



Customer
Service

McKell Building – 2-24 Rawson Place, Sydney NSW 2000
Tel 02 9372 8877 | TTY 1300 301 181
www.nsw.gov.au

Office of the Secretary

Our reference: COR-04188-2020

Mr Greg Piper MP
Chair
Legislative Assembly
Public Accounts Committee
By email: pac@parliament.nsw.gov.au

Dear Mr Piper

Thank you for your further correspondence about government advertising and the Auditor General's Performance Audit on Government Advertising 2017-18 report.

The Department of Customer Service (DCS) recognises the importance of the issues raised by the Performance Audit and in your letter of 29 June 2020.

DCS has further reviewed the responses of agencies examined in the audit and the regulatory and policy guidance on government advertising, including NSW Treasury's guidance on the preparation of cost benefit analysis. DCS is of the view that compliance with this framework (and internal procurement policies) is a matter for agency heads and we are satisfied that the framework is sufficient to ensure government advertising is both effective and efficient.

The audit does, however, reinforce the important role of DCS in reviewing campaign objectives and performance as part of peer review for all campaigns over \$250,000. DCS will continue to ensure objectives are set appropriately by agencies using the best available insights and benchmarks and, for repeat campaigns, there is strong evidence of campaign effectiveness before subsequent phases are approved.

If you would like to discuss this further please contact [REDACTED]

Yours sincerely

[REDACTED]

Emma Hogan
Secretary

Date: 15/07/20