

responsibility to disseminate information necessary for the public to know about the policies and programmes of Government. It principally spells out five principles to regulate the contents of advertisements, namely,

- i) advertising campaigns are to be related to government responsibilities,
- ii) materials should be presented in an objective, fair and accessible manner and designed to meet objectives of the campaign,
- iii) not directed at promoting political interests of a Party,
- iv) campaigns must be justified and undertaken in an efficient and cost-effective manner and
- v) advertisements must comply with legal requirements and financial regulations and procedures.

The five broad Content Regulations contained in the draft guidelines framed by the Committee are similar to the provisions found in the Australian guidelines. However,