

Policy and Procedure Register updates – Summary of changes to: Advertising procedure

1. Reason for new/updated policy or procedure <i>(select all that apply)</i>		
<input type="checkbox"/> Change of policy/procedure requirements	<input type="checkbox"/> Audit/review recommendation	
<input type="checkbox"/> Change to legislation/delegations	<input checked="" type="checkbox"/> Due for review	<input type="checkbox"/> Other
<p>The Advertising procedure has been updated to align with the department's Policy and Procedure Framework. This review aimed to improve the useability of the procedure and provide clarity around the existing responsibilities and processes for employees when advertising.</p>		
2. Summary of changes		
<p>The overall intent of the procedure has not changed. The majority of changes have been to simplify and clarify the requirements for both school and corporate staff to ensure incoming and outgoing advertising continues to be undertaken in an appropriate manner.</p> <p>Particular attention has been paid to simplifying the responsibilities, including the removal of responsibilities for the Parents and Citizens (P&C) association as they sit outside the jurisdiction of this procedure.</p> <p>To improve clarity and understanding, the process section has been organised by outgoing and incoming advertising, school and corporate offices and non-campaign and campaign advertising.</p> <p>Content relating to political advertising in schools has been consolidated into a separate one page protocol to help better inform school-based employees of the requirements around this type of advertising.</p> <p>The advertising checklist for schools has been updated to ensure ease of use for school-based employees on the requirements for advertising.</p>		
3. Impacts to roles and responsibilities		
Does the new/updated content change staff roles/responsibilities <i>in any way</i> ?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<i>If yes, select the type of change: (select all that apply)</i>		
<input checked="" type="checkbox"/> Revised responsibilities <input type="checkbox"/> New/additional responsibilities <input type="checkbox"/> Removed responsibilities		
Position title	Summary of change	Page #
Employees (school and non-school)	Responsibilities remain unchanged from previous procedure, rather this group was not specifically addressed in the previous procedure.	2
Principals	Responsibilities have been consolidated and simplified from the previous procedure to provide clarity.	2
Directors and Regional Directors	Responsibilities have been consolidated and simplified, previous procedure addressed these separately.	2

Executive Directors, Assistant Directors-General and Deputy Directors-General	Responsibilities have been consolidated and simplified from the previous procedure to provide clarity.	2
Executive Director, Strategic Communication and Engagement	Responsibilities have been consolidated and simplified from the previous procedure to provide clarity.	2
Director-General	Responsibilities have been simplified from the previous procedure to provide clarity.	2
Parents and Citizens' Associations	Have been removed from the procedure.	-

4. Communication and support for implementation

As the overall intent of the procedure is unchanged, communication, support and training will be delivered on an as needs basis through the department's communications community of practice. Notice that the procedure has been updated will be communicated through the department's internal communication channels – namely, the all staff eNewsletter and intranet.

Strategic Communication and Engagement are available to provide support to school principals and regional office staff who have questions regarding advertising.

For further assistance, please contact:

Strategic Communication and Engagement

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