

**Submission  
No 17**

**EXAMINATION OF THE AUDITOR GENERAL'S PERFORMANCE AUDIT  
REPORTS JUNE - DECEMBER 2020**

**Organisation:** NSW Rural Fire Service

**Date Received:** 17 September 2021



## NSW RURAL FIRE SERVICE

Mr Greg Piper MP  
Chair, Public Accounts Committee  
Parliament of NSW  
Macquarie Street  
SYDNEY NSW 2000

Your reference  
Our reference

E: [pac@parliament.nsw.gov.au](mailto:pac@parliament.nsw.gov.au)

Dear Mr Piper

### **Auditor-General's performance audit report – Government Advertising 2018-19 and 2019-20**

Thank you for the opportunity to provide feedback on the Auditor-General's Performance Audit Report on Government Advertising. The RFS 'How fireproof is your plan' campaign of 2019-20 was subject to the audit.

No recommendations were made for the RFS to action. The Service's response to the audit is contained in the published report.

Since the audit, the RFS has ensured alternatives to advertising are considered and more fully outlined in the required Cost Benefit Analysis. It has also refined campaign objectives, which are based on benchmarking research conducted at the start of each campaign year.

In addition, the RFS has provided feedback to the Department of Customer Service through its regular campaign review process and the Department's regular review of the Peer Review process. This feedback included suggestions on streamlining the approval process and template documents.

Should you require anything further on this matter, please contact [REDACTED]

Yours sincerely

[REDACTED]  
Rob Rogers AFSM  
Commissioner

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