



Australian Government
Department of Finance

Campaign Advertising by Australian Government Departments and Agencies

ANNUAL REPORT | 2014–15



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About the Reports on Campaign Advertising

This annual report details campaigns undertaken by departments and agencies (non-corporate Commonwealth entities) under the *Public Governance, Performance and Accountability Act 2013* (PGPA Act) for which expenditure was greater than \$250,000.

This report covers the period from 1 July 2014 to 30 June 2015 and provides detail of 25 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 ('exception reporting') from the responsible entities 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

The following section details the campaign advertising framework that operated from February 2015 onwards. Earlier in the 2014–15 financial year, campaigns were subject to an interim campaign framework involving different review and approval arrangements. Further detail about the interim framework is set out in the 2013–14 annual report on campaign advertising.

Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities

The Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities were released in February 2015 (Appendix A).

The Guidelines contain five principles for Government advertising and information campaigns, including the need for campaigns to be properly targeted, free from political content, relevant to Government responsibilities, and conducted with due regard to efficiency, effectiveness and accountability. All non-corporate Commonwealth entities under the PGPA Act are required to comply with the 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.

Service Delivery and Coordination Committee

During 2014–15, the Service Delivery and Coordination Committee (SDCC) of Cabinet was re-established to oversee the provision of public information by government departments and agencies.

Independent Communications Committee

The Independent Communications Committee (ICC) was appointed in March 2015. During the reporting period, the ICC was chaired by Mr Greg Williams FCPA, and its members were Ms Christine Faulks and Mr Malcolm Hazell CVO AM FAICD.

The ICC provides its independent views and advice to the Chief Executives (Accountable Authorities) of entities conducting or proposing to conduct advertising campaigns where expenditure is expected to be over \$250,000. The ICC usually considers campaigns when a communications strategy has been developed.

The ICC has a degree of reliance on expert advice, including from the Department of Finance (Finance) as well as advice from the entities proposing to conduct campaigns. However, Finance does not advise the ICC on compliance with the Guidelines. The ICC's consideration of compliance draws upon a review of materials provided by the responsible entity, any associated market research or supporting evidence, and any other information or independent expert advice available. The Committee's key responsibilities include:

- considering proposed campaigns and providing a report to the Chief Executive on compliance with reference to Principles 1 to 4 of the Guidelines;
- reporting to responsible Ministers on the operation of the Guidelines, as necessary, including any trends and emerging issues; and
- considering and proposing to responsible Ministers any revisions to the Guidelines as necessary in light of experience.

Review reports issued by the ICC are published at www.finance.gov.au/advertising.

Entities Undertaking Advertising Campaigns

Accountable Authorities (Chief Executives/Secretaries) are responsible for certifying that any advertising campaigns above the value of \$250,000 developed within their entities comply with the Guidelines and related Government policies.

Entities may request assistance from 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;
- from March 2015, providing Secretariat services to the ICC;
- 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 contract for media buying and placement as part of the Central Advertising System (CAS); and
- coordinating annual reports on campaign expenditure.

Central Advertising System

All campaign and non-campaign advertising by non-corporate Commonwealth entities under the PGPA Act 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 contract for the contracted master media supplier. During the period, Dentsu Mitchell handled all campaign and non-campaign (i.e. job vacancies, tenders and public notices) media planning and placement.

In addition to non-corporate Commonwealth entities, 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:

- corporate Commonwealth entities and Commonwealth companies under the PGPA Act;
- the Northern Territory and Australian Capital Territory governments; and
- organisations provided with Australian Government funding for advertising or communications purposes.

Communications Multi-Use List

The 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.

Non-corporate Commonwealth entities under the PGPA Act 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 comprises 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).

Process for the Development and Launch of Campaigns

From February 2015 onwards, consistent with the Guidelines, the key steps for campaign development and launch are:

- The Minister of the relevant entity agrees to the development of a campaign and the entity informs Finance.
- The entity develops a communication strategy, informed by specific developmental research (and/or an analysis of existing research) and advice from the master media agency about the most appropriate advertising approach.
- The entity liaises with Finance to schedule a review by the ICC of the communication strategy, developmental research, media strategy and draft media plan. The ICC reviews the campaign and provides compliance advice against Principles 1 to 4 of the Guidelines. Entities are expected to consider this advice as part of the campaign development process.
- Entities develop briefs for communications suppliers (which may include advertising, public relations, research, multicultural and Indigenous communications specialists), and undertake associated procurement processes.
- Communications suppliers are appointed and the campaign is developed, which usually includes refining and testing the materials with the intended target audience/s to provide assurance they are performing well.
- Once the final form of the campaign is settled, the Accountable Authority will consider compliance advice from the ICC, together with advice from their own entity, including advice with regard to Principle 5 (legal and procurement matters). Based on this information, the Accountable Authority considers whether to certify the campaign. If satisfied of its compliance with the Guidelines, the Accountable Authority provides a certification to the Minister responsible for the campaign.
- The Minister may launch or approve the launch of the campaign following receipt of the certification by the Accountable Authority. The certification is published on the entity website as soon as possible after the campaign launch.
- Finance publishes the ICC's compliance advice on the Finance website following the launch of the campaign.
- Within the process set out above, campaigns are considered by the SDCC.

Chapter 2: Australian Government Campaign Expenditure from 1 July 2014 to 30 June 2015



Chapter 2: Australian Government Campaign Expenditure from 1 July 2014 to 30 June 2015

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—that is, television, press, radio, magazine, digital, out of home and cinema. Total expenditure on ethnic and Indigenous media placement is reported separately.

As set out, a total of \$107.1 million was spent on all campaign advertising media during the reporting period, including \$5.1 million on ethnic media and \$1.4 million on Indigenous media.

Table 1: Advertising campaigns from 1 July 2014 to 30 June 2015

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	Indigenous
Attorney-General's	Australian Cybercrime Online Reporting Network	—	—	0.1	—	0.6	—	—	0.7	0.1	0.0
	National Security	—	0.4	0.9	—	0.3	—	—	1.5	—	—
Australian Customs and Border Protection Service	No Way (Offshore)	—	—	—	—	1.7	—	—	1.7	1.7	—
	No Way (Onshore)	—	0.0	0.1	—	0.1	—	—	0.2	0.2	—
Australian Securities and Investments Commission	MoneySmart	0.0	0.6	—	0.1	0.9	—	—	1.6	0.1	0.0
Australian Taxation Office	Aggressive Tax Planning	—	—	—	—	0.0	—	—	0.0	—	—
	GST Voluntary Compliance	—	—	0.1	—	0.3	—	—	0.3	0.0	—
	Tax Time	—	—	—	—	0.3	—	—	0.3	—	—
Communications	Digital Television – Retune	0.8	0.8	1.2	0.0	0.7	—	—	3.4	0.2	0.0
Defence	Defence Force Recruiting	19.1	—	0.5	0.4	9.3	0.5	1.5	31.3	—	0.3
Education and Training	Higher Education Reforms	3.5	0.3	0.9	0.0	1.1	0.3	—	6.1	0.1	0.1
Employment	Restart Wage Subsidy	—	0.7	0.5	0.1	0.3	—	—	1.7	0.1	—
Finance	Medibank Private IPO	5.4	1.6	0.5	0.0	1.5	0.2	—	9.2	0.2	—
Foreign Affairs and Trade	Smarttraveller (interim)	—	0.0	—	0.0	0.3	—	—	0.3	0.0	—
Health	BreastScreen Australia	—	0.8	0.3	0.3	0.1	0.1	—	1.6	0.1	0.0
	Health Star Rating	—	0.0	—	—	0.3	—	—	0.3	0.0	0.0
	National Bowel Cancer Screening	—	0.8	0.4	0.1	0.5	0.1	—	1.9	0.0	0.0
	National Drugs Campaign – Ice	3.9	—	—	—	2.3	—	0.7	6.9	0.2	0.1
	National Tobacco	2.9	0.3	1.4	0.2	1.8	2.1	—	8.7	0.8	0.2

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	Indigenous
Immigration and Border Protection	No Way (Onshore)	—	0.0	0.1	—	0.1	—	—	0.2	0.2	—
Industry and Science	Growth Fund	—	0.1	0.1	—	0.1	0.0	—	0.3	0.0	—
Social Services	Aged Care Reform	—	0.9	1.5	0.2	0.4	0.3	—	3.4	0.3	0.1
	Aged Pension and Pensioner Concessions	0.1	0.1	0.1	—	0.1	0.0	—	0.4	0.1	0.0
	National Disability Insurance Scheme – South Australia	—	0.1	0.0	—	0.0	—	—	0.1	0.0	0.0
Treasury	Intergenerational Report	10.7	2.6	3.8	0.0	2.6	1.1	0.3	21.0	0.3	0.2
—	Other media expenditure including activity less than \$250,000	0.1	0.5	0.3	0.5	2.2	0.0	—	3.7	0.4	0.1
TOTAL		46.5	10.7	12.8	1.8	28.0	4.8	2.5	107.1	5.1	1.4

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.

Sources of Data

Media placement expenditures are sourced from the CAS.

All other costs relating to campaign development were sourced from the entities 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.

Attorney-General's Department: *Australian Cybercrime Online Reporting Network*

Campaign commencement date: 12 December 2014

Campaign end date: 30 June 2015

Summary: The Australian Cybercrime Online Reporting Network (ACORN) is a national online system that allows members of the public to securely report instances of cybercrime. It is also an educational resource for people who need information and advice about cybercrime. It was a joint project between the Attorney-General's Department, CrimTrac, the Australian Crime Commission and all Australian law enforcement agencies.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	152	155	4	Spinach Advertising
Market research	54	59	5	Di Marzio Research
	54	55	5	AMR Interactive
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	4			
Other	—			
Sub-total	264			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	0.7
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.0
Total	1.0

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Attorney-General's Department: *National Security*

Campaign commencement date: 8 November 2014

Campaign end date: 31 March 2015

Summary: The National Security campaign is an important part of Australia's national security arrangements and aims to protect Australia from terrorism by encouraging people to report possible or real terrorist activity to the National Security Hotline. The target audience for the campaign is all Australians aged 18 years and over. The objectives of the campaign are to increase public awareness of the National Security Hotline and to increase call volumes to the National Security Hotline. The National Security Hotline is operated by the Attorney-General's Department and passes the information collected to the relevant policing and intelligence agency for further investigation. It operates 24 hours a day, seven days a week and has been in operation since December 2002.

Exception reporting: The campaign in 2014-15 did not include any advertising in Indigenous or ethnic media due to the time and budget available. However translated material in 30 languages is available from www.nationalsecurity.gov.au. CALD advertising typically forms part of the campaign and will continue be considered in any future phases of the campaign. Indigenous media advertising will be considered in any future phases of the campaign.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
	64	64	4	Di Marzio Research
Market research	46	60	1	Di Marzio Research
	55	55	5	GfK Australia
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	22			
Sub-total	187			

Summary	Expenditure (\$ million)
Consultants, services and other	0.2
Media placement	1.5
<i>Indigenous media</i>	—
<i>Ethnic media</i>	—
Total	1.7

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Australian Customs and Border Protection Service: *No Way (Offshore)*

Campaign commencement date: 1 July 2014

Campaign end date: 30 June 2015

Summary: The Department, through the Joint Agency Task Force (JATF) Operation Sovereign Borders, 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. The campaigns aim to inform and educate people about the Australian Government's tough policy to combat maritime 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 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	167	—	—	LOTE Marketing
	15	—	—	Mediabrand Australia (Airborne)
Market research	—	—	—	—
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	182			

Summary	Expenditure (\$ million)
Consultants, services and other	0.2
Media placement	1.7
Indigenous media	—
Ethnic media	1.7
Total	1.9

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Australian Customs and Border Protection Service: *No Way (Onshore)*

Campaign commencement date: 26 April 2015

Campaign end date: 30 June 2015

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 specific campaign targeting 11 diaspora CALD communities.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	15	75	Existing contract	McNair Ingenuity Research
Public relations	—	—	—	—
NESB communications	5	—	Existing contract	LOTE Marketing
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	20			

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

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Australian Securities and Investments Commission: *MoneySmart*

Campaign commencement date: 12 April 2015

Campaign end date: 15 May 2015

Summary: Campaign to build awareness and usage of ASIC's MoneySmart website among Australians aged 40 to 60 years.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	259	259	Existing contract	Spinach Advertising
Market research	72	72	3	Latitude Insights
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	331			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	1.6
<i>Indigenous media</i>	<i>0.0</i>
<i>Ethnic media</i>	<i>0.0</i>
Total	1.9

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Australian Taxation Office: Aggressive Tax Planning

Campaign commencement date: 1 July 2014

Campaign end date: 12 July 2014

Summary: The purpose of the 'Get a second opinion' advertising campaign is to increase awareness of aggressive tax planning arrangements and their features and encourage investors to seek independent, professional advice if a scheme seems too good to be true. It is aimed at the general community with a specific focus on 'at risk' investors, as well as intermediaries.

Exception reporting: Developmental research did not identify any specific communications requirements for Indigenous or culturally and linguistically diverse audiences.

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

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

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Australian Taxation Office: GST Voluntary Compliance

Campaign commencement date: 14 October 2014

Campaign end date: 28 April 2015

Summary: The purpose of the GST Voluntary Compliance campaign was to increase awareness of GST obligations, including on-time lodgment of quarterly business activity statements (BAS), and promote ATO assistance and support to encourage businesses to contact the ATO if they had made an error on their BAS, or if they were having trouble paying their GST on time.

Exception reporting: 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 GST 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	15	15	Existing contract	Dentsu Mitchell (Jumptank)
	1	1	Existing contract	Mediabrand Australia (Airborne)
Market research	—	—	—	—
Public relations	—	—	—	—
NESB communications	2	2	Existing standing offer	LOTE Marketing
	13	13	Existing standing offer	2M Language Services
	4	4	Existing standing offer	Special Broadcasting Service Corporation
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	35			

Summary	Expenditure (\$ million)
Consultants, services and other	0.0
Media placement	0.3
Indigenous media	—
Ethnic media	0.0
Total	0.3

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Australian Taxation Office: Tax Time/Tax Time Refund Integrity

Campaign commencement date: 1 July 2014

Campaign end date: 7 November 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. The Tax Time Refund Integrity campaign advises individuals on how to protect their personal details as well as raising general awareness of their obligations in correctly claiming deductions and offsets.

Exception reporting: Culturally and linguistically diverse and 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 in-language radio broadcasts on SBS and community radio.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1	1	Existing standing offer	Dentsu Mitchell (Isobar)
Market research	—	—	—	—
Public relations	—	—	—	—
NESB communications	3	3	Existing standing offer	LOTE Marketing
	1	1	Existing standing offer	2M Language Services
	12	12	Existing standing offer	Special Broadcasting Service Corporation
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	17			

Summary	Expenditure (\$ million)
Consultants, services and other	0.0
Media placement	0.3
Indigenous media	—
Ethnic media	—
Total	0.3

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Communications and the Arts: *Digital Television – Retune*

Campaign commencement date: 1 July 2014

Campaign end date: 30 December 2014

Summary: Retuning is the final step in the move to digital television. The Retune campaign supported the Restack program that involved more than 1300 Australian digital television services moving frequencies by the end of 2014. The Retune campaign sought to inform all television viewers aged 18 years and over that their area would be retuning and they would need to retune their digital equipment.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	348	290	Existing standing offer	BMF Advertising
Market research	432	432	Existing standing offer	ORIMA Research
Public relations	2,195	5,612	Existing standing offer	n2n Communications
NESB communications	271	272	Existing standing offer	Cultural Perspectives
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	1,333			
Sub-total	4,579			

Summary	Expenditure (\$ million)
Consultants, services and other	4.6
Media placement	3.4
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.2
Total	8.0

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 no expenditure against this line item.

'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 2014

Campaign end date: 30 June 2015

Summary: This is an ongoing campaign to correct common misperceptions about the Service brands and maintain a flow of applications to fill around 7,800 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.

Exception reporting: Our primary target audience is 16–24 year old Australians of all backgrounds, with the media consumption habits of CALD and Indigenous youths mirroring mainstream consumption. The focus for 2014–15 was on increasing female participation in the Australian Defence Force (ADF) and Indigenous participation, particularly in Army. In 2015–16, DFR will have an increased focus on Indigenous and multicultural recruiting which may result in the use of ethnic media, particularly to address parents/influencers. In addition to advertising, Defence maintains a strong presence in Indigenous communities, specifically enlisting young Indigenous people in courses that may prepare them for the Defence recruiting process or other employment opportunities. DFR also conducts activities to expose Indigenous influencers to the ADF and hundreds of recruiting activities and information sessions that specifically reach people from CALD backgrounds.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	14,580	4,649	Existing contract	Havas Worldwide Australia
	58	—	Existing standing offer	GfK Australia
Market research	1,595	—	Existing standing offer	Hall & Partners Open Mind
	266	—	Existing standing offer	Horizon Research
Public relations	326	—	Existing standing offer	Progressive PR and Publicity
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	1,814			
Sub-total	18,639			

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Summary	Expenditure (\$ million)
Consultants, services and other	18.6
Media placement	31.3
<i>Indigenous media</i>	0.3
<i>Ethnic media</i>	—
Total	49.9

Department of Education and Training: Higher Education Reforms

Campaign commencement date: 7 December 2014

Campaign end date: 14 February 2015

Summary: The Higher Education Communication campaign aimed to better inform Australians about the current higher education system, and the Government support and funding available to students, and the Government's proposed reforms.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,873	2,085	4	BCM Partnership
Market research	523	535	1	ORIMA Research
	210	330	4	Taylor Nelson Sofres Australia
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	95			
Sub-total	2,701			

Summary	Expenditure (\$ million)
Consultants, services and other	2.7
Media placement	6.1
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.1
Total	8.8

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Employment: *Restart Wage Subsidy*

Campaign commencement date: 14 July 2014

Campaign end date: 18 April 2015

Summary: The Restart Wage Subsidy and mature-age employment communication campaign aimed to promote positive employer attitudes towards employing mature age job seekers, while raising awareness and encouraging take up by employers of the Restart Wage Subsidy. Developmental research and creative development for the campaign started in 2013–14. The campaign included press, magazines, radio and digital advertising. The advertising went live in two phases. The first phase of advertising commenced on 14 July and concluded at the end of October 2014. The second phase of advertising commenced on 16 February 2015 and ran through to 18 April 2015.

Exception reporting: Since Indigenous media consumption habits in the target audience are high against mainstream media, Indigenous specific channels were not required for audience reach.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	79	280	3	Hall & Partners Open Mind
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	35			
Other	—			
Sub-total	114			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	1.7
<i>Indigenous media</i>	—
<i>Ethnic media</i>	0.1
Total	1.8

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Finance: Medibank Private Share Offer

Campaign commencement date: 28 September 2014

Campaign end date: 14 November 2014

Summary: The Medibank Private Share Offer campaign comprised a national campaign consisting of television, print, digital, radio and out-of-home advertising. The Medibank Private Share Offer campaign was conducted over three phases—the first phase for pre-registration commenced on 28 September 2014, the second commenced with the launch of the prospectus on 20 October 2014 and the third commenced with the opening of the retail offer on 28 October 2014 and ran for approximately three weeks, including the offer closing phase of the last week. The objective was to conduct a nation-wide campaign to stimulate widespread community awareness of the Medibank Private Share Offer and interest in obtaining a prospectus.

Exception reporting: Due to its targeting, Indigenous media was not a component of the campaign, as it was understood that mainstream media activity would reach Indigenous audiences interested in investing in the Medibank Private Share Offer.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,599	1,600	5	Belgiovane Williams Mackay
Market research	920	921	5	DBM Consultants
Public relations	2,630	2,233	6	Newgate Communications
NESB communications	199	205	6	Cultural Partners Australia (NSW)
Indigenous communications	—	—	—	—
Printed materials and direct mail	532			
Other	30			
Sub-total	5,910			

Summary	Expenditure (\$ million)
Consultants, services and other	5.9
Media placement	9.2
Indigenous media	—
Ethnic media	0.2
Total	15.1

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Foreign Affairs and Trade: *Smartraveller (interim)*

Campaign commencement date: 22 February 2015

Campaign end date: 15 May 2015

Summary: The Smartraveller campaign is a key policy instrument for the Australian Government to help ensure the safety, security and welfare of Australians travelling overseas by making well informed decisions. The Smartraveller interim campaign extended the Phase 3 advertising campaign to maintain brand and message awareness during the development of new campaign advertising (Phase 4).

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 ongoing review.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	10	10	—	Dentsu Mitchell (Jumptank)
Market research	—	—	—	—
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	10			

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

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Health: *BreastScreen Australia*

Campaign commencement date: 8 April 2015

Campaign end date: 20 June 2015

Summary: The BreastScreen Australia campaign supports the BreastScreen Australia Program's expansion of the invitation age range to women aged 70–74 years.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	257	288	Existing contract	UrsaClemenger
Market research	63	63	Existing contract	McNair Ingenuity Research
	13	197	Existing contract	Woolcott Research
Public relations	184	184	Existing contract	UrsaClemenger
NESB communications	131	138	Existing contract	Ethnic Communications (Etdcom)
Indigenous communications	146	160	4	Gilimbaa
Printed materials and direct mail	30			
Other	9			
Sub-total	833			

Summary	Expenditure (\$ million)
Consultants, services and other	0.8
Media placement	1.6
<i>Indigenous media</i>	0.3
<i>Ethnic media</i>	0.8
Total	2.4

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Health: *Health Star Rating System*

Campaign commencement date: 6 December 2014

Campaign end date: 31 January 2015

Summary: The Health Star Rating campaign supports the implementation of the Health Star Rating system, which rates the overall nutritional profile of packaged food and assigns participating products a rating from 1/2 a star to 5 stars. The campaign aims to educate consumers about the Health Star Rating system and how it can inform purchase decisions as well as encourage industry participation.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	461	545	3	303Lowe
Market research	158	277	1	Hall & Partners Open Mind
	34	280	5	pollinate
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	2			
Other	—			
Sub-total	655			

Summary	Expenditure (\$ million)
Consultants, services and other	0.7
Media placement	0.3
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.2
Total	0.9

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Health: *National Bowel Cancer Screening*

Campaign commencement date: 12 April 2015

Campaign end date: 30 June 2015

Summary: The National Bowel Cancer Screening Program campaign supports the National Bowel Cancer Screening Program's expansion of the target age range to 50–74 years olds and increasing the frequency of the screening interval to every two years by 2020.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	168	185	Existing contract	UrsaClemenger
Market research	172	209	Existing contract	Woolcott Research
	65	65	Existing contract	McNair Ingenuity Research
Public relations	205	222	Existing contract	UrsaClemenger
NESB communications	91	148	Existing contract	Ethnic Communications (Etdcom)
Indigenous communications	90	130	4	Gilimbaa
Printed materials and direct mail	22			
Other	1			
Sub-total	814			

Summary	Expenditure (\$ million)
Consultants, services and other	0.8
Media placement	1.9
<i>Indigenous media</i>	0.5
<i>Ethnic media</i>	0.5
Total	2.7

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Health: *National Drugs Campaign – Ice*

Campaign commencement date: 10 May 2015

Campaign end date: 27 June 2015

Summary: The National Drugs Campaign (NDC) aims to raise awareness of the harms of illicit drugs and encourage decisions not to use them. The NDC supports the objectives of the National Drug Strategy 2010–15 to reduce the uptake of illicit drugs among Australians through education and primary prevention communication strategies. The NDC, Ice Destroys Lives, aims to raise awareness of the harms associated with ice use, with advertising targeting young people aged 18–25 years, who are at greater risk of ‘ice’ use, young people 14–17 who are beginning to be exposed to illicit drugs and parents of 14–25 year olds.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,719	1,825	5	BCM Partnership
Market research	237	300	4	Snapcracker Research + Strategy
	71	71	4	Stancombe Research + Planning
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	2,027			

Summary	Expenditure (\$ million)
Consultants, services and other	2.0
Media placement	6.9
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.2
Total	8.9

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Health: *National Tobacco*

Campaign commencement date: 31 May 2015

Campaign end date: 28 June 2015

Summary: The National Tobacco Campaign forms part of the Australian Government's comprehensive range of initiatives designed to contribute to a reduction in the prevalence of adult daily smoking rates. The objective of the campaign is to contribute to a reduction in the Australian adult daily smoking rate to 10 per cent (or less) of the population by 2018. The campaign targets smokers and recent quitters aged 18–50 years, with a focus on those groups in the community whose smoking rates remain high. The campaign delivers salient and personally relevant information about the health impacts of smoking, and promotes and supports quit attempts among smokers, particularly those in vulnerable groups.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	289	400	Existing contract	AJF Partnership
	25	25	Existing contract	J. Walter Thompson Australia
	64	80	Existing contract	Dentsu Mitchell (Jumptank)
Market research	219	219	Existing contract	The Social Research Centre
	67	237	Existing contract	ORIMA Research
Public relations	73	73	Existing contract	The Project Factory
NESB communications	111	160	Existing contract	Ethnic Communications (Ecom)
Indigenous communications	—	—	—	—
Printed materials and direct mail	33			
Other	12			
Sub-total	893			

Summary	Expenditure (\$ million)
Consultants, services and other	0.9
Media placement	8.7
<i>Indigenous media</i>	0.2
<i>Ethnic media</i>	0.8
Total	9.6

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Immigration and Border Protection: *No Way (Onshore)*

Campaign commencement date: 1 July 2014

Campaign end date: 31 December 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 specific campaign targeting 11 diaspora CALD communities.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	218	218	Existing contract	McNair Ingenuity Research
Public relations	—	—	—	—
NESB communications	112	112	Existing contract	LOTE Marketing
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	330			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	0.2
<i>Indigenous media</i>	—
<i>Ethnic media</i>	0.2
Total	0.5

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Industry and Science: *Growth Fund*

Campaign commencement date: 22 February 2015

Campaign end date: 20 April 2015

Summary: The aim of the campaign was to raise awareness of the Growth Fund among relevant audiences. In particular, the workers, businesses and communities in South Australia and Victoria affected by the closure of Australia's automotive manufacturing operations by the end of 2017. The Growth Fund was announced in the 2014–15 Budget. With minimal media coverage, target audiences were not likely to be aware of the Growth Fund without an effective and targeted awareness initiative.

Exception reporting: Indigenous audiences were not identified as part of the target audience.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	26	26	5	Dentsu Mitchell (Isobar)
Market research	—	—	—	—
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	26			

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

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Social Services: Aged Care Reform

Campaign commencement date: 1 July 2014

Campaign end date: 30 September 2014

Summary: The Let's Talk About Aged Care campaign was designed to raise awareness among all Australians, particularly older people, their family and carers, of the reforms being implemented after 1 July 2014. The campaign directed people to the My Aged Care website and call centre.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	80	80	2	ORIMA Research
Public relations	103	103	1	26 Letters Communications and Public Relations
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	183			

Summary	Expenditure (\$ million)
Consultants, services and other	0.2
Media placement	3.4
<i>Indigenous media</i>	<i>0.1</i>
<i>Ethnic media</i>	<i>0.3</i>
Total	3.6

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Social Services: *Aged Pension and Pensioner Concessions*

Campaign commencement date: 19 April 2015

Campaign end date: 27 June 2015

Summary: The Age Pension and Pensioner Concessions campaign was undertaken to address misinformation about pensioner concessions and the Age Pension in South Australia. Target audiences for this campaign included age pensioners as the primary audience, and families with parents who are age pensioners were the secondary audience.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	246	246	1	kwp! Advertising
Market research	147	147	1	Taylor Nelson Sofres Australia
	149	149	1	GfK Australia
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	542			

Summary	Expenditure (\$ million)
Consultants, services and other	0.5
Media placement	0.4
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.0
Total	0.9

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Social Services: *National Disability Insurance Scheme – South Australia*

Campaign commencement date: 1 July 2014

Campaign end date: 27 July 2014

Summary: The National Disability Insurance Scheme (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. The advertising campaign included print, radio and digital advertising in new and expanding trial sites. Some radio, newspaper and digital advertising took place in South Australia in July 2014 following delays caused by late signing of the bilateral agreements.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	—	—	—	—
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	0.0			

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

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 no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of the Treasury: *Intergenerational Report*

Campaign commencement date: 8 March 2015

Campaign end date: 30 June 2015

Summary: Under the *Charter of Budget Honesty Act 1998*, every five years the Australian Government is required to publish an Intergenerational Report (IGR). These reports assess the long term sustainability of current Government policies and how changes to Australia's population size and age profile may affect economic growth, workforce and public finances over the following 40 years. The 2015 IGR campaign ran over two phases in 2014-15. It was targeted to the Australian community and encouraged them to form their own opinion about Australia today and beyond. Phase one introduced the IGR and economic issues in an easy to understand format, and highlighted challenges that face the nation over the coming years. Phase two began communicating what is being done to address some of the challenges raised in phase one.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	5,844	6,020	4	303Lowe
Market research	948	986	4	Hall & Partners Open Mind
Public relations	346	918	5	GRACosway
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	31			
Sub-total	7,169			

Summary	Expenditure (\$ million)
Consultants, services and other	7.2
Media placement	21.0
Indigenous media	0.2
Ethnic media	0.3
Total	28.2

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 no expenditure against this line item.

'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 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 2015

Period	Half Year (\$ million)	Calendar Year (\$ million)	Financial Year (\$ million)
2014–15			107.1
Jan–Jun 2015	68.0		
2014		73.3	
July–Dec 2014	39.1		
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		

Period	Half Year (\$ million)	Calendar Year (\$ million)	Financial Year (\$ million)
2006		116.5	
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 *Financial Management and Accountability Act 1997* (FMA Act) agencies and Table 3, which also includes expenditure by bodies subject to the *Commonwealth Authorities and Companies Act 1997* (CAC Act) and Territory Governments. From July 2014 onwards, the reporting relates to non-corporate Commonwealth entities under the PGPA Act.

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* (CAC Act) and Territory Governments. From July 2014 onwards, the reporting relates to non-corporate Commonwealth entities under the PGPA Act.

Source: Central Advertising System

Appendix A: Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities (February 2015)



Appendix A: Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities (February 2015)

Introduction

1. This document in its entirety forms the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* (Guidelines).
2. These Guidelines set out the principles applying to information and advertising campaigns undertaken in Australia.
3. Non-corporate Commonwealth entities (entities) under the *Public Governance, Performance and Accountability Act 2013* (PGPA Act) must comply with these Guidelines.
4. Entities 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, the Minister for Finance or the entity responsible for such policies, currently the Department of Finance (Finance).
5. The Special Minister of State can exempt a campaign from compliance with these Guidelines on the basis of a national emergency, extreme urgency or other compelling reason. Where an exemption is approved, the Independent Communications Committee will be informed of the exemption, and the decision will be formally recorded and reported to the Parliament.
6. The Independent Communications Committee considers campaigns and provides advice to Chief Executives on all advertising campaigns valued at more than \$250,000 or where requested to do so by the Chief Executive.

Underlying Principles

7. 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.
8. The underlying principles governing the use of public funds for all government information and advertising campaigns are that:
 - a. members of the public have equal rights to access comprehensive information about government policies, programs and services which affect their entitlements, rights and obligations;

- b. governments may legitimately use public funds to explain government policies, programs or services, to inform members of the public of their obligations, rights and entitlements, to encourage informed consideration of issues or to change behaviour; and
- c. government campaigns must not be conducted for party political purposes.

Definition of Advertising Campaigns

- 9. For the purposes of these Guidelines, an advertising campaign involves paid media placement and 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.
- 10. 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

- 11. 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, public relations, advertising and/or other specialist suppliers 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.
- 12. The value of a campaign does not include entity officials and associated costs.
- 13. For campaigns below \$250,000, the Chief Executive has the discretion to seek consideration of campaigns by the Independent Communications Committee.

14. For advertising campaigns of \$250,000 or more:
- The Independent Communications Committee will consider the proposed campaign and provide a report to the Chief Executive on compliance with Principles 1,2,3 and 4 of the Guidelines. Entities will be responsible for providing a report to their Chief Executive on campaign compliance with Principle 5 of the Guidelines.
 - Following consideration of the reports on campaign advertising compliance, 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 may launch the campaign or approve its launch.
 - The Chief Executive's certification will be published on the relevant entity's website when the campaign is launched.
 - The conclusions of the Independent Communications Committee will be published on Finance's website after the campaign is launched.
15. Information campaigns of \$250,000 or more are not subject to review by the Independent Communications Committee or certification by the Chief Executive but must comply with these Guidelines and other relevant policies and processes as outlined in clause 4.
16. The Government will provide reports to the Parliament that detail expenditure on all advertising campaigns with expenditure in excess of \$250,000 commissioned by PGPA Act agencies.
17. Chief Executives will ensure that:
- research reports for advertising campaigns with expenditure of \$250,000 or more are published on their entity web site following the launch of a campaign where it is appropriate to do so; and
 - details of advertising campaigns undertaken will be published in entity annual reports.

Information and Advertising Campaign Principles

The following five principles set out the context in which Commonwealth Government campaigns should be conducted. They relate to when campaigns can be conducted, how they should be presented, and the legal and procurement requirements.

Principle 1: Campaigns should be relevant to government responsibilities

18. 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 Parliamentshould be the subject of a campaign.
19. 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: Campaigns should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign

20. Campaigns should enable the recipients of the information to distinguish between facts, comment, opinion and analysis.
21. Where information is presented as a fact, it should be accurate and verifiable. When making a factual comparison, the campaign 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.
22. Pre-existing policies, products, services and activities should not be presented as new.
23. Special attention should be paid to communicating with any information disadvantaged individuals or groups identified as being within the target audience. Particular attention should be paid to meeting the information needs of Indigenous Australians, the rural community and those for whom English is not a convenient language in which to receive information.
24. Imagery used in campaigns 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.

25. Campaigns should be tested with target audiences to indicate they are engaging and perform well against the objectives of the campaign.

Principle 3: Campaigns should be objective and not directed at promoting party political interests

26. Campaigns must be presented in objective language and be free of political argument.
27. Campaigns must not try to foster a positive impression of a particular political party or promote party political interests.
28. Campaigns 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

29. 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.
30. Campaign information should clearly and directly affect the interests of recipients.
31. The medium and volume of the advertising activities should be cost effective and justifiable within the budget allocated to the campaign.
32. Distribution of unsolicited material should be carefully controlled.
33. Campaigns should be evaluated to determine effectiveness.

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

34. 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.
35. Procurement policies and procedures for the tendering and commissioning of services and the employment of suppliers are to be followed, and there must be a clear audit trail regarding decision making.