

Interpreting and Applying the Guidelines for Government Advertising



Checklist: Assessing material against the Guidelines

Ask yourself all of the following questions:

1. Does the advertising clearly relate to the agency's functions?
2. Does the advertising fall into one of the four broad categories of justifiable information needs set out in the Guidelines?
3. Does the public *need* to know this?
4. Is the spending of public funds justified in this case?
5. Does the public need to know this *now*?
6. How could the current context impact public perception of this advertising?
7. Will the public be able to understand what they need to know and why they are being told now when they view the advertising? And will this remain true if the public only sees one piece of campaign collateral?
8. Will it be clear to the public that the advertising is from government?
9. Will my chief executive be comfortable with the proposed approach and are they across this?
10. Are all the relevant people aware of and involved in the advertising at the appropriate time?
11. Is everyone involved aware of how the Guidelines, this supplementary guidance, and the principle of political neutrality apply to the advertising?
12. Is the advertising politically neutral?
13. Does the advertising align with the presentation criteria set out in the Guidelines?

If you still have outstanding questions or concerns after conducting this assessment, the Commission is available to help you work through the matter.

You can contact the team at: election@publicservice.govt.nz

