

Interpreting and Applying the Guidelines for Government Advertising



Scenario: Public sector agency advertising a future vision for New Zealand

A public sector agency runs an advertising campaign to promote business opportunities in New Zealand and is aimed at small business owners. The campaign uses the slogan “Making NZ prosperous” and does not identify any related services, entitlements, responsibilities, or actions for the public to take.

The use of emotive slogans to advertise a vision for New Zealand’s future is unlikely to be appropriate, particularly during the pre-election period. A more appropriate slogan would be “Connecting business owners with investment opportunities and advice”.



Practical guidance

Government advertising that presents a vision for New Zealand’s future is not a matter for the Public Service to determine or to advertise. Government advertising should always have a clear ‘line of sight’ to the business of government. For example, advertising should inform the public about government services or set out the public’s entitlements and responsibilities. It is acceptable for an agency to inform the public about government policy. However, advocating for that policy is the Minister’s role, particularly where the policy is a matter of current public debate.

