

**State Water Policy: SW2004-P0072****ADVERTISING POLICY**

This policy aims to ensure that State Water Corporation has access to the best available candidates for positions vacant and that suitable organisations submit tenders or expressions of interest at competitive prices for State Water projects.

**Minimum requirements**

1. The minimum advertising period for Tenders/Expressions of Interest and Positions Vacant is one advertisement in one local or regional newspaper.
2. Any advertising in metropolitan newspapers must as a minimum include the Sydney Morning Herald.
3. All advertisements must be based on the templates provided on the State Water intranet.
4. All advertising for Tenders/Expressions of Interest must carry a Tender Number.
5. All positions vacant advertisements should include the salary range.
6. Plain English must be used for all advertisements. This ensures ads are easy to understand and brief, keeping costs to a minimum.

**Approvals**

7. All advertisements for tenders and expressions of interest must be approved by the Project Director.
8. The Branch Manager must sign off on the Position Profile and give approval before any vacancy is advertised.
9. Advertising of vacant positions before the job evaluation process has been completed needs the approval of the HR Manager.
10. All advertisements must be placed through and approved by the Communication Group and must be submitted by email to [stwmedia@statewater.com.au](mailto:stwmedia@statewater.com.au).

**Responsible Expenditure**

11. In order to keep advertising costs to a reasonable level, consideration should be given to combining advertisements, wherever possible, and to using regional insert magazines (eg the Western Magazine, the North West Magazine, the Southern Weekly, the Rural) that appear in multiple publications.
12. Website advertising should be considered for relevant vacancies and tenders.

Feedback on this policy is welcome. Feedback and enquiries in relation to this policy should be directed to the Communication Group on (02) 6841 2087. Guidelines and procedure for placing advertisements follow.

**Issued by:**  
Donna Ambler  
Corporate Policy and Communication  
Manager  
(02) 6841 2077

**Issue Date:** 22 March 2006  
**Issued to:** All State Water  
**Updated:** 13 January 2009

**ADVERTISING GUIDELINES****1. Deadlines**

There are a range of lead times associated with advertising in various publications. Allow **at least two weeks** processing time for placement of general advertising

Deadlines for the Communication Group to submit advertising to the Government Advertising Agency are at least a week before publication in a local paper and usually four days before publication in the Sydney Morning Herald.

The best advice is to allow plenty of time and to follow the procedures. Deadlines are listed in Appendix 1 of this document. If you are unsure, check with Communication ph (02) 6841 2087.

**2. Positions Vacant**

Dependent on the type and location of the position and likely applicants you should consider advertising in one regional daily or one local newspaper.

Consideration should be given to improving presentation by combining several job vacancies into the one advertisement under a common State Water banner. This can create significant cost savings.

Provide at least two weeks before the **closing date** to receive applications. A Monday closing date is more considerate to applicants than a Friday as it allows applicants the weekend to complete their applications.

**3. Tenders/Expressions of Interest**

When advertising Tenders/Expressions of Interest, follow the "**Guidelines for Procurement and Tender Advertising**" in the Project Delivery System on the intranet: <http://statewater.dlwc/prodel/guiprotenadv.html>. These guidelines cover the size and nature of projects that must be advertised, the tender period and where tenders must be returned to.

To ensure you attract competitive quotes for your projects, you should consider advertising all Tenders/Expressions of Interest in the **Sydney Morning Herald**, as well as the relevant local or regional newspaper. The Herald reaches a wide audience, and has proven to provide a more competitive tender process. Tenders are advertised in the Herald on Mondays and Wednesdays.

The Herald also publishes a Government Composite Tenders advertisement every Monday. This is an economical way to advertise in a major daily newspaper. Please note, inclusions in the Government Composite Tenders advertisement do not include the tender lodgement address. It is assumed these details are included in the Tender Documents.

**4. How often to advertise**

The **minimum** period for all advertising is one advertisement in one local or regional newspaper. Tenders are usually advertised only once. Positions vacant can be advertised more than once, dependent on budgets. **Regional insert magazines** provide better value, than advertising a second time in a local newspaper.

Advertising a second time in a major metropolitan newspaper is very costly. The second placement is only \$40 cheaper than the first.

Advertising on **websites** is proving particularly effective and is considerably cheaper. For a flat fee, the advertisements will appear live for up to one month.

## ***Advertising Policy and Procedures***

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### **5. Government Advertising (GA) Forms**

All advertisements lodged with the Communication Group must be accompanied by a GA form, outlining the paper(s) you want to advertise in and the publication dates, as well as the job code for costing purposes.

The GA1 form is available on the intranet: <http://statewater.dlwc/temfor.html> (Media and Advertising forms). The Communication Group will assign a number to your GA form when you lodge it with your advertisement. This form is suitable for multiple papers and for both metropolitan and local publications. It also eliminates the need for a purchase order.

## ADVERTISING PROCEDURES

### 1. Complete the Template

Prepare the advertisement **using the relevant template** from the intranet <http://statewater.dlwc/temfor.html> (Media and Advertising forms). There are two available:

- **Job Advertisement** (suitable for most newspapers)
- **Tender Advertisement** (for inclusion in the tenders section of most newspapers)

Use a fresh template for each new advertisement to ensure it is the correct version and include all requested information in the template.

For Tenders/Expressions of Interest:

- Include the **Tender Number** (available on application to the Risk Contracts Manager).
- Include the **closing date** and time for tenders (refer to the *Guidelines for Procurement and Tender Advertising* in the Project Delivery System on the intranet).

For Positions Vacant:

- You don't need to use all the **selection criteria** from the Position Profile for the Job Requirement bullet points. Use these criteria as a guide to help make the position sound appealing and give potential applicants an understanding of what the job entails.
- Carefully consider the **title** of your advertisement (ie the position title) so that it appeals to the right applicants. Your advertisement will appear in an alphabetical listing in the Classifieds, based on that title, unless your request otherwise.
- The **address** for returning applications is not needed as that is included in the Information Package.
- Tailor the **wording** of the advertisement to suit the candidates you are looking for, eg it might be more appropriate to include a fortnightly or weekly salary than an annual income for labourer's positions.

### 2. Complete a GA Form

Complete the appropriate GA Form, inserting the newspaper(s) you want to advertise in and the publication date(s) (you may need to check with the paper direct to ensure you nominate the most suitable day). Communication will allocate a number to the GA Form after you have submitted it.

Ensure the **job number(s)** appear on the bottom of the GA form, including any cost sharing arrangements. If more than one position is included in a single vacancy advertisement, only one GA form is needed, with the percentage split for the overall cost included.

## ***Advertising Policy and Procedures***

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### **3. Obtain Approval**

For Tenders/Expressions of Interest: gain approval to advertise from the Project Director and the Risk Contracts Manager. (Email confirmation is acceptable.) This does not mean they need to approve the final advertisement, just give approval to advertise.

For Positions Vacant: The Branch Manager should sign off on the Position Profile and give approval before any vacancy is advertised.

### **4. Send to Communication**

Email the approved advertisement and completed GA form to [stwmedia@statewater.com.au](mailto:stwmedia@statewater.com.au) (Communication) for proofing, approval and lodging with the Government Advertising Agency. In the email, indicate any **websites** you would also like your advertisement listed on (see Appendix 1). Be sure to have your Job Information Packages ready for distribution when you submit the paperwork, as website advertising begins the day of lodgement.

### **5. GA Number**

The Communications Group will assign the next available GA processing number to the GA form.

### **6. Proofing and Lodgement**

The Communications Group will proofread the advertisement, discuss any changes and lodge the forms with the Government Advertising Agency and any websites, as requested. They then check the final proof and give final approval. Communication Services also completes any administration and payment processing when invoices are received from the Government Advertising Agency.

### **7. Proof Copy**

The Communications Group will circulate the approved final proof copy of the advertisement for information and records to:

- The person who placed the ad (for them to circulate to the project team as required)
- Anyone listed in the advert
- Tender Board Secretary
- Webmaster (for upload to intranet)

### **8. Filing**

Hard copy files of all adverts and GA forms are kept by Communication Group and saved to the g drive in Head Office.

### **9. Purchase Orders**

Communication Services Group will prepare purchase orders for any website advertising.

## **Appendix 1: Publications/Websites and Deadlines**

## Advertising Policy and Procedures

Publication	Publication Date	Head Office Deadline*
Sydney Morning Herald (SMH)	Positions Vacant: Saturday Tenders: Govt Composite, Monday; General Tenders, Wednesday	Monday 4pm
Regional Daily	Saturday	Monday 4pm
Regional Insert Magazines	Various Western Magazine North West Magazine Southern Weekly Rural insert (Riverina)	1 week before 10 business days before 1 week before 1 week before
Local Newspaper	Various	One week before day of publication
Interstate Metro	Saturday	Monday 4pm

\*All advertisements must be lodged via [stwmedia@statewater.com.au](mailto:stwmedia@statewater.com.au)


Website*	Cost
<a href="http://JobsNSW.com.au">JobsNSW.com.au</a>	Free when an ad is placed in the PSN
Australian Water Association	State Water receives eight free positions vacant ads a year: cost thereafter is \$100 for 30 days Free for Tender ads
<a href="http://SEEK.com.au">SEEK.com.au</a>	\$60 for 30 days (discounted if you also advertise on Hunterjobs)
<a href="http://Counciljobs.com.au">Counciljobs.com.au</a>	\$200 for 30 days
<a href="http://Hunterjobs.com.au">Hunterjobs.com.au</a>	\$80 for 30 days
<a href="http://Careerone.com.au">Careerone.com.au</a>	\$121 for 30 days (discounted if you also advertise on Hunterjobs)
<a href="http://Mycareer.com.au">Mycareer.com.au</a>	\$200 for 28 days
<a href="http://Tenderlink.com">Tenderlink.com</a>	\$165 for tender ad and tender documents as an attachment, until tender period closes

\* Advertisements on websites are uploaded the same day they are lodged by the Communication Group, unless otherwise specified. So be sure to have Job Information Packages ready for dispatch when submitting your advertising request.

**Advertising Policy and Procedures**

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**Appendix 2: Sample Position Vacant advertisement and cost**

**Mechanical/Electrical Engineer** 

State Water is an innovative, medium-sized water corporation that services regional NSW, from 43 locations throughout the state.

A temporary Mechanical/Electrical Engineer position, based at Hume Dam is available for up to 12 months, starting October 2008. The position may include travel throughout regional NSW.

Applicants should have:

- An understanding of engineering principles and practices.
- Strong knowledge and understanding of total asset management.
- Ability to co-ordinate service assessments.
- A background in heavy industry maintenance

State Water offers excellent development opportunities, flexible working arrangements and family-friendly work policies, with an attractive remuneration package up to \$77,142, including superannuation.

**Enquiries and Information Package:**  
An information package must be obtained before submitting an application.  
Leanne Gaiter (02) 6841 2085  
leanne.gaiter@statewater.com.au

**Closing Date:** 31 October 08  
State Water Corporation is an Equal Opportunity Employer.  
ABN 21 147 934 787

**Approximate Cost of this Advertisement (one placement):**

Local paper: \$480

Waterjobs.com.au Internet site: \$230

Melbourne Age: \$3430 (display advertisement)

**Appendix 3: Sample Tender advertisement and cost**

**Request for Tender**

**LAKE BREWSTER –CONSTRUCTION OF ROCK RIPRAP AND ROAD GRAVELLING**

**Contract Numbers:** 3929 and 3930

**Description: 3929:** Construct rock riprap 300mm thick, 72,000 m<sup>2</sup> for 4m high 1H: 3V embankment.

**Description: 3930:** Graveling (8,700 m<sup>3</sup>) 11km crest roads of earthfill embankments.

**Closing Date:** 2pm Tuesday 11 November 08

**Compulsory Pre Tender Meeting:**  
Ballyrogan Road Bridge,  
Lachlan Valley Way, Lake Brewster  
11am, Monday 20 October 2008.

**Tender Documents available at a cost:**  
\$55.00 (non-refundable, GST inclusive)

**For Enquiries and Tender Documents:**  
Beth Mill (02) 6841 2069  
Beth.Mill@statewater.com.au

**Lodgement:**  
State Water Tender Box  
[swtenderbox@statewater.com.au](mailto:swtenderbox@statewater.com.au)  
Fax: (02) 6885 6937  
36 Darling St, PO Box 1018  
Dubbo NSW 2830  
STATE WATER CORPORATION ABN 21 147 934 787

**Approximate Cost of this Advertisement (one placement):**

Local Paper: \$200-250

Insert magazine: \$450-500

Equivalent cost to place this ad in the

Sydney Morning Herald: \$850-900 (display advertisement)

\$365 (Government Composite) - based on much less text

The Age (Melbourne): \$1800-2000