Independent Report on the Re-invigoration of the National Tobacco Strategy 2010 Campaign

To the Minister for Health and Ageing

Introduction

The Government’s Guidelines on Campaign Advertising by Australian Government Departments and Agencies (the Guidelines) state that Government information and advertising campaigns can only be approved for launching by the responsible Minister where:

- the Chief Executive of the agency undertaking the campaign certifies that the campaign complies with the Guidelines and relevant Government policies; and
- for those campaigns with expenditure in excess of $250 000, the Auditor-General provides a report to the Minister responsible for the agency undertaking the campaign as to the proposed campaign’s compliance with the Guidelines.

Scope

I have undertaken a review of the Re-invigoration of the National Tobacco Strategy 2010 Campaign, administered by the Department of Health and Ageing to enable me to report on the proposed campaign’s compliance with the Guidelines.

The Guidelines state that campaigns should be instigated only where a need is demonstrated, target recipients are clearly identified and the campaign is based on appropriate research, and require that:

- material should be relevant to government responsibilities;
- material should be presented in an objective, fair and accessible manner;
- material should not be directed at promoting party political interests;
- material should be produced and distributed in an efficient, effective and relevant manner, with due regard to accountability; and
- advertising must comply with legal requirements.

The criteria I have used to make my assessment of the Re-invigoration of the National Tobacco Strategy 2010 Campaign’s compliance with the Guidelines are the matters specified at paragraphs 11 to 24 of the Guidelines published by the Department of Finance and Deregulation in June 2008.

Responsibilities of the Department

Agencies subject to the Financial Management and Accountability Act 1997 must comply with the Guidelines as a matter of Government policy. The Secretary of the Department of Health and Ageing has certified that the campaign complies with the Guidelines.
The Auditor’s Responsibility

My responsibility is to express, in this assurance report, an independent conclusion based on my review.

My review is conducted in accordance with the Australian Standard on Assurance Engagements ASAE 3000 Assurance Engagements Other than Audits or Reviews of Historical Financial Information issued by the Australian Auditing and Assurance Standards Board. My review is designed to enable me to obtain sufficient appropriate evidence to form a conclusion whether anything has come to my attention to indicate that the campaign does not comply, in all material respects, with the Guidelines.

Review methodology

I have conducted the review of the campaign by making such enquiries and performing such procedures as I considered reasonable in the circumstances including:

- an examination of campaign materials including 2 x television advertisements, 2 x 30 second radio commercials, 1 x print execution, 1 x 45 second cinema advertisement,
  Outdoor advertisements (Bus Sides, Bus Interiors, Digilites, Eyelites, Shopalites, Metrolites, Superlites, Small Billboards – regional), Digital Display, Digital TV, NESB press x 5 languages and 1 x website.
- a review of supporting documents and records relevant to the campaign, including related research and campaign funding approvals;
- enquiries made of staff of the Department of Health and Ageing involved with the preparation of the campaign;
- an assessment of the reasonableness of the judgements made by the Department of Health and Ageing against each of the Guidelines;
- an examination of the certification by the Secretary of the Department of Health and Ageing dated 6 February 2010; and

The ANAO review did not extend to an assessment of the general system controls and supporting procedures in place in the Department of Health and Ageing to manage its advertising activities, but focussed on matters relating specifically to the Re-invigoration of the National Tobacco Strategy Social Marketing Activity 2010 Campaign. A review of this nature provides less assurance than an audit.

Conclusion

Based on my review described in this report, nothing has come to my attention that causes me to believe that the Re-invigoration of the National Tobacco Strategy 2010 Campaign does not comply, in all material respects, with the requirements of the Government’s Guidelines on Campaign Advertising by Australian Government Departments and Agencies.

Steve Chapman
Deputy Auditor-General

15 February 2010