

**Supplementary  
Submission  
No 18a**

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

**Organisation:** NSW Department of Customer Service

**Date Received:** 9 June 2022



Customer  
Service

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](http://www.nsw.gov.au)

**Office of the Secretary**

*Our reference: COR-02891-2022*

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 recent correspondence seeking further information from the Department of Customer Service (the Department) in response to recommendation 1 of the Performance Audit of Government Advertising 2018-19 and 2019 report.

In response to this recommendation, the Department has updated its guidance to NSW Government agencies to help ensure post-campaign evaluations are not used to measure sentiment towards the government, including by:

- Updating the Department's website (<https://www.nsw.gov.au/nsw-government-communications/evaluation>) in the relevant sections on campaign evaluation to include the following content: *All government advertising must be apolitical in line with the Government Advertising Act 2011. Campaign evaluation activity should be clearly linked to campaign objectives*.
- Inclusion of a verbal update on this matter as an agenda item at a cross-agency marketing leaders meeting on 19 May 2021 (attended by approximately 20 agencies) with follow up written notes supporting the update provided to attendees.
- An article highlighting this guidance in the NSW Government Communications e-newsletter on 3 June 2021, circulated to all government communications contacts across agencies (approx. 1850 recipients).
- Updated templates for the advertising Peer Review process (managed by DCS for all campaigns over \$250,000) reinforce that campaign evaluation must link to the campaign objectives and track campaign effectiveness against defined targets. Design of objectives and campaign evaluation is also comprehensively discussed between DCS and agencies during the peer review process for individual campaigns.

I trust this information addresses your query. If you would like more information, please contact [REDACTED], Director, NSW Government Brand and Campaigns on [REDACTED] or [REDACTED]

Yours sincerely

[REDACTED]

Emma Hogan  
**Secretary**

Date: 07/06/22