



Department of
Education

Advertising in Public Schools

Effective date: 13 September 2016

Version: 3.2

Accurate at the time of printing 29/07/2021.

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1. Policy statement

The Department of Education (the Department) undertakes advertising in accordance with the mandatory requirements for Western Australian public sector agencies.

2. Policy rules

All employees must comply with the [Government Advertising and Communications Policy and Guidelines](#), for campaign and non-campaign advertising.

For campaign and non-campaign advertising (excluding tenders, public notices and recruitment), employees must:

- receive approvals from Public Relations and Marketing before commencing any advertising; and
- book advertisements through the Advertising Common Use Arrangement (CUA) contractor specified by Public Relations and Marketing.

Guidance

All campaign and non-campaign advertising (except tenders, public notices and recruitment) for schools and central services is managed by Public Relations and Marketing. There is information about the advertising process for schools and the Public School Advertising Approval form on [Ikon](#) (staff only).

Schools use their own logos on advertising. Refer to [Use of the Department Logo](#). (staff only)

All advertisement placements are booked through the [Media Booking, Buying and Planning for Advertising Services](#) Common Use Arrangement (CUA) providers.

Tenders for capital works and projects covered by the [Public Works Act 1902](#) are managed by Building Management and Works in the Department of Finance.

All tenders for items covered by the State Supply Commission Act are managed by Commercial Services.

The advertising and sponsorship referred to in the [School Education Act 1999](#) and [School Education Regulations 2000](#) (49 and 50) are not covered by this policy.

3. Responsibility for Implementation and Compliance

Implementation of the policy is the responsibility of principals and line managers.

Compliance monitoring is the responsibility of the Director, Communications and Media.

4. Scope

This policy applies to all employees.

5. Definitions

Campaign advertising

Campaign advertising is any promotional advertising that requires significant creative input. It is usually intended to educate or inform the public regarding services, products or and usually comprises an ongoing series of advertisements.

Non campaign advertising

Non-campaign advertising is generally short-term advertising that does not appear regularly, seasonally or as part of an ongoing campaign promoting Government services or initiatives. It is characterised as recruitment for specific job vacancies, auctions, tenders, announcements, public and statutory notices, invitations to make submissions or apply for grants and emergency notices and; school enrolments, open days and similar advertising. Government agencies are responsible for the review and approval of all non-campaign advertising.

6. Related documents

Relevant legislation or authority

[Government Advertising and Communications Guidelines](#)

[Government Advertising and Communications Policy](#)

[Public Works Act \(WA\)](#)

[School Education Act 1999 \(WA\)](#)

[State Supply Commission Act \(WA\)](#)

Other documents

[Use of the Department Logo \(staff only\)](#)

[Public Schools Advertising Approval Form \(staff only\)](#)

7. Contact information

Policy manager:

Director, Communications and Media

Policy contact officer:

Public Relations Coordinator
Public Relations and Marketing
T:9264 4222

8. History of changes

Effective date	2 February 2012
Last update date Policy version no.	2.0
Notes	Corp Ex endorsed revised policy 10.10.11.

Effective date	2 February 2012
Last update date	4 April 2014
Policy version no.	2.1
Notes	Appendix A replaced and contact details updated. Approved Policy Subcommittee 26.3.14.

Effective date	11 September 2020
Last update date	13 September 2016
Policy version no.	3.0
Notes	Major review streamlined content into a policy document. Endorsed by Director General at Corporate Executive on 29 July 2016.

Effective date	13 September 2016
Last update date	23 November 2017
Policy version no.	3.1
Notes	Minor changes to the CCM intranet link under and minor name change. D17/0504431

Effective date	13 September 2016
Last update date	3 November 2020
Policy version no.	3.2
Notes	Minor changes to links, references and contact details. D20/0558276

9. More information

Supporting content

No supporting content found.

Policy review date

13 September 2019

Policy last updated

3 November 2020
