



Australian Government  
Department of Finance

# Campaign Advertising by Australian Government Departments and Agencies

ANNUAL REPORT | 2013-14





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Governance and Resource Management

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# About the Reports on Campaign Advertising by Australian Government Departments and Agencies

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This annual report details campaigns undertaken by *Financial Management and Accountability Act 1997* (FMA Act) departments and agencies (agencies) for which expenditure was greater than \$250,000.

This report covers the period from 1 July 2013 to 30 June 2014 and provides detail of 27 advertising campaigns which ran during the period, based on data sourced from the Central Advertising System.

For each campaign, a short description and breakdown of expenditure by advertising medium are provided. Where campaigns did not use ethnic and/or Indigenous media, the reasoning from the responsible departments or agencies is provided in Chapter 2 of this report.

This report also provides data on both direct media placement expenditure and associated indirect campaign advertising expenditure, such as market research and advertising production costs.

## **Chapter 1:** The Campaign Advertising Framework



# Chapter 1: The Campaign Advertising Framework

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The following section details the campaign advertising framework that operated from November 2013 onwards. Information about the previous review and approval processes for campaigns is available in previous reports.

## **Short-term Interim Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies**

The *Short-term Interim Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (Short-term Guidelines) were released in November 2013 (Appendix A).

The Short-term Guidelines retain the scope, advertising definitions and the five core principles of the previous 2010 campaign advertising Guidelines.

## **Roles of Key Stakeholders**

### **Ministers**

Ministers of agencies which are undertaking a campaign have responsibility for authorising the campaign's development, consistent with normal financial management processes, and for authorising the launch of a campaign. While Ministers do not have responsibility for campaign development, they have a legitimate interest in the development of campaigns in their portfolios. Ministers are usually briefed by their portfolio agency throughout the campaign development process.

### **Agencies Undertaking Advertising Campaigns**

Chief Executives are responsible for certifying that any advertising campaigns above the value of \$250,000 developed within their agencies comply with the Guidelines and related Government policies.

Agencies may also request assistance from the Department of Finance (Finance) on matters of campaign procurement, including the development of shortlists of specialist communications consultants (such as market researchers, advertising and public relations suppliers) and associated tender processes for consultants.



## Department of Finance

The Communications Advice Branch (CAB) in Finance provides policy advice, whole-of-government coordination and assistance to agencies conducting advertising activities. During the reporting period, CAB's functions included:

- providing policy advice related to the framework for information and advertising campaigns and associated processes to the Special Minister of State;
- advising agencies on whether information and advertising activities fall within scope of the campaign advertising Guidelines;
- managing the Communications Multi-Use List (CMUL);
- as requested, assisting agencies with advice on formative and evaluative research, campaign proposals, communications strategies and associated briefs and shortlists for communications suppliers from the CMUL;
- providing advice on campaign advertising, including indicative costs for campaign elements;
- assisting with the management of the whole-of-government contracts for media buying and placement as part of the Central Advertising System (CAS); and
- coordinating reports on campaign expenditure.

## Central Advertising System

All campaign and non-campaign advertising by FMA Act agencies must be placed through the CAS, which consolidates government advertising expenditure and optimises media discounts through whole-of-government negotiated media rates.

Finance operates the CAS and manages the contracts for the contracted master media suppliers. During the period, Universal McCann handled all campaign media planning and placement, and Adcorp Australia placed all non-campaign advertisements, such as job vacancies, tenders and public notices.

In addition to FMA Act agencies, certain other bodies may use the CAS and access the rates, terms and conditions that the Commonwealth has negotiated. During the period, organisations that could access the CAS included:

- agencies covered by the *Commonwealth Authorities and Companies Act 1997* (CAC Act);
- the Northern Territory and Australian Capital Territory governments;
- Commonwealth statutory authorities and government business enterprises; and
- organisations provided with Australian Government funding for advertising or communications purposes.

## Communications Multi-Use List

The Communications Multi-Use List (CMUL) is a continuously open, whole-of government list of specialist communications suppliers interested in tendering for work associated with Australian Government advertising and information campaigns.

FMA Act agencies must use the CMUL when developing and implementing advertising and information campaigns valued at \$250,000 or more. The CMUL began operating on 31 March 2009 and contains five categories of communications expertise:

- advertising;
- market and social research;
- public relations;
- specialists in communicating with Indigenous Australians; and
- specialists in communicating with people from non-English speaking backgrounds.

The names of the suppliers that have been assessed as satisfying the conditions for inclusion on the CMUL are available on AusTender ([www.tenders.gov.au/cmulo](http://www.tenders.gov.au/cmulo)).

## Process for the Development and Launch of Campaigns

From November 2013 onwards, consistent with the Short-term Interim Guidelines, the key steps for campaign development and launch are:

- the Portfolio Minister approves campaign development;
- once the final form of a proposed campaign is settled, the responsible Secretary/Chief Executive (if satisfied of compliance with the Guidelines) provides a certification to their Portfolio Minister;
- the Portfolio Minister writes to the Special Minister of State (SMOS), providing the campaign materials and the Secretary/Chief Executive certification, and seeks the SMOS's written endorsement to launch the campaign;
- subject to endorsement from the SMOS, the Portfolio Minister can approve and launch the campaign; and
- once a campaign launches in the media, the certification of compliance by the Secretary/Chief Executive should be published by the responsible agency on their web site, as a means of providing transparency with regard to decision-making.

## **Chapter 2:** Australian Government Campaign Expenditure from 1 July 2013 to 30 June 2014



# Chapter 2: Australian Government Campaign Expenditure from 1 July 2013 to 30 June 2014

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## Expenditure by Medium

This chapter provides a range of information on individual advertising campaigns above the value of \$250,000. For each campaign, a short description and breakdown of expenditure by medium are provided.

Table 1 provides information on campaign media expenditure, broken down by media types (i.e. television, press, radio, etc). Total expenditure on ethnic and Indigenous media placement is reported separately.

As set out, a total of \$106.5 million was spent on all campaign advertising media during the reporting period, including \$7.8 million on ethnic media and \$1.8 million on Indigenous media.

**Table 1: Advertising campaigns from 1 July 2013 to 30 June 2014**

Agency	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	Indigenous
Australian Customs and Border Protection Service	<i>Offshore Anti-people Smuggling Communication (No Way) Campaign</i>	—	—	—	—	1.6	—	—	<b>1.6</b>	1.3	—
Australian Electoral Commission	<i>2013 Federal Election</i>	5.0	3.3	2.1	0.1	4.0	0.9	0.3	<b>15.7</b>	1.2	0.4
	<i>Western Australia Senate Election</i>	0.2	0.2	0.3	—	0.5	—	0.0	<b>1.3</b>	0.1	0.1
Australian Securities and Investment Commission	<i>MoneySmart</i>	—	0.2	0.0	—	0.7	0.3	—	<b>1.2</b>	0.0	0.0
Australian Taxation Office	<i>Super. Your Money. Your Future</i>	1.9	0.5	0.6	0.0	0.8	—	—	<b>3.8</b>	0.2	0.1
	<i>Tax Time</i>	—	—	—	—	0.2	—	—	<b>0.2</b>	—	—
	<i>Tax Time Refund Integrity</i>	—	—	—	—	0.1	—	—	<b>0.1</b>	—	—
Communications	<i>Digital Switchover</i>	1.1	1.3	0.2	0.0	0.3	0.0	—	<b>3.0</b>	0.5	0.1
	<i>Digital Television – Retune</i>	1.3	1.5	0.7	0.0	1.3	—	—	<b>4.7</b>	0.4	0.0
Defence	<i>Defence Force Recruiting</i>	19.2	0.0	0.8	0.3	7.9	0.2	1.9	<b>30.3</b>	0.0	0.1
	<i>International Fleet Review</i>	—	0.3	0.2	—	0.2	0.1	—	<b>0.7</b>	—	—
Education, Employment and Workplace Relations	<i>Experience+</i>	—	0.0	0.0	0.0	0.0	—	—	<b>0.1</b>	—	0.0
	<i>National Plan for School Improvement</i>	3.1	0.2	0.9	0.1	1.4	—	0.1	<b>5.7</b>	0.3	0.1
Families, Housing, Community Services and Indigenous Affairs	<i>Dad and Partner Pay</i>	—	0.1	0.4	0.1	0.1	—	—	<b>0.6</b>	0.1	0.0
	<i>DisabilityCare Australia</i>	2.6	1.7	0.8	0.2	2.5	—	—	<b>7.8</b>	0.6	0.1
	<i>Schoolkids Bonus</i>	0.5	0.1	0.3	0.0	1.0	—	0.1	<b>2.1</b>	0.2	0.1
Foreign Affairs and Trade	<i>Smartraveller (Phase 3)</i>	0.7	0.0	0.1	0.1	1.1	0.2	—	<b>2.2</b>	0.1	—
Health	<i>National Tobacco – More Targeted Approach</i>	1.2	0.5	1.2	0.3	0.7	0.4	—	<b>4.3</b>	0.7	0.2

Agency	Campaign	Expenditure (\$ million)							Expenditure (\$ million)		
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	Total	Ethnic	Indigenous
Health and Ageing	Medicare for all	1.2	1.1	0.4	—	0.9	—	—	3.7	0.7	0.1
Immigration and Border Protection	Onshore Anti-people Smuggling Communication (No Way) Campaign	—	0.0	0.0	—	0.0	—	—	0.1	0.1	—
Immigration and Citizenship	Employer Awareness	—	—	0.1	0.0	0.1	—	—	0.2	0.0	—
	Targeting Diaspora Communities (By Boat, No Visa)	1.6	4.0	0.6	—	0.3	—	—	6.5	0.3	—
Innovation, Industry, Science, Research and Tertiary Education	A Plan for Australian Jobs	2.3	0.2	1.5	—	1.6	—	0.7	6.2	0.7	0.2
	Clean Technology Investment Program	—	0.0	—	—	—	—	—	0.0	0.0	—
Social Services	Aged Care Reform	—	0.2	0.2	0.0	0.1	—	—	0.5	0.0	0.0
	National Disability Insurance Scheme	—	0.1	0.2	—	0.1	—	—	0.3	0.0	0.0
Veterans' Affairs	ANZAC Day 2015 Ballot	—	—	0.5	—	0.3	—	—	0.7	—	—
—	Other media expenditure including activity less than \$250,000	0.2	0.4	0.3	0.2	1.6	0.0	—	2.8	0.3	0.2
TOTAL		42.2	16.0	12.3	1.5	29.4	2.0	3.1	106.5	7.9	2.0

**Notes:** Figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. All figures are gross media spend (exclusive of GST). '—' indicates that no media was placed in this medium. '0.0' indicates that media was placed in this medium, though less than \$50,000 was spent.

**Source:** Central Advertising System

## Campaign Summaries and Expenditure

This section provides information on campaign summaries, running dates, contract values, suppliers engaged and, where ethnic and/or Indigenous media have not been used, exception reports.

The campaign end dates refer to the date at which each campaign concluded during the reporting period. Some campaigns are ongoing beyond the reporting period.

The titles of a number of departments and agencies changed during the reporting period. The titles used throughout the report reflect the name of the department or agency at the time relevant campaigns launched in the media.

## Sources of Data

Media placement expenditures are sourced from the CAS.

All other costs relating to campaign development were sourced from the FMA Act agencies responsible for the particular campaigns.

The tables contain both actual expenditure and contract figures. Contract values can differ from expenditure figures where contracts are valid for more than one year.

Advertising expenditure is divided into media placement costs and associated advertising expenditure. The definitions of the associated advertising expenditure categories are as follows:

- **Advertising** – Any advertising agency costs (particularly creative and production but excluding media placement).
- **Market research** – This can include the costs of formative or developmental research conducted to inform the development of a communications or campaign strategy, concept testing, benchmarking, tracking and evaluation costs.
- **Public relations** – Public relations costs which are paid to a specialist agency as part of an advertising campaign.
- **Non-English speaking background (NESB) communications** – Specialist consultants and translation costs (excluding media costs and printed materials).
- **Indigenous communications** – Specialist consultants and translation costs (excluding media costs and printed materials).
- **Printed materials and direct mail** – Printed publications, printed collateral materials, postage costs, DVDs, costs associated with distribution and production, etc.
- **Other** – Sponsorships, other.

## Australian Customs and Border Protection: *Offshore Anti-people Smuggling Communication (No Way) Campaign*

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 30 June 2014

**Summary:** The Operation Sovereign Borders Joint Agency Task Force (JATF) is responsible for the implementation of a wide-reaching anti-people smuggling strategic communication campaign to deter migrants considering illegal maritime travel as a method of arrival to Australia. The JATF delivers campaigns targeted at potential illegal immigrants in source and transit countries for people smuggling activity. They aim to inform and educate people about the Australian Government's tough policy to combat people smuggling, highlighting the realities of hazardous sea journeys, the financial risks of engaging people smugglers, the deception and lies of people smugglers, and the consequences of illegal migration by sea to Australia. The anti-people smuggling communication is ongoing.

**Exception reporting:** Due to its targeting, Indigenous media was not required for this campaign.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	75	—	Existing contract	Universal McCann
	18	—	3	LOTE Marketing
Market research	—	—	—	—
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
<b>Sub-total</b>	<b>93</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	1.6
<i>Indigenous media</i>	—
<i>Ethnic media</i>	1.3
<b>Total</b>	<b>1.7</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.



## Australian Electoral Commission: 2013 Federal Election

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 7 September 2013

**Summary:** The Australian Electoral Commission's (AEC) federal election campaign included a phase that preceded the announcement of the election. The campaign commenced in May with public relations activity and a low level digital campaign promoting enrolment before the election (pre-election enrolment phase). At this time, the date of the election had been set for 14 September. On 14 July, the campaign was expanded into broader media with the start of the AEC's Enrolment (Glow) phase. The federal election date was changed to 7 September with an announcement of the new date by the then Prime Minister on 4 August. The AEC's traditional three-phase election time campaign commenced that day (Close of roll; Voter Services and Formality).

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	666	500	Existing contract	BMF Advertising
Market research	263	263	Existing contract	Ipsos Social Research Institute
Public relations	571	945	Existing contract	Haystac Public Affairs
NESB communications	358	630	Existing contract	Cultural Perspectives
Indigenous communications	40	40	Existing contract	Cox Inall Ridgeway
Printed materials and direct mail	2,414			
Other	169			
<b>Sub-total</b>	<b>4,481</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	4.5
Media placement	15.7
<i>Indigenous media</i>	0.4
<i>Ethnic media</i>	1.2
<b>Total</b>	<b>20.2</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Australian Electoral Commission: *Western Australia Senate Election*

**Campaign commencement date:** 28 February 2014

**Campaign end date:** 5 April 2014

**Summary:** The AEC conducted a re-run of the WA Senate election on 5 April 2014. The public information campaign commenced the day the writs for the election were issued, 28 February 2014. The campaign was limited to WA audiences and continued until election day.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	330	345	Existing contract	BMF Advertising
Market research	165	208	Existing contract	Ipsos Social Research Institute
Public relations	117	144	Existing contract	Haystac Public Affairs
NESB communications	236	255	Existing contract	Cultural Perspectives
Indigenous communications	30	40	Existing contract	Cox Inall Ridgeway
Printed materials and direct mail	251			
Other	—			
<b>Sub-total</b>	<b>1,129</b>			

  

Summary	Expenditure (\$ million)
Consultants, services and other	1.1
Media placement	1.3
<i>Indigenous media</i>	<i>0.1</i>
<i>Ethnic media</i>	<i>0.1</i>
<b>Total</b>	<b>2.4</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Australian Securities and Investment Commission: *MoneySmart*

**Campaign commencement date:** 25 May 2014

**Campaign end date:** 30 June 2014

**Summary:** This was the third phase of advertising conducted by Australian Securities and Investment Commission for the MoneySmart website. The key campaign objectives were to increase awareness and usage of the MoneySmart website. The campaign predominantly targeted families and 45 to 60 year olds who are thinking more about their financial future and retirement. With the target audiences in mind, the main campaign theme was 'A brighter financial future is in your hands'. The campaign sought to encourage personal responsibility for financial decisions and a greater sense of accountability and control, through using MoneySmart's resources.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	198	198	Existing contract	Spinach Advertising
Market research	108	108	Existing contract	GfK Australia Pty Ltd
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	64	3	Gavin Jones Communications
Printed materials and direct mail	—			
Other	—			
<b>Sub-total</b>	<b>306</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	1.2
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.0
<b>Total</b>	<b>1.5</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Australian Taxation Office: Super. Your Money. Your Future

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 4 August 2013

**Summary:** In 2010 the Government announced a number of superannuation reforms in response to recommendations from the Australia's Future Tax System and Super System reviews. The reforms were designed to improve the super system and better safeguard the retirement savings of Australians. To inform the community about the changes and benefits the ATO conducted an advertising campaign. The target audience was broad – some 11.5 million individuals and approximately 860,000 employers were impacted by super reform. The campaign aim was to emphasise how the changes would make super easier and simpler to deal with, with very little effort required to gain the benefits, and encouraged visits to a campaign website for information.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	32	810	Existing contract	The Shannon Company
Market research	58	142	Existing contract	Hall & Partners   Open Mind
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
<b>Sub-total</b>	<b>90</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	3.8
<i>Indigenous media</i>	<i>0.1</i>
<i>Ethnic media</i>	<i>0.2</i>
<b>Total</b>	<b>3.9</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Australian Taxation Office: Tax Time

**Campaign commencement date:** 2 June 2014

**Campaign end date:** 30 June 2014

**Summary:** The purpose of the tax time campaign is to remind taxpayers to prepare and lodge their income tax return, on time, and through the ATO's preferred channel (online). The target audience was 'self-preparing' taxpayers - i.e. those taxpayers who prepare and lodge their own tax returns.

**Exception reporting:** Culturally and linguistically diverse audiences were reached through well-established, below the line activities undertaken by the ATO's dedicated Access and Diversity Unit. Activity included the inclusion of tax time information in the ATO's regular in-language radio broadcasts on SBS and community radio. Indigenous audiences were reached through well-established, below the line activities undertaken by the ATO's dedicated Access and Diversity Unit. Activity included the inclusion of tax time information in the ATO's regular radio broadcasts on the SBS Indigenous program.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	62	62	Existing standing offer	Cre8ive
Market research	29	29	Existing standing offer	Colmar Brunton
	2	2	3	Focus People
Public relations	—	—	—	—
NESB communications	7	7	Existing standing offer	Various translation suppliers
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
<b>Sub-total</b>	<b>100</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	0.2
Indigenous media	—
Ethnic media	—
<b>Total</b>	<b>0.3</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Australian Taxation Office: Tax Time Refund Integrity

**Campaign commencement date:** 10 June 2014

**Campaign end date:** 30 June 2014

**Summary:** The purpose of the tax time refund integrity campaign was to remind taxpayers to claim the correct amount of work related expenses tax deductions, and to protect their identities to prevent identity theft. The target audience was 'self-preparing' taxpayers - i.e. those taxpayers who prepare and lodge their own tax returns.

**Exception reporting:** Communications to culturally and linguistically diverse background taxpayers were undertaken through the ATO's in-house Access and Diversity Unit. The refund integrity communications strategy did not identify any unique communication requirements for Indigenous audiences during phase one of the advertising campaign. Subsequent Australian Institute of Criminology research (from May 2014) has highlighted that Indigenous audiences are vulnerable to the misuse of personal information, and the ATO is building Indigenous communications into its refund integrity strategy for subsequent phases of the campaign.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	46	46	Existing standing offer	Visual Jazz Isobar
Market research	5	5	3	Stable Research, a division of Hooper and Johnston P/L
Public relations	—	—	—	—
NESB communications	32	32	Existing standing offer	SBS
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
<b>Sub-total</b>	<b>83</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	0.1
<i>Indigenous media</i>	—
<i>Ethnic media</i>	—
<b>Total</b>	<b>0.2</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Communications: *Digital Switchover*

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 30 June 2014

**Summary:** The Australian Government has announced a region-by-region switchover from analog to digital television in Australia which was completed on 10 December 2013. In support of this policy a long-term, phased communication campaign launched in April 2009. The aim of the Digital Switchover campaign was to ensure a smooth transition to digital free-to-air television by informing Australians about digital switchover, necessary preparations and sources for further information.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	479	703	Existing standing offer	BMF Advertising
Market research	664	664	Existing standing offer	ORIMA Research Pty Ltd
Public relations	896	1,393	Existing standing offer	Big N (n2n)
NESB communications	314	314	Existing standing offer	Cultural Perspectives
Indigenous communications	249	250	Existing standing offer	Trustee for the Niddrie Family Trust (Winangali)
Printed materials and direct mail	29			
Other	1,830			
<b>Sub-total</b>	<b>4,461</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	4.5
Media placement	3.0
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.5
<b>Total</b>	<b>7.5</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Communications: *Digital Television – Retune*

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 30 June 2014

**Summary:** Retuning is the final step in the move to digital only television. The Retune campaign supports the Restack program that involves over 1,300 Australian digital television services moving frequencies by the end of 2014 to make way for new communications services that will commence in 2015. Once the channels have moved people will need to retune their digital televisions and other digital devices in order to continue watching all free-to-air digital channels. The Retune campaign seeks to inform all television viewers 18+ that their area will be retuning and they will need to retune their digital equipment in order to continue watching all free-to-air television channels.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	516	600	Existing standing offer	BMF Advertising
Market research	613	605	Existing standing offer	ORIMA Research Pty Ltd
Public relations	2,993	3,046	Existing standing offer	Big N (n2n)
NESB communications	374	374	Existing standing offer	Cultural Perspectives
Indigenous communications	600	600	Existing standing offer	Dreamtime
Printed materials and direct mail	—			
Other	491			
<b>Sub-total</b>	<b>5,587</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	5.6
Media placement	4.7
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.4
<b>Total</b>	<b>10.3</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.



## Department of Defence: *Defence Force Recruiting*

**Campaign commencement date:** 1 July 2013  
**Campaign end date:** 30 June 2014 (ongoing)

**Summary:** This is an ongoing campaign to correct common misperceptions about the Service brands and generate the enquiries and applications required to fill almost 7,900 Officer and General Entry positions in the Navy, Army and Air Force. While the advertising aims to reach older candidates and influencers, the key target audience is 16–24 year old males and females nationally.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	9,342	1,938	Existing contract	George Patterson Y&R Pty Ltd
	—	1,072	Existing contract	Y&R Brands Pty Ltd
	—	614	9	Havas Worldwide (Australia) Pty Ltd
Market research	665	—	Existing standing offer	GfK Australia Pty Ltd
	773	—	Existing standing offer	Hall & Partners   Open Mind
	583	—	Existing standing offer	Horizon Research
Public relations	50	—	Existing standing offer	Haystac Public Affairs
	195	—	Existing standing offer	Progressive
	7	—	Existing standing offer	Impact Communications Australia
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	361			
Other	621			
<b>Sub-total</b>	<b>12,597</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	12.6
Media placement	30.3
<i>Indigenous media</i>	<i>0.1</i>
<i>Ethnic media</i>	<i>0.0</i>
<b>Total</b>	<b>42.9</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Defence: *International Fleet Review*

**Campaign commencement date:** 7 August 2013

**Campaign end date:** 1 October 2013

**Summary:** An advertising strategy and media campaign was developed to promote the International Fleet Review to the key target audience of Sydney and Regional NSW families with children under 18.

**Exception reporting:** Culturally and linguistically diverse audiences were targeted through public relations activity. Campaign media releases were translated and distributed through the New South Wales Community Relations Commission. Indigenous audiences were targeted through public relations activities.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	32	55	Existing contract	Y&R Brands
Market research	—	—	—	—
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail				
Other	10			
<b>Sub-total</b>	<b>42</b>			
<b>Summary</b>	<b>Expenditure (\$ million)</b>			
Consultants, services and other	0.0			
Media placement	0.7			
Indigenous media	—			
Ethnic media	—			
<b>Total</b>	<b>0.7</b>			

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Education, Employment and Workplace Relations: *Experience+*

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 7 August 2013

**Summary:** The aim of the Experience+ campaign was to raise awareness and encourage take up of Australian Government programs aimed at increasing the levels of mature age employment participation. Targeting employers and mature age Australians the campaign objectives were to increase awareness of the benefits of employing and retaining mature age Australians, and to generate awareness and encourage take up of the services available to employers and mature age workers.

**Exception reporting:** Considering the advice from the government's master media buying agency and developmental research the department did not identify any specific communication requirements for Employers with culturally and linguistically diverse backgrounds. For the secondary audience, mature age job seekers/workers, the department planned to use in language media in the second phase (ie second financial year) of the campaign.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	60	400	3	Spinach Creative
Market research	64	290	3	Wallis Consulting Group
	18	280	3	Hall & Partners   Open Mind
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	NESB communications services were subcontracted and are included in the 'Advertising' line item above
Printed materials and direct mail	7			
Other	—			
<b>Sub-total</b>	<b>149</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	0.1
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	—
<b>Total</b>	<b>0.2</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Education, Employment and Workplace Relations: *National Plan for School Improvement*

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 29 July 2013

**Summary:** The National Plan for School Improvement campaign ran from 19 May to 29 July 2013. The campaign was designed to inform target audiences, including parents and potential parents, about school funding, changes to the schooling system and how the proposed reforms outlined in the National Plan for School Improvement would affect schools and the education of students.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	96	250	4	Taylor Nelson Sofres
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
<b>Sub-total</b>	<b>96</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	5.7
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.3
<b>Total</b>	<b>5.8</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Families, Housing, Community Services and Indigenous Affairs: *Dad and Partner Pay*

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 30 June 2014

**Summary:** The campaign aimed to increase awareness and understanding of Dad and Partner Pay as a new entitlement under the existing Paid Parental Leave scheme, including the rights and responsibilities of target audiences. The campaign targeted prospective parents and employers.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	31	38	Existing contract	Eardrum
Market research	47	88	Existing contract	Colmar Brunton
	251	251	4	ORIMA Research Pty Ltd
Public relations	85	400	Existing contract	Fenton Strategic Communications
NESB communications	66	92	Existing contract	Ogilvy and Mather, T/A Etcom
Indigenous communications	25	70	Existing contract	Cox Inall Ridgeway
Printed materials and direct mail	12			
Other	1			
<b>Sub-total</b>	<b>518</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.5
Media placement	0.6
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.1
<b>Total</b>	<b>1.1</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Families, Housing, Community Services and Indigenous Affairs: *DisabilityCare Australia*

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 30 June 2014

**Summary:** DisabilityCare (now known as the National Disability Insurance Scheme) supports people up to age 65 who have or acquire a permanent and significant disability that makes it difficult to undertake everyday activities. When fully implemented the Scheme will provide high quality supports for around 460,000 people. Launched on 16 June 2013, the campaign was designed to communicate the rationale for DisabilityCare, how the initiative will work and outcomes it will deliver. Comprising television, print, radio and online advertising, the campaign was targeted at all Australians. The campaign was supported by a range of public relations activities including production and distribution of information materials.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	12	—	Existing contract	303 Lowe Australia
Market research	82	—	Existing contract	Colmar Brunton
Public relations	50	—	Existing contract	Ogilvy Public Relations Australia
NESB communications	59	—	Existing contract	Ogilvy and Mather, T/A Ecom
Indigenous communications	—	—	Existing contract	Cox Inall Ridgeway
Printed materials and direct mail	4			
Other	93			
<b>Sub-total</b>	<b>300</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	7.8
Indigenous media	0.1
Ethnic media	0.6
<b>Total</b>	<b>8.1</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Families, Housing, Community Services and Indigenous Affairs: *Schoolkids Bonus*

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 30 September 2013

**Summary:** The campaign aimed to increase awareness and understanding of the introduction of the Schoolkids Bonus as an upfront payment replacing the Education Tax Refund to help families and individuals with the cost of primary and secondary studies. The campaign targeted parents and/or legal guardians of children and individuals who undertake primary and/or secondary study and in receipt of one of the qualifying payments, predominantly Family Tax Benefit Part A.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	105	—	Existing contract	BCM Partnership
Market research	146	146	Existing contract	Hall & Partners   Open Mind
Public relations	299	299	Existing contract	Ogilvy Public Relations Australia
NESB communications	60	60	Existing contract	Multicall Connexions
Indigenous communications	119	119	Existing contract	Winangali
Printed materials and direct mail	19			
Other	1			
<b>Sub-total</b>	<b>749</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.7
Media placement	2.1
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.2
<b>Total</b>	<b>2.8</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Foreign Affairs and Trade: *Smartraveller* (Phase 3)

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 30 June 2014

**Summary:** The *Smartraveller* campaign is a key policy instrument for the Australian Government to promote the security and welfare of Australians travelling overseas. The campaign aims to assist Australians to make well informed decisions about travelling overseas by encouraging them to register their travel plans with the Department of Foreign Affairs and Trade (DFAT), to read and subscribe to DFAT's travel advice, and to take out appropriate travel insurance.

**Exception reporting:** Smartraveller Phase 3 evaluation and Phase 4 exploratory research did not identify the need for specific Indigenous communications. However, the need for specific targeting of Indigenous media is kept under review.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	208	1,878	Existing contract	J Walter Thompson (formerly The Campaign Palace)
Market research	51	432	Existing contract	GfK Australia Pty Ltd
	107	119	4	Taylor Nelson Sofres
Public relations	—	—	—	—
NESB communications	1	335	Existing contract	Ogilvy & Mather t/a Etcom
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	64			
<b>Sub-total</b>	<b>431</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.4
Media placement	2.2
Indigenous media	—
Ethnic media	0.1
<b>Total</b>	<b>2.6</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.



## Department of Health and Ageing: *National Tobacco – More Targeted Approach*

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 30 June 2014

**Summary:** The National Tobacco Campaign - More Targeted Approach and Break the Chain aims to reduce smoking among high need and hard-to-reach audiences who are not targeted through mainstream campaign activity. These activities are intended to contribute towards The Council of Australian Governments' commitment to reduce the national adult daily smoking rate to 10% (from 19.1% in 2007-08) by 2018, and to halve the Aboriginal and Torres Strait Islander adult daily smoking rate (from 47.7% in 2007-08) in the same period.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	8	8	Existing contract	BCM Partnership
	40	40	Existing contract	Universal McCann
	75	75	1	J Walter Thompson
Market research	606	671	Existing contract	ORIMA Research Pty Ltd
Public relations	9	9	Existing contract	Haystac Public Affairs
NESB communications	56	56	Existing contract	LOUD Multicultural
Indigenous communications	—	—	—	Indigenous communication services are included in the 'Advertising' line items for J Walter Thompson and Universal McCann above
Printed materials and direct mail	7			
Other	15			
<b>Sub-total</b>	<b>816</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.8
Media placement	4.3
<i>Indigenous media</i>	0.2
<i>Ethnic media</i>	0.7
<b>Total</b>	<b>5.1</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Health and Ageing: *Medicare for all*

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 3 August 2013

**Summary:** The Medicare for all campaign was part of the Take Control of Your Health Care measure, to inform the public about Medicare, and how to access its services. The focus was on increasing awareness of the availability of care and advice through the after hours GP helpline, the eHealth record, and of the role of Medicare Locals. The campaign focused on: people not registered for a personally controlled eHealth record, people with high health care needs (including older Australians); people who have regular interaction with the health care system (including parents and carers); people in regional, rural and remote areas; and population groups who are likely to have a greater need for after hours health care advice.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	136	188	Existing contract	BCM Partnership
Market research	140	140	Existing contract	ORC International
	108	108	Existing contract	Stancombe Research and Planning
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	5			
<b>Sub-total</b>	<b>389</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.4
Media placement	3.7
Indigenous media	0.1
Ethnic media	0.7
<b>Total</b>	<b>4.1</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Immigration and Border Protection: *Onshore Anti-People Smuggling Communication (No Way) Campaign*

**Campaign commencement date:** 8 June 2014

**Campaign end date:** 30 June 2014

**Summary:** The No way onshore anti-people smuggling campaign aims to inform relevant diaspora communities of the changes to Australia's asylum seeker policy and to reinforce the offshore communication activities. The diaspora communities are encouraged to tell their family and friends overseas about the policy changes. The target audiences are diaspora communities representing the highest proportions of illegal maritime arrivals (Afghans, Pakistanis, Iranians, Iraqis, Tamils, Bangladeshis, Sudanese, Somalis, Nepalese, Rohingya and Vietnamese).

**Exception reporting:** No Indigenous media was required as this was a culturally and linguistically diverse (ethnic) specific campaign targeting 11 diaspora communities.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	60	60	Existing contract	Universal McCann
Market research	71	71	4	Hall & Partners   Open Mind
	117	117	4	Essence Communications
	66	66	1	McNair Ingenuity Research
Public relations	—	—	—	—
NESB communications	9	—	1	Elanex (translations)
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
<b>Sub-total</b>	<b>323</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	0.1
<i>Indigenous media</i>	—
<i>Ethnic media</i>	0.1
<b>Total</b>	<b>0.4</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Immigration and Citizenship: *Employer Awareness*

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 30 June 2014

**Summary:** The Department aimed to educate and inform employers of their obligations and possible penalties resulting from amended employer sanctions legislation. The national media campaign, which commenced on 5 May 2013, encouraged Australian businesses to comply with their obligations to not hire or refer a non-citizen for work where they do not have a visa that allows them to work. As part of the campaign, the Department contracted a specialist consultant to further engage culturally and linguistically diverse (CALD) audiences by engaging key community influencers and providing access to culturally relevant resources.

**Exception reporting:** Indigenous media was not a component as the campaign targeted all employers and specific CALD audiences identified to be a high risk relating to illegal work.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	
Market research	—	—	—	Research services are included in the NESB communications line below
Public relations	—	—	—	—
NESB communications	17	65	4	Diverse Communications
Indigenous communications	—	—	—	—
Printed materials and direct mail	4			
Other	17			
<b>Sub-total</b>	<b>38</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.0
Media placement	0.2
Indigenous media	—
Ethnic media	0.0
<b>Total</b>	<b>0.2</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Immigration and Citizenship: *Targeting Diaspora Communities (By Boat, No Visa)*

**Campaign commencement date:** 20 July 2013

**Campaign end date:** 5 September 2013

**Summary:** The onshore By boat, no visa anti-people smuggling campaign aimed to inform diaspora communities of the changes to Australia's asylum seeker policy and discourage people from risking their lives on dangerous boat journeys. The campaign specifically targeted six diaspora communities: Afghans, Pakistanis, Iranians, Iraqis, Sri Lankans and Vietnamese, who represented the highest proportions of irregular maritime arrivals.

**Exception reporting:** No Indigenous media was required as this is a culturally and linguistically diverse specific campaign targeting six diaspora communities.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	158	158	Existing contract	Universal McCann
Market research	35	35	1	McNair Ingenuity Research
	61	61	1	McNair Ingenuity Research
Public relations	—	—	—	—
NESB communications	51	—	—	Various translation suppliers
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
<b>Sub-total</b>	<b>305</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	6.5
<i>Indigenous media</i>	—
<i>Ethnic media</i>	0.3
<b>Total</b>	<b>6.8</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Innovation, Industry, Science, Research and Tertiary Education: *A Plan for Australian Jobs*

**Campaign commencement date:** 1 July 2013

**Campaign end date:** 3 August 2013

**Summary:** The aim of the Australian Jobs and Industry Information and Communications Campaign was to inform, educate and raise awareness among the community of the measures outlined in A Plan for Australian Jobs: the Industry and Innovation Statement.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	81	269	5	DBM Consultants
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
<b>Sub-total</b>	<b>81</b>			
Summary	Expenditure (\$ million)			
Consultants, services and other	0.1			
Media placement	6.2			
<i>Indigenous media</i>	<i>0.7</i>			
<i>Ethnic media</i>	<i>0.2</i>			
<b>Total</b>	<b>6.3</b>			

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Innovation, Industry, Science, Research and Tertiary Education: *Clean Technology Investment Program*

**Campaign commencement date:** 10 July 2013

**Campaign end date:** 13 July 2013

**Summary:** The Clean Technology Program provided incentives for business to reduce emissions and invest in clean energy, as well as develop new clean technologies and services. Campaign advertising aimed to raise awareness of the program among eligible businesses within the Australian industry and manufacturing communities.

**Exception reporting:** Advertising in Indigenous-specific media was not undertaken in 2013-14, as it was understood that mainstream media activity using industry channels would reach Indigenous audiences within the target group effectively.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	19	—	Existing contract	Universal McCann
Market research	—	—	—	—
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
<b>Sub-total</b>	<b>19</b>			
Summary	Expenditure (\$ million)			
Consultants, services and other	0.0			
Media placement	0.0			
Indigenous media	—			
Ethnic media	0.0			
<b>Total</b>	<b>0.0</b>			

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Social Services: Aged Care Reform

**Campaign commencement date:** 30 June 2014

**Campaign end date:** 30 June 2014

**Summary:** Changes to aged care started from 1 July 2014 to provide people with more choice, more control, and more services to help people stay in their own homes for longer and to remain independent. Launched on 30 June 2014, the 'Let's talk about changes to aged care' campaign was designed to raise awareness among all Australians, particularly older people, their family and carers, of the changes being implemented from 1 July 2014.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	339	339	4	303 Lowe Group Sydney
Market research	276	276	1	Taylor Nelson Sofres
	80	166	5	ORIMA Research Pty Ltd
Public relations	0	0	—	—
NESB communications	39	90	3	26 Letters Communications and Public Relations
Indigenous communications	19	71	3	26 Letters Communications and Public Relations
Printed materials and direct mail	0			
Other	18			
<b>Sub-total</b>	<b>771</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.8
Media placement	0.5
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.0
<b>Total</b>	<b>1.3</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.



## Department of Social Services: *National Disability Insurance Scheme*

**Campaign commencement date:** 15 June 2014

**Campaign end date:** 30 June 2014

**Summary:** The NDIS supports people up to age 65 who have or acquire a permanent and significant disability that makes it difficult to undertake everyday activities. When fully implemented the Scheme will provide high quality supports for around 460,000 people. A three week advertising campaign was undertaken in print, radio and online in new and expanding trial sites. These included the ACT, Barkly region in the NT, Lake Macquarie NSW, SA and the Perth Hills area of WA. The campaign was supported by a range of public relations activities including production and dissemination of: a planning workbook and videos for participants; and information kits for general practitioners and allied health professionals.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	262	273	Existing contract	303 Lowe Group
Market research	118	299	Existing contract	Colmar Brunton
	220	260	Existing contract	Taylor Nelson Sofres
Public relations	90	243	Existing contract	Ogilvy Public Relations Worldwide
NESB communications	148	334	Existing contract	Ogilvy and Mather, t/a Etcom
Indigenous communications	73	123	Existing contract	Cox Inall Ridgeway
Printed materials and direct mail	21			
Other	44			
<b>Sub-total</b>	<b>976</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	1.0
Media placement	0.3
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.0
<b>Total</b>	<b>1.3</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## Department of Veterans' Affairs: ANZAC Day 2015 Ballot

**Campaign commencement date:** 16 November 2013

**Campaign end date:** 31 January 2014

**Summary:** A communication campaign informed Australians about the ballot for attendance at Anzac Day commemorations at Gallipoli in 2015. Advertising was a key component, running for the duration of the ballot process: 16 November 2013–31 January 2014. The advertising was supported by a range of public relations and stakeholder engagement activities including Ministerial media opportunities.

**Exception reporting:** The objective of this campaign was to ensure that the Australian population was aware they had the opportunity to apply for a double pass to attend the Anzac Day 2015 commemoration at Gallipoli. Given the relatively limited budget, and the need to deliver a national campaign across the country, the media plan and execution used radio advertising. With all Australians as the target audience no ethnic or Indigenous media was employed as part of the campaign.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	38	—	Existing contract	Universal McCann
Market research	30	—	4	Taylor Nelson Sofres
Public relations	13	—	1	Media Heads
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
<b>Sub-total</b>	<b>81</b>			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	0.7
Indigenous media	—
Ethnic media	—
<b>Total</b>	<b>0.8</b>

**Notes:** All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1. '—' indicates that no media was placed. 0.0' indicates that media was placed, though less than \$50,000 was spent.

## **Chapter 3:** Historical Series of Campaign Advertising Media Expenditure



The table below details campaign advertising media expenditure by FMA Act agencies from January 2004 to June 2014 on half year, calendar year and financial year bases. This information is only available from January 2004, as different information was recorded prior to that time.

**Table 2: Campaign Advertising Media Expenditure—January 2004 to June 2014**

Period	Half Year (\$ million)	Calendar Year (\$ million)	Financial Year (\$ million)
2013–14			106.5
Jan–Jun 2014	34.2		
2013		170.8	
July–Dec 2013	72.3		
2012–13			138.9
Jan–Jun 2013	98.5		
2012		111.9	
July–Dec 2012	40.5		
2011–12			139.7
Jan–Jun 2012	71.4		
2011		148.7	
Jul–Dec 2011	68.4		
2010–11			116.9
Jan–Jun 2011	80.3		
2010		112.8	
Jul–Dec 2010	36.6		
2009–10			114.7
Jan–Jun 2010	76.2		
2009		115.3	
Jul–Dec 2009	38.5		
2008–09			130.1
Jan–Jun 2009	76.9		
2008		86.6	
Jul–Dec 2008	53.2		
2007–08			185.3
Jan–Jun 2008	33.4		
2007		254.0	
Jul–Dec 2007	151.9		
2006–07			170.1
Jan–Jun 2007	102.1		
2006		116.5	

Period	Half Year (\$ million)	Calendar Year (\$ million)	Financial Year (\$ million)
Jul–Dec 2006	68.0		
2005–06			120.5
Jan–Jun 2006	48.5		
2005		116.5	
Jul–Dec 2005	72.0		
2004–05			70.6
Jan–Jun 2005	44.5		
2004		78.8	
Jul–Dec 2004	26.1		
Jan–Jun 2004	52.7		

**Notes:** Figures are rounded to one decimal place. Discrepancies are due to rounding.

Expenditure for the 2004 calendar year differs between Table 2, which only includes expenditure by FMA Act agencies, and Table 3, which also includes expenditure by bodies subject to the CAC Act and Territory Governments.

**Source:** Central Advertising System

**Table 3: Central Advertising System Campaign Advertising Media Expenditure—July 1994 to December 2004**

Calendar Year (\$ million)		Financial Year (\$ million)	
2004	94.4	2003–04	97.8
2003	63.9	2002–03	51.8
2002	60.4	2001–02	83.9
2001	117.3	2000–01	133.2
2000	177.6	1999–00	186.8
1999	91.4	1998–99	54.0
1998	57.6	1997–98	55.1
1997	50.3	1996–97	29.4
1996	36.1	1995–96	47.6
1995	54.9	1994–95	43.1

**Notes:** Figures are rounded to one decimal place.

Expenditure for the 2004 calendar year differs between Table 2, which only includes expenditure by FMA Act agencies, and Table 3, which also includes expenditure by bodies subject to the *Commonwealth Authorities and Companies Act 1997* and Territory Governments.

**Source:** Central Advertising System

**Appendix A:** Short-term Interim Guidelines  
on Information and Advertising Campaigns  
by Australian Government Departments and  
Agencies (November 2013)



# Appendix A: Short Term Interim Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (November 2013)

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## Introduction

1. These interim Guidelines set out the principles applying to information and advertising campaigns undertaken in Australia.
2. Agencies subject to the *Financial Management and Accountability Act 1997* (FMA Act) must comply with these Guidelines.
3. Agencies conducting information and advertising campaigns must comply with all relevant policies and processes issued and amended from time to time by the Special Minister of State or the Minister for Finance or the agency responsible for such policies, currently the Department of Finance.

## Definitions

4. In general terms, a campaign is a planned series of communication activities that share common objectives, target the same audience and have specific timelines and a dedicated budget. An advertising campaign includes paid media placement and an information campaign does not.
5. For the purposes of these Guidelines, an advertising campaign is designed to inform, educate, motivate or change behaviour. Large-scale recruitment advertising not related to specific job vacancies and with a degree of creative content may be considered an advertising campaign. Agencies should seek advice from Finance if they are unsure whether an activity is an advertising campaign.
6. Simple, informative advertising that generally appears only once or twice, contains factual statements and typically has a low creative content is not an advertising campaign. This category of advertising is non-campaign advertising and includes, but is not limited to:
  - recruitment for specific job vacancies;
  - auction and tender notices;
  - invitations to make submissions or apply for grants;

- notification of date and/or location specific information (for example, notification of a public meeting at a particular time and place); and
- other public notices.

## **Campaign Review and Certification**

7. The requirements for review and certification of campaigns are determined by the value of the campaign and whether advertising will be undertaken. The value of a campaign is the budget for all campaign elements across all financial years and includes:
  - market or social research consultants, public relations consultants, advertising agencies and/or other specialist consultants commissioned in the development of advertising material;
  - production and placement of advertising in print, radio, digital, cinema, television or out-of-home media; and
  - production and dissemination of other campaign materials.
8. The value of a campaign does not include departmental staff and associated costs.
9. For advertising campaigns of \$250,000 or more:
  - The Chief Executive will certify that the campaign complies with the Guidelines and relevant government policies.
  - The Chief Executive will give the certification to the relevant Minister who will seek endorsement from the Special Minister of State before approving its launch.
  - The Chief Executive's certification will be published on the relevant department's web site when the campaign is launched.

## **Information and Advertising Campaign Principles**

The following five principles set out the context in which Australian Government campaigns should be conducted. They relate to when campaigns can be conducted, how campaign materials should be presented, and the legal and procurement responsibilities that need to be considered.

### **Principle 1: Campaigns should be relevant to government responsibilities**

10. The subject matter of campaigns should be directly related to the Government's responsibilities. As such, only policies or programs underpinned by:
  - legislative authority; or
  - appropriation of the Parliament; or
  - a Cabinet Decision which is intended to be implemented during the current Parliament should be the subject of a campaign.
11. Examples of suitable uses for government campaigns include to:



- inform the public of new, existing or proposed government policies, or policy revisions;
- provide information on government programs or services or revisions to programs or services to which the public are entitled;
- inform consideration of issues;
- disseminate scientific, medical or health and safety information;
- or provide information on the performance of government to facilitate accountability to the public.

**Principle 2: Campaign materials should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign**

12. Campaign materials should enable the recipients of the information to distinguish between facts, comment, opinion and analysis.
13. Where information is presented as a fact, it should be accurate and verifiable. When making a factual comparison, the material should not attempt to mislead the recipient about the situation with which the comparison is made and it should state explicitly the basis for the comparison.
14. Pre-existing policies, products, services and activities should not be presented as new.
15. Special attention should be paid to communicating with any disadvantaged individuals or groups identified as being within the target audience. Particular attention should be paid to the communication needs of young people, the rural community and those for whom English is not a convenient language in which to receive information.
16. Imagery used in campaign materials should reflect the diverse range of Australians. There should be recognition of the full participation of women, Indigenous and culturally and linguistically diverse communities by realistically portraying their interests, lifestyles and contributions to Australian society.
17. Campaign materials should be tested with target audiences to indicate they are engaging and perform well against the objectives of the campaign.

**Principle 3: Campaign materials should be objective and not directed at promoting party political interests**

18. Campaign materials must be presented in objective language and be free of political argument.
19. Campaign materials must not try to foster a positive impression of a particular political party or promote party political interests.
20. Campaign materials must not:
  - a. mention the party in Government by name;
  - b. directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
  - c. include party political slogans or images;

- d. be designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or
- e. refer or link to the web sites of politicians or political parties.

**Principle 4: Campaigns should be justified and undertaken in an efficient, effective and relevant manner**

- 21. Campaigns should only be instigated where a need is demonstrated, target recipients are clearly identified and the campaign is informed by appropriate research or evidence.
- 22. Campaign information should clearly and directly affect the interests of recipients.
- 23. The medium and volume of the advertising activities should be cost effective and justifiable within the budget allocated to the campaign.
- 24. Distribution of unsolicited material should be carefully controlled.
- 25. Campaigns should be evaluated to determine effectiveness.

**Principle 5: Campaigns must comply with legal requirements and procurement policies and procedures**

- 26. The manner of presentation and the delivery of campaigns must comply with all relevant laws including:
  - a. laws with respect to broadcasting and media;
  - b. privacy laws;
  - c. intellectual property laws;
  - d. electoral laws;
  - e. trade practices and consumer protection laws; and
  - f. workplace relations laws.

Procurement policies and procedures for the tendering and commissioning of services and the employment of consultants should be followed and there should be a clear audit trail regarding decision making.