

RECRUITMENT

ADVERTISING POLICY

AND GUIDELINES



**Government
of South Australia**

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For further information:

Government Communications
Department of the Premier and Cabinet
dpc.sa.gov.au/govcommunications
Email: TheHub@sa.gov.au

Updated: March 2026

Introduction

This document outlines the policy and principles to be followed by all Government of South Australia entities when undertaking recruitment vacancy advertising.

In conjunction with this document, reference should be made to the following:

- *Government of South Australia Branding Guidelines*
- *Government of South Australia Marketing Communications Guidelines*
- *PC 005: Whole of Government Communications, Branding and Advertising*
- *Brand South Australia Policy & Guidelines*

All documents are available from dpc.sa.gov.au/govcommunications.

Compliance with this policy does not negate the need for agencies to comply with departmental human resource or advertising policies or the requirements of the Commissioner for Public Sector Employment's determinations.

Scope of this policy

This policy applies to advertising activities for the purpose of recruiting staff that is:

- placed in any medium including but not limited to press, print, online, broadcast and outdoor
- in any market within South Australia, interstate or overseas
- undertaken by:
 - South Australian Government departments, agencies and operating units
 - public authorities and instrumentalities of the Crown
 - organisations that are under the direction of a Minister of the Crown
 - recruitment agencies acting on behalf of any of the above.

Exemption from this recruitment policy is provided for:

- Courts Administration Authority
- Parliament of South Australia
- Government House.

Additional exemptions pertaining to specific sections of this policy are detailed under the relevant section. The Government Communications Advisory Committee (GCAC) has delegated responsibility for exemptions from the functional advertising guidelines outlined in the *Marketing Communications Guidelines* to the Chief Executive (delegate or equivalent).

Vacancy recruitment advertising

Most recruitment advertising is functional advertising, where you are recruiting for a specific vacancy(ies). This applies to any position which is remunerated.

All functional advertising must be booked through Wavemaker, as the agency on the Media Panel appointed to provide functional advertising services. Wavemaker can provide specific advice on the most appropriate media strategy to reach your target audience.

Recruitment vacancy advertising is only permitted in the following media:

- Online recruitment sites, industry publications and electronic bulletins
- The government composite advertisement in The Advertiser Careers section on Saturday
- Print in community/regional newspapers serving the location of the role.

Any recruitment advertising outside the above points requires an exemption from the Chief Executive (delegate or equivalent). It is the responsibility of the government department to ensure the appropriate exemptions are approved prior to engaging Wavemaker.

iworkfor.sa.gov.au

All government agencies undertaking recruitment advertising to fill vacancies must comply with the following requirements:

- All vacancies over 12 months must be advertised on iworkfor.sa.gov.au¹ which is managed by the Office of the Commissioner for Public Sector Employment
- Vacancies under 12 months must comply with the agencies' own requirements, which may include advertising on iworkfor.sa.gov.au
- For vacancies that are listed on iworkfor.sa.gov.au, all advertisements in other media must include the notice of vacancy number. This includes advertisements placed by a recruitment consultant on behalf of an agency.

¹ Commissioner's Determination 1

Print recruitment

There are options for Government of South Australia agencies when advertising in print media. It is important to consider the best option to achieve your recruitment advertising objective and budget.

The Advertiser government composite

All government recruitment advertising must appear in The Advertiser government composite in the Careers section of the Saturday Advertiser, unless an exemption has been granted.

The composite design uses the Employer Brand template and provides greater presence for SA Government recruitment advertisements, as well as a more cost-effective print option. Department and agency logos are not permitted within the composite.

Advertisements within the composite are restricted to the following sizes:

- Module A size is 92mm high
- Module B size is 45mm high
- Module C size is 24mm high

Templates for booking ads in the composite are available from Wavemaker.

Exceptions

The requirement to advertise in the government composite does not apply to advertisements in The Advertiser that are for:

- Department for Education teaching appointments
- SA Police Officers
- SA Police Band
- Courts Administration Authority
- Parliament SA
- Government House
- SA Health

Print recruitment advertising outside of the composite

To advertise your vacancy outside of the composite in Early General News (EGN) in The Advertiser, or in interstate or international print media, you must gain an exemption from your Chief Executive (delegate or equivalent).

All print recruitment advertising, including interstate and international print media must be booked through Wavemaker.

The Advertiser government composite example

MAKING A DIFFERENCE SO SOUTH AUSTRALIA THRIVES 

EMERGENCY DEPARTMENT CONSULTANT
Riverland Mallee Coorong Local Health Network
Riverland General Hospital Berri
Multiple Full Time, Part Time and Casual Positions Available
Ref No: 771734
TIRP: \$415,123 - \$539,677 pa (pro rata) MD2

The Riverland General Hospital is one of the largest hospitals in rural South Australia and has been identified as one of the four general hospitals to provide treatment for Country people closer to home. It is committed to maintaining and improving the health and well-being of the people of South Australia. The Riverland General Hospital is located near the Murray River, surrounded by National Parks and nearby Lake Bonney for water sports. It is surrounded by four other towns each with their own hospital. The city of Berri offers a high level of services and facilities for both families and individuals.

For further information please visit iworkfor.sa.gov.au and search for reference number 771734.

Applications close: 22 October 2021

REGIONAL OPERATIONS PLANNING OFFICER
SA Country Fire Service
Naracoorte
Full Time/Ongoing
Ref No: 457722
\$75,878 - \$82,812 pa (CFS3)

Applicants are required to address the criteria from the Application Guidelines.

For further information please visit iworkfor.sa.gov.au and search reference number 457722.

Applications close: 21 October 2021

OPERATIONS PROJECT DIRECTOR
Women's & Children's Health Network

For further information please visit iworkfor.sa.gov.au and search reference number 774167.

Applications close: 21 October 2021

IWORKFOR.SA.gov.au

MODULE A
92MM

MODULE B
45MM

MODULE C
24MM

Employer Brand template

All recruitment for the Government of South Australia must use the Employer Brand. This includes all job types (i.e. temporary and ongoing) and when engaging a recruitment agency.

Where a recruitment advert is specific to a department or agency, the Government of South Australia logo may be exchanged with the approved agency logo. The approved agency logo may be:

- a department specific version of the Government of South Australia logo (known as a common brand)
- an agency logo paired with the Government of South Australia logo (for agencies with a co-brand exemption), or
- a logo other than the Government of South Australia logo (for agencies with a full branding exemption).

For further information on branding policies and exemptions, refer to the *Government of South Australia Branding Guidelines*.

Templates are available from Wavemaker. It is the responsibility of the government agency to ensure the appropriate exemptions are approved prior to engaging Wavemaker.

Example of a common brand recruitment template

MAKING A DIFFERENCE SO SOUTH AUSTRALIA THRIVES

Government of South Australia
Department of the Premier and Cabinet

[ROLE TITLE]
[ROLE TITLE]

[Department]
[Location of role]
[Contract type / Duration]
[Ref no. ***]**
[Salary classification]

[Insert ad text here] Orrum hilisi alibusdae. Nihiliqui cumquae por alibus consensis ipsanditas saperum hitisiqu iaepped quias doluptam quatio velesturtria nos dolectat mos quia delit sequia sum et pratlo. Axim quibus de volorit, sanimod itatis imil id et antur sequi dolores dessunt qui out mod et por acceptur amus. velesturtria nos dolectat mos quia delit.

Sequia sum et pratlo. Axim quibus de volorit, sanimod itatis imil id et antur sequi dolores dessunt qui out mod et por acceptur amus. sequia sum et pratlo. Axim quibus de volorit, sanimod itatis imil id et antur sequi dolores dessunt qui out mod et por acceptur amus.

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Applications close: [Time, DD Month YYYY]

IWORKFOR.SA.gov.au

Example of a co-brand recruitment template

MAKING A DIFFERENCE SO SOUTH AUSTRALIA THRIVES

Government of South Australia

HomeStart
FINANCE

[ROLE TITLE]
[ROLE TITLE]

[Department]
[Location of role]
[Contract type / Duration]
[Ref no. ***]**
[Salary classification]

[Insert ad text here] Orrum hilisi alibusdae. Nihiliqui cumquae por alibus consensis ipsanditas saperum hitisiqu iaepped quias doluptam quatio velesturtria nos dolectat mos quia delit sequia sum et pratlo. Axim quibus de volorit, sanimod itatis imil id et antur sequi dolores dessunt qui out mod et por acceptur amus. velesturtria nos dolectat mos quia delit.

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Applications close: [Time, DD Month YYYY]

IWORKFOR.SA.gov.au

Example of a full exemption recruitment template

MAKING A DIFFERENCE SO SOUTH AUSTRALIA THRIVES

Government of South Australia

Super SA

[ROLE TITLE]
[ROLE TITLE]

[Department]
[Location of role]
[Contract type / Duration]
[Ref no. ***]**
[Salary classification]

[Insert ad text here] Orrum hilisi alibusdae. Nihiliqui cumquae por alibus consensis ipsanditas saperum hitisiqu iaepped quias doluptam quatio velesturtria nos dolectat mos quia delit sequia sum et pratlo. Axim quibus de volorit, sanimod itatis imil id et antur sequi dolores dessunt qui out mod et por acceptur amus. velesturtria nos dolectat mos quia delit.

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Applications close: [Time, DD Month YYYY]

IWORKFOR.SA.gov.au

Use of recruitment agencies

When an external recruitment agency acts on behalf of a government agency, involvement of Wavemaker is not required.

Use of the Employer Brand in external recruitment agency advertisements must comply with the *Government of South Australia Employer Brand Guidelines*.

Please contact DPCCcommunications@sa.gov.au for assets for recruitment agencies.

Example of a common brand recruitment agency template

MAKING A DIFFERENCE SO SOUTH AUSTRALIA THRIVES Government of South Australia Department of the Premier and Cabinet

[ROLE TITLE]
[ROLE TITLE]

[Sub heading]

[Insert ad text here] Ornum hilsil alibusdae. Nihiliqui cumquae por alibus consensis ipsanditas saperum hilsiqui laeped quatis doluplam quatio velesturitia nos dolectat mos quia deitl sequia sum et pratio. Axim quibus de volenti, sanimod itatis imil id et antur sequi dolores dessunt qui out mod et por acceptur amus. velesturitia nos dolectat mos quia deitl.

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Applications close: [Time, DD Month YYYY]

RECRUITMENT AGENCY BRANDING HERE

Example of a co-brand recruitment agency template

MAKING A DIFFERENCE SO SOUTH AUSTRALIA THRIVES Government of South Australia HomeStart FINANCE

[ROLE TITLE]
[ROLE TITLE]

[Sub heading]

[Insert ad text here] Ornum hilsil alibusdae. Nihiliqui cumquae por alibus consensis ipsanditas saperum hilsiqui laeped quatis doluplam quatio velesturitia nos dolectat mos quia deitl sequia sum et pratio. Axim quibus de volenti, sanimod itatis imil id et antur sequi dolores dessunt qui out mod et por acceptur amus. velesturitia nos dolectat mos quia deitl.

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Applications close: [Time, DD Month YYYY]

RECRUITMENT AGENCY BRANDING HERE

Example of a full exemption recruitment agency template

MAKING A DIFFERENCE SO SOUTH AUSTRALIA THRIVES Super SA

[ROLE TITLE]
[ROLE TITLE]

[Sub heading]

[Insert ad text here] Ornum hilsil alibusdae. Nihiliqui cumquae por alibus consensis ipsanditas saperum hilsiqui laeped quatis doluplam quatio velesturitia nos dolectat mos quia deitl sequia sum et pratio. Axim quibus de volenti, sanimod itatis imil id et antur sequi dolores dessunt qui out mod et por acceptur amus. velesturitia nos dolectat mos quia deitl.

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Applications close: [Time, DD Month YYYY]

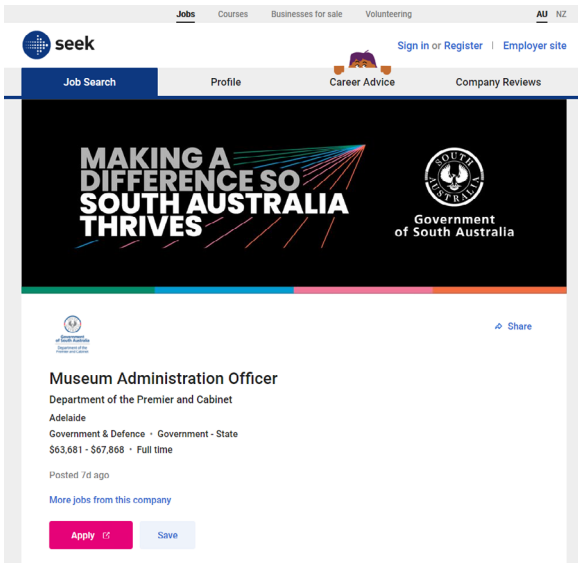
RECRUITMENT AGENCY BRANDING HERE

Online recruitment

All online recruitment for the Government of South Australia must use the Employer Brand, where possible.

This includes job boards, specialist websites, e-newsletters and social media, where branding or a logo is displayed. Templates are available from Wavemaker.

Seek – template example



InDaily - email example





**Government
of South Australia**