

# Certification of *Drug and Alcohol Initiatives* advertising



**Topic:** The Director General (DG) is asked to certify that the *Drug and Alcohol Initiatives* advertising meets legal and policy requirements.

**Analysis:** The advertising campaign is ready for certification by the DG.

## Recommendations

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That the DG completes the compliance certificate for the *Drug and Alcohol Initiatives* advertising campaign (at **Attachment A**) to confirm it meets legal and policy requirements.

## Key reasons

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### The head of an agency must complete a compliance certificate for advertising

Under the *Government Advertising Act 2011* (the 'Act') the head of a government agency must provide a compliance certificate before new advertising commences.

The Department of Premier and Cabinet (DPC) is responsible for implementing advertising to announce the range of NSW Government initiatives to address drug and alcohol related violence. Two press advertisements with a total cost of \$77,868 (ex GST) are booked to appear in newspapers on 26 January 2014. (**Attachment B**)

### Advertising meets the requirements for the compliance certificate

In order to provide a timely and relevant message from the NSW Government, the advertising has been arranged at short notice. A peer review will be conducted as soon as practicable after the advertising has taken place which is consistent with Section 7(4) of the Act. The Act provides that the head of the agency can determine in urgent circumstances that advertising must commence prior to peer review. The advertising also complies with all other aspects of the Act as well as the *Government Advertising Regulation 2012* and the NSW Government Advertising Guidelines.

The selected major NSW newspapers are appropriate channels to announce the Government's initiatives to tackle drug and alcohol related violence to the NSW community. The media and production costs are efficient and cost effective compared to more expensive media options

## Supporting analysis

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### Further reasons

N/A

### Financial impact

The cost of the campaign is \$77,868 (ex GST). This cost has been met within existing resources.

### Options

Option	Analysis
1   N/A	N/A
2	




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## Consultation

N/A

## Recommendations

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Chief Financial Officer comment <i>24/1/2014</i> STRATEGIC COMMUNICATIONS BUDGET TO PAY FOR THIS ITEM		
<b>Alun Probert</b> Executive Director, Strategic Communications  (Signature/Date) <i>24.1.14.</i>	<b>Stephen Brady</b> Deputy Director General  (Signature/Date) <i>24/1/14</i>	<b>Chris Eccles</b> Director General  (Signature/Date) <i>24/1</i>

## Background

On 21<sup>st</sup> January 2014, the Premier announced a comprehensive package to make our streets safer. The NSW Government will introduce legislation to enact these new initiatives.

Advertisements will appear as full page advertisements in Sunday Telegraph and Sun Herald on Sunday 26 January 2014.

## Attachments

Attachment	Title
A	Advertising compliance certificate
B	Creative

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

<b>AGENCY</b>	Department of Premier & Cabinet
<b>CAMPAIGN TITLE</b>	Drug and Alcohol Initiatives public announcement
<b>CREATIVE AGENCY</b>	Universal McCann
<b>CAMPAIGN SUMMARY</b>	NEW urgent campaign to announce a series of initiatives to tackle drug and alcohol related violence.  Targeting all people in Sydney & surrounding areas through full page advertisements in Sunday Herald and Sunday Telegraph
<b>BUDGET (ex GST)</b>	\$77,868
<b>TIMING</b>	Sunday 26 <sup>th</sup> January 2014

#### ADVERTISING COMPLIANCE CERTIFICATE

##### Section 8 of the *Government Advertising Act 2011* ("the Act")

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** Drug and Alcohol Initiatives public announcement "the Campaign"

I certify that, in my opinion, the Campaign:

- complies with the Act, the *Government Advertising Regulation 2012* and the NSW Government advertising guidelines;
- contains accurate information;
- is necessary to achieve a public purpose and is supported by analysis and research;  
and
- is an efficient and cost-effective means of achieving the public purpose.

Signature: 

Date: 28/1/14

Name: Chris Eccles

Agency: Department of Premier and Cabinet

Position: Director General

# The NSW Government is acting on drug and alcohol violence.

The NSW Government has announced a series of initiatives to tackle drug and alcohol related violence.

This package includes:

## PENALTIES

- » An eight year mandatory minimum sentence for those convicted under new one punch laws where the offender is intoxicated by drugs and/or alcohol, plus new mandatory minimum sentences for violent assaults where intoxicated by drugs and/or alcohol;
- » The removal of voluntary intoxication by drugs or alcohol as a mitigating factor when courts determine sentences;
- » Increasing the maximum sentence to 25 years for the illegal supply and possession of steroids - up from two years;
- » Increased on-the-spot fines to \$1,100 for continued intoxicated and disorderly behaviour disobeying a police move-on order - an increase of more than five times.

## CBD PRECINCT

- » Introduction of 1.30am lockouts and 3am last drinks across an expanded CBD precinct to include Kings Cross to Cockle Bay, The Rocks to Haymarket and Darlinghurst;
- » Free buses running every ten minutes from Kings Cross to the CBD to connect with existing NightRide services on Friday and Saturday nights;
- » Enabling Police to impose an immediate CBD precinct ban of up to 48 hours for trouble-makers;
- » A precinct-wide freeze on liquor licences for new pubs and clubs.

## LIQUOR LICENCING

- » The introduction of a periodic risk-based licencing scheme with higher fees imposed for venues and outlets that have later trading hours, poor compliance histories or are in high risk locations;
- » New state-wide 10pm closing time for all bottle shops and liquor stores.



Proposed Sydney CBD Entertainment Precinct

## COMMUNITY AWARENESS

- » A community awareness and media campaign to address the culture of binge drinking and the associated drug and alcohol related violence.

The NSW Government is committed to working with the community and industry to address this problem and to make our streets safer.

[www.nsw.gov.au](http://www.nsw.gov.au)

