

Address: "Complaints"
Government Communications Advice
Department of the Premier and Cabinet
GPO Box 2343
Adelaide, SA 5001

Website: www.govcommunications.sa.gov.au

The Chief Executive Officer of relevant Government Department

Contact details can be found at www.sa.gov.au

Advertising Standards Bureau (ASB)

Refer to website for information regarding the process for making a complaint:

Website: www.adstandards.com.au

The South Australian Ombudsman

Refer to website for information regarding process for making a complaint:

Website: www.ombudsman.sa.gov.au

The South Australian Auditor-General's Department

Email: audgensa@audit.sa.gov.au

Address: 9th Floor, State Administration Centre
200 Victoria Square
Adelaide
South Australia 5000

Website: www.audit.sa.gov.au