

Appendix one – Responses from agencies

Response from TAFE NSW



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PO Box 707
Broadway NSW 2007

Ms Margaret Crawford
NSW Auditor-General
Audit Office of NSW
GPO Box 12
SYDNEY NSW 2001

DOC 23/4267

Performance Audit – Government Advertising 2021-22

Dear Ms Crawford

I refer to your correspondence sent from the Audit Office of NSW on the 25 January 2023, inviting TAFE NSW to provide a formal response to the final audit report to be tabled in NSW Parliament on 28 February 2023.

TAFE NSW accepts the recommendations in the report shared as outlined below and will work to ensure adherence before 30 June 2023.

Recommendation	TAFE NSW Response	Comments	
By 30 June 2023, TAFE NSW should:			
1	Implement processes that ensures cost-benefit analyses are completed before the launch of a government advertising campaign over \$1 million.	Accepted	TAFE NSW has appointed an external consultant to complete the FY24 cost benefit analysis. TAFE NSW has also engaged a consultant to retrospectively conduct this analysis for the FY22 and FY23 advertising submissions.
2	Implement a process that ensures advertising compliance certificates are completed by the Managing Director only after all regulatory requirements have been met.	Accepted	TAFE NSW will ensure all regulatory requirements are complete before the FY24 compliance certificate is signed by the Managing Director.

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	Recommendation	TAFE NSW Response	Comments
3	Consider adding to its current evaluation methods by surveying a population which closely reflects the age profile of its intended target audience.	Accepted	TAFE NSW will consider adding to its current evaluation methods by using alternative analysis percentages for ongoing reporting.

TAFE NSW has also carefully considered additional findings in the report and will specifically continue to work with the Department of Customer Service (DCS) to improve our annual advertising submission process and reporting in the future.

Your sincerely



Stephen Brady
Managing Director
TAFE NSW
 17 February 2023

Response from Department of Customer Service



Customer
Service

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Office of the Secretary

*Our reference: COR-00379-2023
Your reference: D2300643/P0002858*

Ms Margaret Crawford
Auditor-General for New South Wales
Audit Office of NSW
By email: mail@audit.nsw.gov.au

Dear Ms Crawford

Report on the Performance Audit– Government Advertising 2021-22.

Thank you for your report on the Performance Audit on Government Advertising 2021-22 which focussed on the TAFE NSW 2021-22 Annual Campaign.

I note your audit recommends that DCS improve whole-of-government reporting and monitoring processes to provide the NSW Government with a central view of compliance across all aspects of the government advertising regulatory framework, including the completion of agency cost-benefit analyses.

DCS is always keen to consider opportunities to enhance the management and effectiveness of government advertising. DCS will continue to support heads of agencies meet their compliance obligations. In response to the findings and associated recommendation for DCS of your report, DCS will take additional actions encouraging campaign compliance and facilitate central publishing of campaign documents.

DCS will continue to:

1. Provide regular written and verbal guidance to agencies on their campaign compliance responsibilities with the NSW Government advertising regulatory framework via its lead role in peer review.
2. Include in each campaign's peer review completion letter an explicit reminder that agencies must complete the following prior to commencement of advertising:
 - o Advertising Compliance Certificate signed by the head of agency and make it publicly available online,
 - o Cost benefit analysis (if over \$1 million).

DCS accepts the audit recommendation and by 30 June 2023, will:

1. Write to Heads of Agency and agency campaign teams to remind them of their roles in ensuring campaign compliance.
2. Publish an updated version of the Advertising Compliance Certificate template that will outline the additional compliance responsibilities for the campaign, including completion of peer review and a cost benefit analysis, if over \$1 million.

3. Update Peer Review templates to include a checklist for agencies to remind them of their compliance responsibilities.
4. Publish a central page on the NSW Government website that all agencies can make their Advertising Compliance Certificates publicly available. DCS will also encourage agencies to publish their Cost Benefit Analyses on this same page.

If you would like more information, please contact Isobel Scouler, Director, NSW Government Brand and Campaigns

Yours sincerely

A handwritten signature in black ink, appearing to read 'Emma Hogan', with a stylized flourish at the end.

Emma Hogan
Secretary

Date: 23/02/23