

**Submission  
No 18**

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

**Organisation:** NSW Department of Customer Service

**Date Received:** 14 January 2022



**Customer  
Service**

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**Office of the Secretary**

*Our reference: COR-08549-2021*

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

Dear Mr Piper,

Thank you for your correspondence about the Auditor-General's performance audit of government advertising 2018-19 and 2019-20.

As requested, please find attached a summary of how the Department of Customer Service has addressed all recommendations in this audit report within the agreed timeframes. We view these audits as an opportunity for us to continue making refinements to the regulatory framework for government advertising as required.

If you have any further questions please contact [REDACTED], Director, NSW Government Brand and Campaigns on [REDACTED].

Yours sincerely

[REDACTED]

Greg Wells  
**Acting Secretary**

Date: 14/01/22

## IMPLEMENTATION OF RECOMMENDATIONS

### Department of Customer Service

### Government advertising 2018-19 and 2019-20

RECOMMENDATION	ACCEPTED OR REJECTED	ACTIONS TO BE TAKEN	DUE DATE	STATUS (completed, on track, delayed) and COMMENT	RESPONSIBILITY (Section of agency responsible for implementation)
1	Accepted in principle	a) Prior to 30 June 2021, the nsw.gov.au website will be updated to ensure such evaluation directly connects to campaign objectives.	30 June 2021	Complete. DCS has completed website updates and communications via its regular channels (newsletters, cross agency meetings).	NSW Government Brand and Campaigns team (Brand, Digital & Communications Branch)
2	Accepted in principle	a) Prior to 30 June 2021, DCS will provide further guidance to agencies on setting appropriate campaign objectives.	30 June 2021	Complete DCS updated its advertising submission template ahead of the 2021/22 financial year which provides greater guidance.	NSW Government Brand and Campaigns team (Brand, Digital & Communications Branch)
		b) Prior to 30 June 2021, DCS will however consult with agencies about the issues related to this finding and remind agencies of this policy requirement through its regular communications with agencies (website, newsletters and peer review).	30 June 2021	Complete <ul style="list-style-type: none"> <li>• DCS discussed requirement with agency stakeholders and will continue to refine and communicate best practice application.</li> <li>• DCS reminded agencies of this requirement via regular communications channels (newsletters, cross agency meetings).</li> </ul>	NSW Government Brand and Campaigns team (Brand, Digital & Communications Branch)