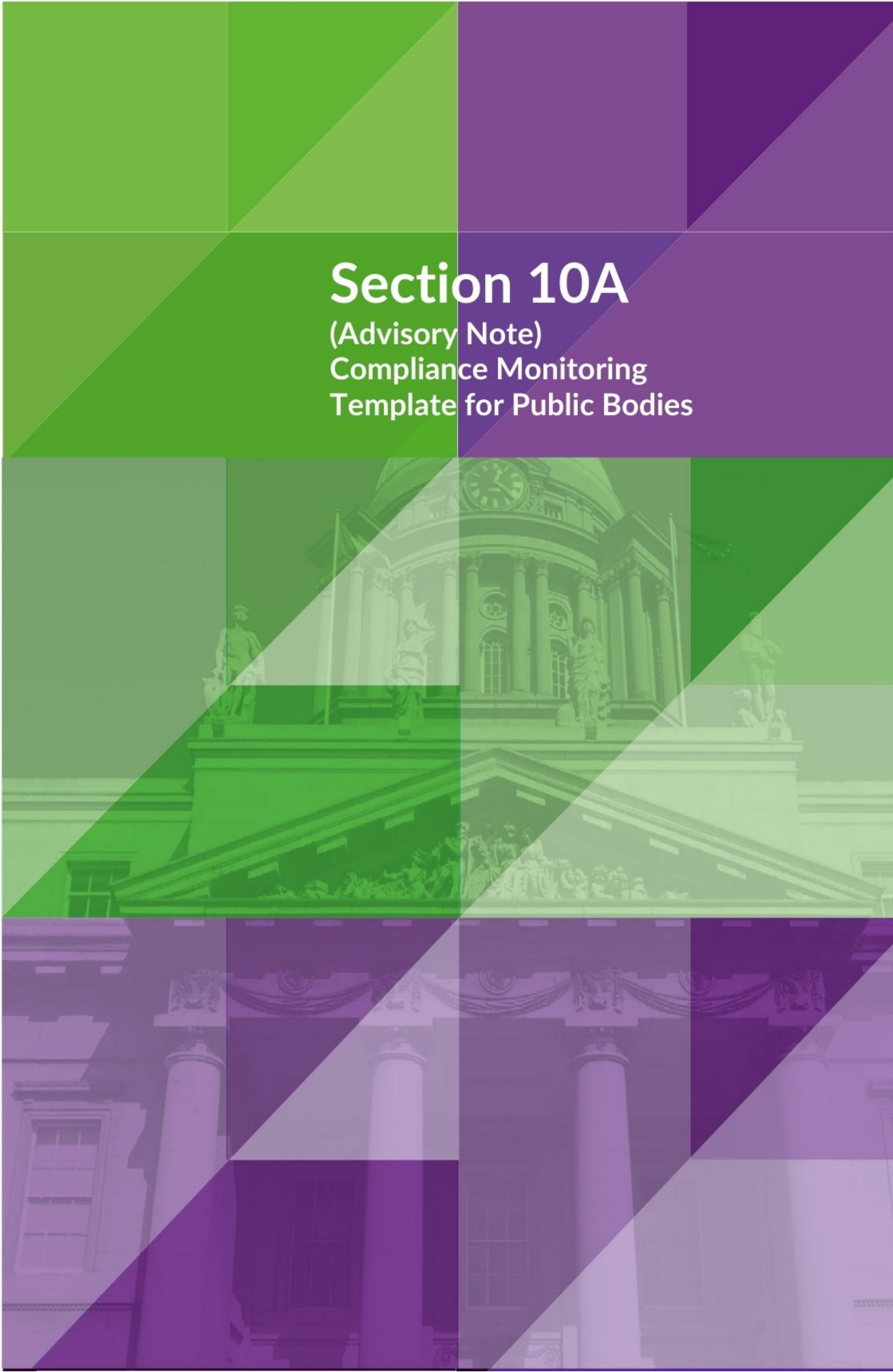


2023



# Section 10A

(Advisory Note)  
Compliance Monitoring  
Template for Public Bodies

## Section 10A (Advertising by Public Bodies)

### Compliance Monitoring Template for Public Bodies

It is a function of an Coimisinéir Teanga under section 21 (e) of the Official Language Act 2003, to advise public bodies on their obligations under the Act. Accordingly, Oifig an Choimisinéara Teanga (OCT) ran a series of online webinars in September 2022 to assist public bodies in their preparations for section 10A. (Advertising by Public Bodies), coming into effect on 10 October 2022. Continuing with its advisory campaign on section 10A., OCT has developed the attached compliance monitoring template (Excel) to inform public bodies of the type of data required to measure compliance under section 10A.

To further assist public bodies in understanding how the compliance monitoring tool will function two case studies containing mock data have been developed within the template as follows:

<b>Case Study A</b>	reflects a public body with extensive advertising activities and significant spend across many media channels.
<b>Case Study B</b>	reflects a public body with limited advertising activities and spend across fewer media channels.

For illustrative purposes, the two case studies show a mock advertising campaign in early 2023.

Both case studies include mock data regarding a public body's conceivable advertising activity for the purpose of meeting both the 20% (Sec. 10A (1) (a)) and 5% (section 10A (1) (b)) obligations. The accumulative figures in the respective case studies would only reflect a partial snapshot of a public body's annual advertising operations. The total figures for 2023, as reported by the public body, will be those considered to measure overall compliance to section 10A., by the public body.

The Excel template includes three individual worksheets:

Worksheet A	to capture data regarding advertising activities undertaken by the public body relating to the 20% obligation
Worksheet B:	to capture data regarding advertising activities undertaken by the public body relating to 5% spend on Irish language media
Worksheet C	to log creative work completed in the Irish language

The column headings in the template reflect the key metrics that Oifig an Choimisinéara Teanga will need to capture and data to monitor compliance. The columns pertaining to medium (column e) and measurement (column f) contain drop-down menus with pre-populated lists. The case studies include examples of advertising on all the media channels covered in the powerpoint slide decks (slide 10) and FAQ as circulated to public bodies in September. The template also includes a 'Further Comments' field that will allow public bodies to communicate further qualitative information that they feel is relevant in meeting the obligations under section 10A.

As mentioned above, the template includes a sheet for the purpose of logging creative work. The onus is on individual public body to request creative agencies to hold both Irish and English creative copies until 30/06/2024, for compliance measurement purposes. Public bodies will also be required to keep evidence of their owned media campaigns regarding the data that the public body has included in the compliance measurement template.

Please note that OCT may refine the template before an online version is made available in 2023, but the information sought from public bodies as set out in the template will remain constant. Therefore, public bodies can use the template now to collate data for their advertising activities relevant to section 10A. Public bodies will be required to complete the final version of the compliance measurement tool online by 8 March 2024.