

**Submission  
No 14**

**EXAMINATION OF THE AUDITOR-GENERAL'S  
PERFORMANCE AUDIT REPORTS DECEMBER 2014  
- JUNE 2015**

**Organisation:** Department of Industry  
**Name:** Mr Simon Smith  
**Position:** Secretary  
**Date Received:** 6 July 2016

## IMPLEMENTATION OF RECOMMENDATIONS – Auditor-General’s performance audit report – Government Advertising 2015

### Department of Industry, Skills and Regional Development

Recommendation	Accepted or rejected	Action to be taken	Due date	Status and comment	Responsibility
21. The department should use the government central MAS contract for media planning and buying	Accepted	Ensure MAS contract is in use across the department	Dec 2015	<b>Complete</b> - The MAS contract is in use and being promoted on the intranet. The new advertising policy will reiterate that the use of MAS is required, and further promotion of the service will be undertaken when the new advertising policy is approved for implementation.	Communication & Engagement Branch
22. The department should report back to DPC on campaign expenditure and outcomes at the completion of each advertising campaign	Accepted	Resolve limitation of financial information system that is resulting in inconsistent compliance across the department with requirement to report back to DPC on campaign expenditure and outcomes	Dec 2015	<b>Complete</b> - The previous limitation of the department's financial information system identified in the audit resulting in this requirement was not being consistently met has been resolved. Ten (10) Project Category codes relevant to government advertising have been created within the financial management system (SAP). Note that the category codes identified have been included in the advertising policy and internal operational processes for staff to use (refer point 23). This will enable consistent and accurate record keeping and future reporting.	Communication & Engagement Branch
23. The department should establish policies and procedures that set out minimum requirements for managing advertising campaigns to ensure they comply with government advertising requirements, and internal processes align with the certification statement for government advertising campaigns	Accepted	Develop policy framework to guide management of advertising campaigns to ensure minimum requirements for compliance and certification are met	Dec 2015	<b>Delayed</b> - A new advertising policy outlining internal operational processes has been developed for the department based on the NSW Government Advertising Guidelines. It was delayed due to restructure of department's communications functions however is now awaiting final approval.	Communication & Engagement Branch



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24. The department should establish policies and procedures to govern their digital media content to ensure it is accurate and appropriate prior to publishing	Accepted	Review department's policy and other guidance material on digital content and establish new policies/procedures to address any gaps	Dec 2015	<p><b>Complete</b> - the department has a suite of policy and other guidance material governing digital media content, to ensure it is accurate and appropriate. This suite comprises policies on social media, publishing, copyright, media and domain names for web-based solutions, plus operational guidance material on writing for ministers and the public and photographic release.</p> <p>A digital governance framework has been developed and a digital policy and procedures drafted.</p>	Communication & Engagement Branch
25. The department should review their own policies and ensure they comply with ICAC guidelines and DPC policy, and address potential risks specific to their agency in relation to sponsorships and other similar arrangements	Accepted	Review department's policies and other guidance material and implement measures as required to ensure risks are addressed	June 2016	<p><b>Complete</b> - the department's sponsorship policy has been amended to directly address the risk of conflicts of interest. Procurement e-learning resources have been developed for all staff, and the principles of the Behaving Ethically framework (developed by the Public Service Commission) have been integrated into the department's Code of Conduct.</p>	Communication & Engagement Branch