GUIDELINES FOR ADVERTISING TENDERERS
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Guidelines for Advertising Tenderers

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1. Purpose

The purpose of these guidelines is to set the scope and conditions for tenderers for the provision of advertising for the Department of Transport (DoT) as prescribed by the State Trading Concerns Act 1916 and the associated State Trading Concerns (Authorisation) Regulations 1998.

2. Scope

These guidelines outline the mediums and the general restrictions as to what can and cannot be advertised. All advertisements must be approved by an authorised DoT Manager (see Accountabilities/Responsibilities p5) and must include a disclaimer (see Policy Requirements p3).

3. Definitions

Activities

The activities are those matters that support the statutory and associated administrative functions of the DoT.

Mail items

Is defined as, those letters that are sent as part of the core business function of the business unit, whether it is legislatively stipulated or otherwise.

Business Unit

Is defined as, any designated business unit within the DoT, and in this particular instance, Driver and Vehicle Services (DVS).

Advertising mediums

The advertising mediums may consist of and are not restricted to:

- Individual flyers inserted into regular mail items
- Newsletters inserted into regular mail items
- Advertorial inserts
- Co-branding on envelopes used in mail outs

4. Policy Requirements

The Regulation

Part 2 Prescribed Activities (regulation 3) of the State Trading Concerns (Authorisation) Regulations 1998, states that "the provision or sale by the DoT of advertising opportunities, or opportunities to participate in arrangements in the nature of advertising or having a purpose similar to advertising, in relation to its activities".

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Meaning
This is read to mean that the DoT may develop and sell advertising opportunities of appropriated transport-related goods and services.

Disclaimer
These guidelines set the scope for the types of advertising that are acceptable or not.

It is the responsibility of the DoT to scrutinise all advertising proposals and mediums to ensure that they meet the intent of the regulations and that the DoT is not subject to public liability or scrutiny through its advertising activities.

Each advertisement should have a specifically worded disclaimer to ensure that DoT is protected from any liability or inference of a relationship with any advertising. This disclaimer will be provided to a successful tenderer.

Approved Advertising
The regulation encourages DoT to promote and broaden the reach of the following:

- Safe vehicles and safe driving
- New driver and vehicle initiatives
- Marine Safety and Skipper’s tickets
- Coastal Infrastructure opportunities
- Cycling and walking initiatives
- Rail safety
- Community Service Obligations
- Transport portfolio related activities

Therefore these guidelines allows for the advertising of transport-related products and activities including but not limited to:

- Road safety equipment and services
- Accredited marine and vehicle repairers
- Maritime vessels and marine safety equipment
- Educational vehicle, driver and marine services
- Transport safety equipment services
- Accredited Transport training services
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- Transport related facilities
- Transport-related insurance services
- 5 star ANCAP rated new motor vehicles
- Vehicles providing environmental benefits

Advertising not approved

- Advertisements promoting alcohol and cigarette products
- Products that act contrary to transport safety outcomes (e.g., RADAR detectors)
- Transport vehicles that are contrary to the legislative framework (e.g., Segways)
- Advertisements that act contrary to the business of Transport (e.g., leasing of facilities)
- Political advertising including such advertising that is provided by interest groups
- Advertising products that may contravene any Australian or Western Australian law
5. Accountabilities / responsibilities

Within the DVS business unit this advertising opportunity will be managed by a designated project manager in co-operation with the Procurement business unit.

6. Legislative Requirements

State Trading Concerns Act 1916

State Trading Concerns (Authorisation) Regulations 1998