

SA Health

Policy

Advertising

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Version 2.1

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Government
of South Australia

SA Health

1. Name of Policy

Advertising

2. Policy statement

This policy provides the mandatory requirements for the development, implementation and approval of all functional and campaign advertising within SA Health.

3. Applicability

This policy applies to all employees and contracted staff of SA Health; that is all employees and contracted staff of the Department for Health and Wellbeing (DHW), Local Health Networks (LHNs) including statewide services aligned with those Networks and SA Ambulance Service (SAAS).

4. Policy principles

SA Health's approach to advertising is underpinned by the following principles:

- > We will ensure that all functional and campaign advertising adheres to relevant mandatory Government of South Australia Circulars and guidelines.
- > We will ensure that all campaign advertising is the result of a planned, coordinated communications plan that is appropriately approved.
- > We will ensure that all functional advertising has been appropriately approved.
- > We will ensure that all communications are strategically sound, have clear objectives aligned to government priorities, and are produced and distributed efficiently and cost effectively.

5. Policy requirements

Planning and management

DHW, LHNs and SAAS must ensure:

- > The South Australian Government Advertising and Insights Hub (the Hub) in the Department of the Premier and Cabinet (DPC) is engaged before commencing any campaign advertising.
- > Advertising campaigns will be developed by the Hub in collaboration with DHW, LHNs and SAAS (unless they have an approved exemption from DPC), with DHW, LHNs and SAAS retaining responsibility for non-advertising components of brand advertising campaigns, as well as all functional advertising and other communication and media functions for their agency.
- > All advertising is the result of a communications plan, approved by the Manager/Director of the relevant entity's communications team.
- > All advertising is developed in accordance with [PC 005 – Whole Of Government Communications, Branding And Advertising](#).
- > External agencies are only engaged after consultation with the Hub and the relevant entity's communications team, and a budget source is identified by the relevant entity..
- > Lead times consider the following requirements:
 - At least seven working days lead-in time is required for functional advertising.
 - Longer lead-in times are required for some advertising channels (e.g. regional press).
 - A minimum three month lead-in time for campaigns with a paid media component.

Functional advertising

DHW, LHNs and SAAS must ensure the relevant entity's Communications Team is engaged to develop and publish any functional advertisement in accordance with *Appendix 1: Functional Advertising and Functional Social Media Advertising Mandatory Instruction*.

Functional social media advertising (boosted content)

DHW, LHNs and SAAS must ensure:

- > Functional social media advertising is used only where there is a limited budget and a functional social media post is the only paid media tactic in a communications plan, or when social media is the best way to communicate a once-off announcement such as a public health alert, event, visiting services or service changes.
- > The relevant entity's Communications Team is engaged to manage all functional social media advertising via approved social media channels, and in accordance with *Appendix 1: Functional Advertising and Functional Social Media Advertising Mandatory Instruction*.

Campaign (brand) advertising

DHW, LHNs and SAAS must ensure:

- > All advertising campaigns are the result of a planned, coordinated communications brief approved by the Hub and the Manager/Director of the relevant entity's Communications Team and the Director of the Business Unit/Branch requesting the campaign. This must include approval of the budget.
- > The Hub will develop and brief external agencies involved in the campaign (creative, media, research) to ensure procurement processes are followed and briefs are in line with the approved communications plan.
- > All paid advertising is evaluated. A formal evaluation must be completed for all campaigns.

6. Mandatory related documents

The following documents must be complied with under this Policy, to the extent that they are relevant:

- > [PC 005 – Whole Of Government Communications, Branding and Advertising](#)
- > [Government of South Australia Marketing Communications Guidelines](#)
- > [Government of South Australia Recruitment Advertising Policy and Guidelines](#)
- > [Communications Policy](#)

7. Supporting information

- > [Master Media Scheme: Media Panel Rules of Engagement](#)
- > [Master Media Scheme: Guide to Functional Advertising](#)
- > [Government of South Australia Communications and Marketing templates](#)

8. Definitions

- > **Advertising:** includes but is not limited to broadcasting (television, radio), outdoor (bus shelters, billboards, venue ads), print (newspapers, magazines), promotional and digital (social media, online) communications.

- > **Campaign (brand):** advertising that typically involves a high level of creative content such as taglines and images, endeavours to change behaviour or attitudes of the general public and is of mid to long-term appearance.
- > **Delegate:** the Chief Executive of an entity may delegate approval on functional advertising to another Executive within the entity, for example, the Executive Director of Communications.
- > **Entity:** includes the Department for Health and Wellbeing, Local Health Networks (including statewide services aligned with those Networks), and SA Ambulance Service.
- > **External agencies:** includes but is not limited to advertising, creative, media, market research agencies.
- > **Functional advertising:** advertising which is of a statutory or public notice type and has minimal creative content (imagery or branding). This type of advertising seeks to impart specific information in a direct or unembellished manner and is for immediate or short-term appearance, such as events, public notices, public health alerts, legal notices, tenders and recruitment.
- > **Government Advertising and Insights Hub (the Hub):** a unit within DPC accountable for planning, procuring, developing, and evaluating all state government brand advertising campaigns and related research for 31 Prescribed Agencies, irrespective of the total value.
- > **Government Communications Advisory Committee (GCAC):** the Committee responsible for facilitating the Government Communications Approval Process. Meetings are held fortnightly.
- > **Master Media Panel/Agency:** the agency/ies that have been appointed on behalf of the South Australian Government to undertake media strategy, planning and booking for all government agencies. Use of the panel is mandatory.
- > **Statewide services:** includes Statewide Clinical Support Services, Prison Health, SA Dental Service, BreastScreen SA and any other statewide services that fall under the governance of the Local Health Networks.

9. Compliance

This policy is binding on those to whom it applies or relates. Implementation at a local level may be subject to audit/assessment. The Domain Custodian must work towards the establishment of systems which demonstrate compliance with this policy, in accordance with the requirements of the [Risk Management, Integrated Compliance and Internal Audit Policy](#).

Any instance of non-compliance with this policy must be reported to the Domain Custodian for the Communications Policy Domain and the Domain Custodian for the Risk, Compliance and Audit Policy Domain.

10. Document ownership

Policy owner: Domain Custodian for the Communications Policy Domain

Title: Advertising Policy

Objective reference number: A6708125

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11. Document history

Version	Date approved	Approved by	Amendment notes
1.0	18/10/2007	Director, Media and Communications	Original

1.1	03/09/2010	Communications Officer, Media and Communications Branch	Updated (minor)
1.2	24/04/2014	Senior Project Officer, Media and Communications Branch	Updated (minor)
1.3	04/01/2016	Senior Communications Advisor, Media and Communications Branch	Updated to reflect Government Communications Advice Functional Advertising changes
2.0	21/04/2023	Chief Executive, Department for Health and Wellbeing	Updated into the Policy Framework template and requirements.
2.1	11/06/2023	Chief Executive, Department for Health and Wellbeing	Update to reflect PC 005 – Whole Of Government Communications, Branding And Advertising mandatory requirements

12. Appendices

Appendix 1: Functional Advertising and Functional Social Media Advertising Mandatory Instruction

Appendix 1: Functional Advertising and Functional Social Media Advertising Mandatory Instruction

The following Instruction must be complied with to meet the requirements of this Policy.

1. Functional Advertising

- 1.1. DHW, LHNs and SAAS must ensure that the relevant entity's Communications Team is engaged to develop and publish any non-recruitment functional advertisement.
- 1.2. The Communications Team must:
 - 1.2.1. Work with the Master Media Panel via the WOnline portal to plan the advertisement, including placement, design, budget and deadline;
 - 1.2.2. Seek approval on the content, placement and cost of the advertisement by the relevant Director within deadline;
 - 1.2.3. Seek approval on the advertisement from the Chief Executive or a delegate via a Functional Advertising request form;
 - 1.2.4. Book the advertisement only once fully approved, and ensure the Branch is invoiced accordingly; and
 - 1.2.5. Engage the Master Media Panel to facilitate despatch of the advertisement.

2. Functional Social Media Advertising

- 1.1. DHW, LHNs and SAAS must ensure that the relevant entity's Communications Team is engaged to manage all functional social media advertising via approved social media channels.
- 1.2. The Communications Team must:
 - 1.2.1. Draft the content, confirm the targeting and budget;
 - 1.2.2. Seek approval on the content, targeting and budget by the relevant Director;
 - 1.2.3. Once approved, manage all functional social media advertising via a Meta Business Manager account set up by the Master Media Agency; and
 - 1.2.4. Ensure the Branch is invoiced accordingly.