

# General Election Guidance 2023: Agency case studies



# 1

## Scenario 1: 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”.

### Outcome

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”.

### Principle that applies

Government advertising should be presented in a matter which is accurate, factual, truthful, fair, honest, impartial, lawful and proper.

---

### Practical guidance

- Government advertising that simply presents a vision for New Zealand’s future is not a matter for the Public Service to determine or to advertise. It is especially problematic in the pre-election period as it could be seen to amount to publicity for party political purposes.
- 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. Read [Chapter 3 of the Cabinet Manual](#).

For further guidance, see Section 5: [Public sector advertising, publicity and the media](#).

---

