APPENDIX 5

THE CHARTER OF POLITICAL HONESTY BILL 2000 [2002]

SCHEDULE 1—GUIDELINES FOR GOVERNMENT ADVERTISING CAMPAIGNS

The following guidelines apply to Government Advertising Campaigns.

1. Campaigns should provide objective, factual and explanatory information.

2. Campaigns should present information in an unbiased and equitable manner.

3. Information presented in campaigns should be based on accurate, verifiable facts and be expressed in conformity with those facts.

4. Campaigns should not contain clauses or statements which cannot be substantiated.

5. Campaigns should present information in a way that makes facts clearly and easily distinguishable from comment, opinion and analysis.

6. If Campaigns contain information of a comparative nature, the information must state the basis of the comparison and must not be misleading.

7. Campaigns should not intentionally promote party-political interests or give rise to a reasonable perception that they promote party-political interests.

8. Campaigns should present information in objective and unbiased language and be free from partisan promotion of government policies or political arguments.

9. Campaigns should not contain any material which directly attacks or seems to scorn the views, policies or actions of others, including the policies and opinions of other political parties.

10. Campaigns should not contain party political slogans or images.

11. Campaigns should include a statement of the Campaign's objective.

12. No expenditure of public money should be undertaken on mass media advertising, telephone canvassing or information services, on-line services, direct mail or other distribution of unsolicited material until the Government has obtained assent to legislation giving it authority to implement the policy, program or service described in the public information or education campaign.

13. The only exception to the requirement in clause (12) is where major issues of public health, public safety or public order may arise at short notice.