



**Government  
of South Australia**

**Department of the Premier and Cabinet Circular**

**DPC Circular 26: INTERSTATE & INTERNATIONAL RECRUITMENT ADVERTISING**

**March 2013**

## Summary

This circular relates to the application of Brand South Australia to all interstate and overseas recruitment and employment advertising or promotion undertaken by government agencies.

Approval by the Premier's Communications Advisory Group (PCAG) is required for interstate or overseas recruitment advertising. Please contact the Strategic Communications Unit (SCU) for more information.

### **Strategic Communications Unit (SCU)**

Department of the Premier and Cabinet

[www.premcab.sa.gov.au/stratcomms](http://www.premcab.sa.gov.au/stratcomms)

Email: [stratcomms@dpc.sa.gov.au](mailto:stratcomms@dpc.sa.gov.au)

Phone: 8204 9184

Fax: 8204 9189

## Background

In February 2013 Cabinet endorsed a new brand identity for South Australia to aid in driving consistent, long term representation of the State in key interstate and international markets.

Brand South Australia is based upon the values of creativity, innovation and industriousness – values which embody the State. The Brand is a powerful identifying endorsement for the State and helps to encapsulate who we are, where we are and what we offer.

As migration is an important priority for the Government of South Australia, the State Brand has been incorporated into employment communications.

## Interstate and Overseas Recruitment – Mandatory Requirements

The inclusion of Brand South Australia in the manner prescribed in this circular is mandatory for all government departments and agencies when recruiting for interstate or overseas candidates.

## Design

Interstate and overseas recruitment and employment advertising or promotion undertaken by government agencies must include the following elements:

1. The Government of South Australia logo or agency specific variant
  - This should be applied as per the *Government of South Australia Branding Guidelines*
2. The brand South Australia logo
  - Vertical format logo to be used as depicted in this circular
  - Alignment with the Government of South Australia or agency specific variant at the base of advertising where possible
  - Should be applied as per the Brand South Australia – Branding Guidelines

Examples of acceptable use of these elements are included as an appendix to this document.

Please contact the SCU prior to developing recruitment advertising or promotional material.

## Obtaining Logos and Graphic Files

Electronic versions of logos and graphic files are available from [www.premcab.sa.gov.au/stratcomms](http://www.premcab.sa.gov.au/stratcomms).

NB: Graphic designers and recruitment agencies must only use original artwork.

## Example recruitment ads

### Government of South Australia standard template

**OPEN FOR OPPORTUNITIES**  
SOUTH AUSTRALIA

**BUSINESS SUPPORT OFFICER**

**Outback Communities Authority  
Port Augusta**

**Full Time, Contract for 12 Months**  
**Vac No: T89/2013**  
**\$45,813 – \$49,587 p.a. (ASO2)**

This is a great opportunity to combine your administration and organisational skills and support a busy office within a dynamic Business Support team. You will be required to provide a secretarial support role to the Managerial level of staff, whilst supporting the overall administration of the office.

To be successful in this role you require excellent customer service skills, personal initiative and are able to adapt to ever changing situations. The position requires experience with Microsoft Office products and web based management tools.

For the role description and to apply for this role please visit <http://www.premcab.sa.gov.au/careers/>  
Enquiries to: Mr B Gough, 8648 5905.

Applications are encouraged from Aboriginal and Torres Strait Islander people and from people who contribute to the diversity of our workforce.

**Applications Close: 5.00pm 22 February 2013**



   
**Government of South Australia**  
Department of the Premier and Cabinet

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Example for reference only

## Example recruitment ads

### Existing Agency template (mono)



Government of South Australia  
Department of Planning,  
Transport and Infrastructure

## Valuer-General

**ADELAIDE CBD**  
**Contract Appointment up to 5 Years**  
**Vac No: C230/2013**  
**Executive Appointment**

An opportunity exists for an innovative executive in a key leadership role in the Department of Planning, Transport and Infrastructure.

The Valuer-General works for the Land Services Division. This division is responsible for key land administration functions in South Australia including land titling; land and property valuation; administration of a survey framework; and provision of land information to the public. This is a high profile, exciting senior leadership role that will provide immense job satisfaction. Set in South Australia – the birthplace of the Torrens Title valuation system – this is a great opportunity for a talented appointee to continue the State's tradition of innovation and leadership in property valuation.

**Essential Minimum Qualifications:** Qualified for membership of the Australian Property Institute Incorporated or a body prescribed by regulation, and has practised as a land valuer (whether in the service of the Government or privately) for a period (whether continuous or in aggregate) of at least five years. (*Valuation of Land Act 1971*, Section 6(4)).

**Special Conditions:** Pursuant to Part 6 of the *Public Sector Act 2009* this is not a public service position. The employment conditions are prescribed in Section 9 of the *Valuation of Land Act 1971*.

**Enquiries to:** For a confidential discussion about the role please contact Mr Kevin O'Callaghan, Executive Director, Land Services Division on (08) 8226 5452.

**Applications to:** Ms Carol Brooks, Manager, Executive Support on (08) 8226 3562 or email [carol.brooks@sa.gov.au](mailto:carol.brooks@sa.gov.au) Applications should be no more than three pages addressing the essential selection criteria and experience relative to the position plus a current CV.

**For more information visit:** [www.dpti.sa.gov.au/careers](http://www.dpti.sa.gov.au/careers)

**Applications Close: 5.00pm 15 February 2013**

The SA Government is an equal opportunity employer and safety is a core value.

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[www.dpti.sa.gov.au](http://www.dpti.sa.gov.au)

Example for reference only

## Example recruitment ads

### Co-brand examples (mono)



 **SOUTH AUSTRALIA POLICE**  
KEEPING SA SAFE

## LSA ADMINISTRATION MANAGER (AS05)

SA Police seek an Administration Manager to join their Mt Gambier Local Service Area.

The Administration Manager is accountable to the Officer in Charge, Local Service Area for the provision of a range of business and administrative services which contribute to the effective and efficient operation of the Local Service Area. Responsibilities include financial accounting, budgets, audits, training and development within specific functions, human resource management, and the provision of administrative support services, across all sites throughout the Local Service Area and within the relevant Operational Service.

You'll receive a salary at the AS05 level ranging \$68,004 – \$76,178 p.a.

This is a part time role, working 37.5 hours a fortnight.

Please visit [www.vacancies.sa.gov.au](http://www.vacancies.sa.gov.au) and search for vacancy number T563/2013 for the Job and Person Specification and guidelines on how to apply for this position.

For enquiries please contact Trevor Twilley,  
O/C Limestone Coast LSA on 8735 1010.

**Applications close: 5.00pm, 22 February 2013**

 **SOUTH AUSTRALIA**

 **Government of South Australia**

3130718

Example for reference only