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



McKell Building – 2-24 Rawson Place, Sydney NSW 2000 Tel 02 9372 8877 | TTY 1300 301 181 ABN 81 913 830 179 | www.nsw.gov.au

#### Office of the Secretary

Our reference: COR-08549-2021

Mr Greg Piper MP Chair Legislative Assembly Public Accounts Commitee By email: 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 product please, Director, NSW Government please contact please

Yours sincerely

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	Update its guidance to ensure that post- campaign evaluations are not used to measure sentiment towards the government.	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	Review its guidance and the new process for campaign review to ensure that they support agencies to comply with all requirements set out in the Act, the regulations and the guidelines including common areas of deficiency such as:	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)
	<ul> <li>the development of campaign objectives and</li> <li>identifying options other than advertising that could be used to achieve campaign objectives and assessing the costs and benefits of these options when a cost benefit analysis is required under the Act targets that are sufficient to fully measure campaign effectiveness.</li> </ul>		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	DCS discussed requirement with agency stakeholders and will continue to refine and communicate best practice application.      DCS reminded agencies of this requirement via regular communications channels (newsletters, cross agency meetings).	NSW Government Brand and Campaigns team (Brand, Digital & Communications Branch)