

# GOVERNMENT ADVERTISING QUARANTINE PERIOD

Tuesday, 19 December 2017

The Government of South Australia has introduced a Government Advertising Quarantine Period for the month preceding the Caretaker period prior to the upcoming State Election, during which most government advertising will cease.

The period applies from 17 January until the official caretaker period commences.

The quarantine only applies to all forms of paid advertising ordinarily purchased through the Master Media Agency and social media boosting.

The only advertising permitted during the period is that which relates to:

- public health and safety matters
- the promotion of attendance or ticket sales to specific exhibitions, performances and events
- advertising/promotional campaigns of an operational nature
- functional advertising such as calls for grant applications, service announcements, job vacancies and public notices
- notices required by law.

All South Australian Government departments, agencies and operating units – as well as public authorities and instrumentalities of the Crown, and any organisation under the direction of a Minister of the Crown – are subject to the quarantine.

These requirements will be superseded upon commencement of the official caretaker period. Further information on the Caretaker Conventions can be found on the [DPC website](#).

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For more information:

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