

Queensland Government Advertising Code of Conduct 2013

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Queensland Government Advertising Code of Conduct

As the basis for the development of communication campaigns, Queensland Government departments must observe an Advertising Code of Conduct (the Code).

Campaigns should be planned, developed, implemented, funded and evaluated in accordance with the Advertising Code of Conduct, taking into account the following:

1. There must be a direct and obvious benefit to the people of Queensland.
2. Advertising must be directed at, and focused on, the sections of the community to which it is relevant. It must have an educative or informative role dealing with something that is new or about which the community is unaware or unclear.
3. The clear benefit from any Government advertising must be in its informative or educative role so that there can be no perception of any party-political benefit.
4. Advertising must be presented in objective language and be free of political argument.
5. Advertising must not try to foster a positive impression of a particular political party or promote party-political interests.
6. Advertising must not:
 - (a) mention the party in Government by name;
 - (b) directly attack or scorn the views, policies or action of others such as the policies and opinions of the other political groups;
 - (c) include party political slogans or images;
 - (d) be designed to influence public support for a political party, a candidate for election or a Member of Parliament; or
 - (e) refer or link to the websites of politicians or political parties.
7. There should be no advertising within six months of the scheduled date for an election unless there is an urgent emerging issue.
8. Money designated for service delivery in a State Budget must not be diverted to the cost of advertising.
9. In relation to Point 7, it is not practical or desirable to effectively prohibit all advertising in the lead-up to an election. To assist in determining which advertising should cease, the following information is provided:
 - a) Normal advertising associated with departmental programs, initiatives or projects is still possible so that such activities are not curtailed (e.g. community consultation or communicating project specific information).
 - b) Social education information (e.g. road safety campaigns, health campaigns, any emergency service information) is still allowed.
 - c) Whole-of-Government campaigns, which usually focus on particular initiatives of the Government, need to be carefully considered in the six month period.



Any such issue would need to be pre-approved by relevant officers within the Department of the Premier and Cabinet who advise on caretaker conventions. It should be noted in relation to (c), that the code does provide for urgent emerging issues (e.g. new laws) to be addressed through advertising if required.

The above Code applies to print advertising (e.g. Newspapers, magazines and inserts), electronic advertising (e.g. Television, radio and internet), outdoor media (e.g. Billboards, bus/taxi advertisements) and all other types of media services covered under the Queensland Government Master Media Advertising Placement Services Standing Offer Arrangement.

Additionally, brochures, newsletters, direct mail outs and other like forms of communications must conform to the above conditions set down for advertising.

