



New South Wales

Government Advertising Amendment (Certification Arrangements) Regulation 2013

under the

Government Advertising Act 2011

His Excellency the Lieutenant-Governor, with the advice of the Executive Council, has made the following Regulation under the *Government Advertising Act 2011*.

BARRY O'FARRELL, MP
Premier

Explanatory note

The objects of this Regulation are as follows:

- (a) to exempt routine government advertising campaigns from requirements under the *Government Advertising Act 2011* relating to government advertising campaigns,
- (b) to make any such exemption for a campaign conditional on the provision of a certificate by an authorised officer that the campaign is accurate, necessary for a public purpose and efficient and cost effective for achieving that purpose.

This Regulation is made under the *Government Advertising Act 2011*, including sections 4 (5) and 15 (the general regulation-making power).

2013 No 303

Government Advertising Amendment (Certification Arrangements)
Clause 1 Regulation 2013

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1 Name of Regulation

This Regulation is the *Government Advertising Amendment (Certification Arrangements) Regulation 2013*.

2 Commencement

This Regulation commences on the day on which it is published on the NSW legislation website.

Schedule 1 Amendment of Government Advertising Regulation 2012

Clause 5

Insert after clause 4:

5 Exemption of routine advertising from requirement for head of agency compliance certificate

- (1) This clause applies to Government advertising campaigns (*routine campaigns*) where the cost of the campaign is not likely to exceed \$50,000 and the campaign principally involves the dissemination of any of the following:
 - (a) information about routine matters relating to the provision of services, including notification of service changes,
 - (b) information about requirements imposed on persons,
 - (c) community announcements or notices about community events or activities,
 - (d) notices or announcements required to be made by or under any law,
 - (e) recruitment notices,
 - (f) government tender or procurement notices.
- (2) A routine campaign, and the Government agency concerned, are exempt from section 8 of the Act if:
 - (a) the campaign is procured on behalf of the agency by a member of staff, or a member of staff who is a member of a class of members of staff, authorised in writing by the head of the agency, and
 - (b) the authorised officer is otherwise authorised to incur the expenditure on behalf of the agency, and
 - (c) the authorised officer certifies in writing, before or after the campaign begins, that the campaign:
 - (i) is a campaign to which this clause applies, and
 - (ii) complies with the Act, the regulations and the Government advertising guidelines, and
 - (iii) contains accurate information, and
 - (iv) is necessary to achieve a public purpose, and
 - (v) is an efficient and cost effective means of achieving that purpose.