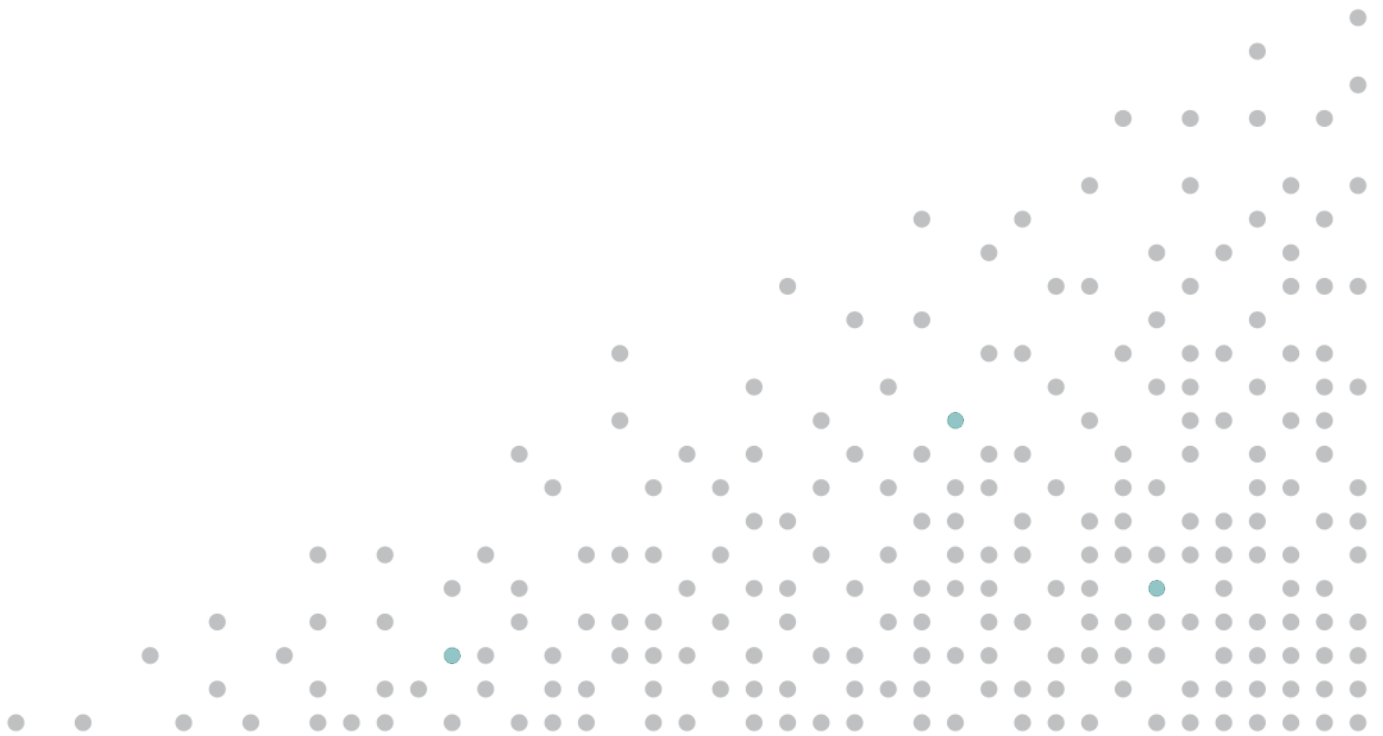




Australian Government
Department of Finance



Campaign Advertising by Australian Government Departments and Agencies

Annual Report 2015–16



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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 2015 to 30 June 2016 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

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 Commonwealth Government entities which are undertaking a campaign have responsibility for authorising the campaign's development and the launch of a campaign. Entities are responsible for undertaking campaign design and implementation. Ministers have a legitimate interest in the development of campaigns in their portfolios and are usually briefed by their portfolio agency throughout the campaign development process.

Service Delivery and Coordination Committee

The Service Delivery and Coordination Committee (SDCC) of Cabinet oversees the provision of public information by government entities. The SDCC has the primary role of reviewing Australian Government advertising campaigns conducted by non-corporate entities prior to them appearing in the media.

Independent Communications Committee

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 Secretary or Chief Executive (Accountable Authorities) of an entity 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, with compliance advice provided to Chief Executives at an early stage of campaign development. Entities are expected to consider the ICC's compliance advice as part of the campaign development process.

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 advice 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.

The ICC's compliance advice is published at www.finance.gov.au/advertising.

Entities Undertaking Advertising Campaigns

Accountable Authorities 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;
- 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 agency, Dentsu Mitchell. 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 (CMUL)

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 multicultural marketing.

The names of the suppliers that have been assessed as satisfying the conditions for inclusion on the CMUL are available at <https://cmul.finance.gov.au/>.

Process for the Development and Launch of Campaigns

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 Chief Executive's 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 2015 to 30 June 2016

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

A total of \$174.7 million was spent on all campaign advertising media placement during the reporting period, including \$8.4 million on ethnic media and \$2.9 million on Indigenous media.

Table 1: Advertising campaigns from 1 July 2015 to 30 June 2016

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	Indigenous
Attorney-General's	National Security	2.4	0.6	1.4	0.0	1.4	1.2	—	7.0	0.2	0.0
Australian Electoral Commission	2016 Federal Election	15.9	9.0	4.0	0.1	13.6	0.4	0.3	43.3	3.2	0.9
Australian Securities and Investments Commission	MoneySmart	—	0.1	—	—	1.0	—	—	1.1	0.0	—
Australian Taxation Office	Employee or Contractor	—	—	—	—	0.1	—	—	0.1	—	—
	GST Voluntary Compliance FY 2015–16	—	0.0	—	—	0.3	—	—	0.3	0.0	—
	Tax Time 2015	—	—	—	—	0.1	—	—	0.1	—	—
	Tax Time 2016	—	—	—	—	0.1	—	—	0.1	—	—
Australian Trade Commission	Free Trade Agreement	4.1	0.8	2.1	0.0	2.5	0.8	—	10.4	0.2	0.1
Defence	Defence Force Recruiting	12.9	—	0.1	0.2	13.0	2.1	3.1	31.4	—	0.3
Education	Parent Engagement	1.5	0.3	0.2	0.0	1.4	—	—	3.4	0.2	0.2
Employment	Jobactive	2.8	0.2	0.7	0.1	1.1	—	—	4.8	0.1	—
	Jobactive – Restart	1.7	1.0	0.6	0.0	1.2	0.3	—	4.7	0.3	—
Environment	Green Army	0.6	0.4	0.4	—	0.6	0.2	—	2.2	0.0	0.0
Foreign Affairs and Trade	Smartraveller	1.2	0.1	0.0	0.0	1.3	0.2	—	2.8	0.2	—

Department of Health	BreastScreen Australia	—	0.5	0.1	0.2	0.1	0.1	—	1.1	0.1	0.0
	Health Star Rating	—	0.4	0.0	0.4	1.1	0.9	—	2.7	0.2	0.0
	National Bowel Cancer Screening	—	0.6	0.6	0.2	0.1	0.2	—	1.7	0.1	0.1
	National Drugs Campaign - Ice	1.8	—	—	—	1.9	—	0.3	3.9	0.1	0.1
	National Tobacco	2.7	0.1	1.2	0.1	1.3	0.8	0.1	6.3	—	0.5
	Physical Activity for Young Women	2.4	0.0	—	0.1	2.2	1.4	—	6.1	0.1	0.2
Immigration and Border Protection	No Way (Offshore)	—	—	—	—	1.8	—	—	1.8	1.8	—
Industry, Innovation and Science	Country of Origin Labelling for Food	1.7	0.8	0.4	0.1	1.1	0.1	—	4.3	0.1	0.0
	National Innovation and Science Agenda	8.0	1.6	1.2	0.1	3.4	0.6	—	14.9	0.3	0.2
Infrastructure and Regional Development	Building Our Future	2.2	1.1	1.8	0.1	1.5	—	—	6.7	0.4	0.1
Social Services	National Campaign to Reduce Violence Against Women and their Children	5.0	0.7	0.3	0.2	3.4	0.6	0.3	10.5	0.6	0.2
—	Other media expenditure including activity less than \$250,000	—	0.2	0.2	0.5	1.8	0.1	0.0	2.9	0.2	0.0
TOTAL		66.6	18.7	15.5	2.3	57.4	10.1	4.1	174.7	8.4	2.9

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.
- **Multicultural marketing** – 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, merchandising, pitch fees, other.

Attorney-General's Department: *National Security*

Campaign commencement date: 26 April 2016

Campaign end date: 30 June 2016

Summary: The National Security campaign was an important part of Australia's national security arrangements and aimed 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 was all Australians aged 18 years and over. The objectives of the campaign were 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.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	768	1,300	5	BMF Advertising
Market research	261	261	4	Essence Communications
	70	70	5	Colmar Brunton
Public relations	—	—	—	—
Multicultural marketing	192	200	4	Cultural Partners
Indigenous communications	—	—	—	—
Printed materials and direct mail	2			
Other	—			
Sub-total	1,293			

Summary	Expenditure (\$ million)
Consultants, services and other	1.3
Media placement	7.0
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.2
Total	8.3

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 Electoral Commission: 2016 Federal Election

Campaign commencement date: 26 April 2016

Campaign end date: 30 June 2016

Summary: From late April 2016, the Australian Electoral Commission (AEC) commenced a national campaign to inform eligible electors of major changes to the Senate voting system. Upon the announcement of the 2016 federal election on 8 May 2016, the AEC's election advertising campaign commenced. AEC campaigns have a mass audience of all Australians aged 18 years or more and are designed to inform the community of their electoral responsibilities and to encourage participation.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	2,019	2,019	Existing contract	BMF Advertising
Market research	304	307	Existing contract	ORIMA Research
	392	392	Existing contract	Wallis Consulting Group
Public relations	821	913	Existing contract	Horizon Communication Group
Multicultural marketing	1,006	806	Existing contract	Cultural Perspectives
Indigenous communications	54	54	Existing contract	Cox Inall Ridgeway
Printed materials and direct mail	3,029			
Other	—			
Sub-total	7,625			

Summary	Expenditure (\$ million)
Consultants, services and other	7.6
Media placement	43.3
<i>Indigenous media</i>	0.9
<i>Ethnic media</i>	3.2
Total	50.9

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 Securities and Investments Commission: *MoneySmart*

Campaign commencement date: 22 April 2016

Campaign end date: 28 May 2016

Summary: The campaign focused on building awareness and usage of the Australian Securities and Investment Commission's (ASIC) MoneySmart website among Australians aged between 25 and 55 years, including young people starting out, families and pre-retirees. Many within this age range experience life events that involve important financial decisions that act as catalysts for seeking information, guidance and support. The campaign's call to action was for people to visit ASIC's MoneySmart website to access free, impartial guidance and support, or to use particular tools or information.

Exception reporting: This phase of ASIC's MoneySmart advertising campaign did not include specific advertising targeting Indigenous audiences. At the time the campaign was being developed, ASIC was developing a range of targeted resources for Indigenous Australians and deferred advertising until these resources were available for promotion. Previous phases of ASIC's MoneySmart advertising campaign have included targeted Indigenous advertising.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	271	271	Existing contract	Spinach Advertising
Market research	120	120	4	Chat House
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	391			

Summary	Expenditure (\$ million)
Consultants, services and other	0.4
Media placement	1.1
<i>Indigenous media</i>	—
<i>Ethnic media</i>	0.0
Total	1.5

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.

Australian Taxation Office: *Employee or Contractor 2016*

Campaign commencement date: 29 February 2016

Campaign end date: 29 June 2016

Summary: The Employee or Contractor campaign aimed to help businesses correctly determine whether their workers were employees or contractors. The objective of the paid advertising was to direct as many businesses as possible through to the employee/contractor decision tool and/or employee/contractor homepage information on the Australian Taxation Office (ATO) website.

Exception reporting: Ethnic and Indigenous audiences were reached through well-established below the line activities undertaken by the ATO's dedicated Access and Diversity Unit.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	19	19	Existing standing offer	SilverSun
Market research	—	—	—	—
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	19			

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

Australian Taxation Office: *GST Voluntary Compliance FY 2015–16*

Campaign commencement date: 13 July 2015

Campaign end date: 28 April 2016

Summary: The purpose of the GST Voluntary Compliance campaign was to increase awareness of GST obligations, including on-time lodgement of the quarterly BAS; and promote Australian Taxation Office (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.

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

Summary	Expenditure (\$ million)
Consultants, services and other	—
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.

Australian Taxation Office: *Tax Time 2015*

Campaign commencement date: 1 July 2015

Campaign end date: 30 October 2015

Summary: The purpose of the Tax Time campaign was 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 and Indigenous audiences were reached through well-established, below the line activities undertaken by the Australian Taxation Office's (ATO) dedicated Access and Diversity Unit. Activity included the inclusion of tax time information in the ATO's regular in-language and Indigenous program 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	—	—	—	—
Market research	—	—	—	—
Public relations	—	—	—	—
Multicultural marketing	19	19	Existing standing offer	Special Broadcasting Service Corporation
	5	5	Existing standing offer	Vietface TV
	3	3	Existing standing offer	ACMedia
	4	4	Existing standing offer	2M
Indigenous communications	—	—	—	—
Printed materials and direct mail	—	—	—	—
Other	—	—	—	—
Sub-total	31			

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

Australian Taxation Office: *Tax Time 2016*

Campaign commencement date: 30 May 2016

Campaign end date: 30 June 2016

Summary: The purpose of the tax time campaign was 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 and Indigenous audiences were reached through well-established, below the line activities undertaken by the Australian Taxation Office's (ATO) dedicated Access and Diversity Unit. Activity included the inclusion of tax time information in the ATO's regular in-language and Indigenous program 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	22	22	Existing contract	Dentsu Mitchell
Market research	143	143	6	DBM Consultants
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—	—	—	—
Other	—	—	—	—
Sub-total	165			

Summary	Expenditure (\$ million)
Consultants, services and other	0.2
Media placement	0.1
<i>Indigenous media</i>	—
<i>Ethnic media</i>	—
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 Trade Commission: *Free Trade Agreement*

Campaign commencement date: 14 September 2015

Campaign end date: 7 February 2016

Summary: The North Asia Free Trade Agreements (FTA) public information campaign was developed to inform businesses and the wider community about the importance and opportunities of the FTAs signed with Japan, South Korea and China. The campaign was designed to address myths and misconceptions, increase consumer awareness, understanding and confidence, and raise awareness among businesses about where to find more detailed information.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	2,002	2,100	10	303 Mullen Lowe
Market research	686	700	4	Taylor Nelson Sofres
	268	300	5	AMR Interactive
Public relations	324	1,000	5	Bluegrass Consulting
Multicultural marketing	—	—	—	—
	—	—	—	—
	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	38			
Sub-total	3,318			

Summary	Expenditure (\$ million)
Consultants, services and other	3.3
Media placement	10.4
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.2
Total	13.7

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 Defence: *Defence Force Recruiting*

Campaign commencement date: 1 July 2015

Campaign end date: 30 June 2016

Summary: 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 aimed to reach older candidates and influencers, the key target audiences are 16–24 and 25–35 year old males and females nationally.

Exception reporting: A culturally and linguistically diverse campaign aimed at influencers (parents, community leaders, etc.) is intended to launch into market in early 2017. Driven by research, the multi-channel campaign will include in-language executions in relevant ethnic media.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	17,021	4,989	Existing contract	Havas Worldwide Australia
Market research	98	—	Existing standing offer	GfK Australia
	1,146	—	Existing standing offer	Hall and Partners Open Mind
	242	—	Existing standing offer	Horizon Research
Public relations	123	—	Existing standing offer	Progressive PR and Publicity
	363	—	Existing standing offer	Haystac
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—	—	—	—
Other	—	—	—	—
Sub-total	18,993			

Summary	Expenditure (\$ million)
Consultants, services and other	19
Media placement	31.4
<i>Indigenous media</i>	0.3
<i>Ethnic media</i>	—
Total	50.4

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 Education and Training: *Parent Engagement*

Campaign commencement date: 21 August 2015

Campaign end date: 26 September 2015

Summary: The Parent Engagement campaign was designed to raise awareness of the importance of parent engagement and to provide practical tips and information for parents and carers on how to be more involved in their child's learning.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,040	1,040	6	BCM Partnership
Market research	197	197	5	Taylor Nelson Sofres
	158	158	4	Wallis Consulting Group
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	6			
Other	55			
Sub-total	1,456			

Summary	Expenditure (\$ million)
Consultants, services and other	1.5
Media placement	3.4
<i>Indigenous media</i>	0.2
<i>Ethnic media</i>	0.2
Total	4.9

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 Employment: *jobactive*

Campaign commencement date: 10 September 2015

Campaign end date: 30 June 2016

Summary: jobactive is the Australian Government’s employment services system that connects job seekers with employers. The jobactive campaign targets employers and aims to raise awareness of jobactive for the recruitment of staff and promote increased use of jobactive services. The campaign directed employers to the jobactive website where they could locate their local jobactive providers.

Exception reporting: Indigenous specific channels were not required as advice from the media buying agency indicated that Indigenous businesses access mainstream media to a high level.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,515	1,600	4	J Walter Thompson
Market research	256	1,110	Existing contract	Taylor Nelson Sofres
	202	721	Existing contract	DBM Consultants
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	246			
Other	47			
Sub-total	2,266			

Summary	Expenditure (\$ million)
Consultants, services and other	2.3
Media placement	4.8
<i>Indigenous media</i>	—
<i>Ethnic media</i>	0.1
Total	7.1

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 Employment: *jobactive Restart*

Campaign commencement date: 21 February 2016

Campaign end date: 30 June 2016

Summary: The jobactive Restart 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. The campaign directed employers to the jobactive website where they could find more information about the Restart Wage Subsidy and locate their local jobactive providers to help them with their recruitment.

Exception reporting: Indigenous specific channels were not required as advice from the media buying agency indicated that Indigenous businesses access mainstream media to a high level.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,413	1,553	Existing contract	J. Walter Thompson
Market research	135	1,110	Existing contract	Taylor Nelson Sofres
	153	721	Existing contract	DBM Consultants
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	17			
Other	77			
Sub-total	1,795			

Summary	Expenditure (\$ million)
Consultants, services and other	1.8
Media placement	4.7
<i>Indigenous media</i>	—
<i>Ethnic media</i>	0.3
Total	6.5

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 Environment: *Green Army*

Campaign commencement date: 2 August 2015

Campaign end date: 8 May 2016

Summary: The Green Army recruitment and call for projects campaign aimed to raise awareness of the Green Army by encouraging eligible young people to participate in the program; and encourage environmental groups and organisations to nominate high-quality projects through open call rounds. The campaign consisted of two components and targeted two specific audiences: 1) potential participants aged 17–24 years of age; and 2) potential project hosts, such as environmental, community, Natural Resource Management or Indigenous groups to nominate environmental projects.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	557	598	Existing contract	One Small Step Collective
Market research	175	223	Existing contract	ORIMA Research
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	25			
Other	60			
Sub-total	817			

Summary	Expenditure (\$ million)
Consultants, services and other	0.8
Media placement	2.2
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.0
Total	3.0

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 Foreign Affairs and Trade: *Smartraveller*

Campaign commencement date: 2 November 2015

Campaign end date: 30 June 2016

Summary: The Smartraveller campaign was a key policy instrument for the Australian Government to help with the safety, security and welfare of Australians travelling overseas by making well informed decisions. The campaign aimed to further increase self-reliance and personal responsibility among Australian travellers.

Exception reporting: Smartraveller exploratory research did not identify the need for specific Indigenous communications. The need for advertising to specifically target on Indigenous Australians will remain under ongoing review.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,600	1,700	6	Arnold Furnace
Market research	98	127	4	Ipsos Public Affairs
Public relations	127	200	5	n2n Communications
Multicultural marketing	220	350		Etcom
Indigenous communications	—	—	—	—
Printed materials and direct mail	5			
Other	69			
Sub-total	2,119			

Summary	Expenditure (\$ million)
Consultants, services and other	2.1
Media placement	2.8
<i>Indigenous media</i>	—
<i>Ethnic media</i>	0.2
Total	4.9

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: *BreastScreen Australia*

Campaign commencement date: 14 February 2016

Campaign end date: 1 May 2016

Summary: The BreastScreen Australia campaign supported 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	4	4	Existing Deed of Standing Offer	Ursa Clemenger
Market research	—	—	—	—
Public relations	—	—	—	—
Multicultural marketing	54	54	Existing Deed of Standing Offer	Etcom
Indigenous communications	60	62	Existing Deed of Standing Offer	Gilimbaa
Printed materials and direct mail	7			
Other	—			
Sub-total	125			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	1.1
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.1
Total	1.2

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.

Department of Health: *Health Star Rating*

Campaign commencement date: 17 April 2016

Campaign end date: 5 June 2016

Summary: The Health Star Rating campaign supported 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 aimed 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	235	275	Existing Deed of Standing Offer	303 Mullen Lowe
Market research	47	73	Existing Contract	Hall and Partners Open Mind
	20	20	5	Pollinate Research
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—	—	—	—
Other	—	—	—	—
Sub-total	302			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	2.7
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.2
Total	3.0

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 Health: *National Bowel Cancer Screening*

Campaign commencement date: 30 March 2016

Campaign end date: 29 May 2016

Summary: The National Bowel Cancer Screening Program campaign supported 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	11	11	Existing Deed of Standing Offer	Ursa Clemenger
Market research	68	68	Existing Contract	Taylor Nelson Sofres
Public relations	—	—	—	—
Multicultural marketing	59	60	Existing Deed of Standing Offer	Etcom
Indigenous communications	60	60	Existing Deed of Standing Offer	Gilimbaa
Printed materials and direct mail	3			
Other	—			
Sub-total	201			

Summary	Expenditure (\$ million)
Consultants, services and other	0.2
Media placement	1.7
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.1
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.

Department of Health: *National Drugs – Ice*

Campaign commencement date: 30 August 2015

Campaign end date: 27 September 2015

Summary: The National Drugs Campaign (NDC) aimed to raise awareness of the harms of illicit drugs and encourage decisions not to use them. The Campaign supported 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*, aimed 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	159	200	Existing Deed of Standing Offer	BCM Partnership
Market research	101	277	4	Stancombe Research + Planning
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—	—	—	—
Other	—	—	—	—
Sub-total	260			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	3.9
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.1
Total	4.2

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.

Department of Health: *National Tobacco*

Campaign commencement date: 1 May 2016

Campaign end date: 18 June 2016

Summary: The National Tobacco Campaign formed 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 was to contribute to a reduction in the Australian adult daily smoking rate to 10% (or less) of the population by 2018. The campaign targeted smokers and recent quitters aged 18–50 years, with a focus on those groups in the community whose smoking rates remain high. The campaign delivered salient and personally relevant information about the health impacts of smoking, and promoted and supported quit attempts among smokers, particularly those in vulnerable groups.

Exception reporting: The primary focus for this phase of the National Tobacco Campaign was Aboriginal and Torres Strait Islander smokers given the high smoking prevalence for this audience. Translated materials are available on the Quitnow website for CALD audiences.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,326	1,572	5	Carbon Media
Market research	508	650	5	ORC International
	33	241	Existing Contract	Social Research Centre
Public relations	196	196	5	Carbon Media
Multicultural marketing	—	—	—	—
Indigenous communications	25	25	5	Carbon Media
Printed materials and direct mail	74			
Other	262			
Sub-total	2,424			

Summary	Expenditure (\$ million)
Consultants, services and other	2.4
Media placement	6.3
<i>Indigenous media</i>	0.5
<i>Ethnic media</i>	—
Total	8.7

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: *Physical Activity for Young Women*

Campaign commencement date: 28 February 2016

Campaign end date: 30 June 2016

Summary: The ‘Girls Make Your Move’ campaign stemmed from on-going concerns and evidence that young women are doing less physical activity than recommended by physical activity guidelines, and that Australians are increasingly inactive, with associated health risks on the rise. The campaign was designed to engage young women (12–19 years old) and their parents to increase girls’ participation in physical activity and sport through shifting perceptions of exercise and generating intentions to be more active.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	2,053	2,375	1	AJF Partnership
Market research	334	334	4	Taylor Nelson Sofres
	200	200	4	GfK Australia Pty Ltd
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	12			
Sub-total	2,599			

Summary	Expenditure (\$ million)
Consultants, services and other	2.6
Media placement	6.1
<i>Indigenous media</i>	0.2
<i>Ethnic media</i>	0.1
Total	8.7

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 Immigration and Border Protection: *No Way – Offshore*

Campaign commencement date: 1 July 2015

Campaign end date: 30 June 2016

Summary: The anti-people smuggling communication campaign targeted potential illegal immigrants with an aim to inform and educate them about the Australian Government's border protection policies and the consequences of illegal migration by sea to Australia.

Exception Reporting: Indigenous media is not applicable for this campaign.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	—	—	—	—
Public relations	—	—	—	—
Multicultural marketing	208	—	Existing contract	LOTE Marketing
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	0.2			

Summary	Expenditure (\$ million)
Consultants, services and other	0.2
Media placement	1.8
<i>Indigenous media</i>	—
<i>Ethnic media</i>	1.8
Total	2.0

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 Industry, Innovation and Science: *Country of Origin Labelling for Food*

Campaign commencement date: 8 April 2016

Campaign end date: 30 June 2016

Summary: The purpose of the campaign was to ensure Australian consumers knew about the government's reforms to country of origin labelling for food so they could make informed choices about the food they buy. It is also to ensure affected businesses are equipped with adequate information about the government's reforms to country of origin labelling for food to enable them to meet the new requirements under the Information Standard.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,000	2,000	6	Clemenger BBDO
Market research	124	307	5	Hall & Partners Open Mind
	559	559	4	Colmar Brunton
Public relations	—	—	—	—
Multicultural marketing	70	290	3	Embrace Society
Indigenous communications	—	—	—	—
Printed materials and direct mail	32			
Other	99			
Sub-total	1,884			

Summary	Expenditure (\$ million)
Consultants, services and other	1.9
Media placement	4.3
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.1
Total	6.2

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.

Department of Industry, Innovation and Science: *National Innovation and Science Agenda*

Campaign commencement date: 7 December 2015

Campaign end date: 8 May 2016

Summary: The campaign aimed to inform Australians (in particular, Small and Medium Enterprises, start-ups, the research community, parents and young people) of the initiatives being implemented by the Government to boost Australia’s innovation and science capacity and capability, and to enable Australians to be more productive, innovative and technologically savvy. It also aimed to help instigate cultural change by encouraging all Australians to share and commercialise ideas, take risks, and think about the steps they can take now to better prepare for the future, such as enrolling in science, technology, engineering, and maths (STEM) subjects.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	2,557	3,655	5	Whybin/TBWA
Market research	959	1,104	1	AMR Interactive
	374	414	6	ORIMA Research
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	41			
Other	—			
Sub-total	3,931			

Summary	Expenditure (\$ million)
Consultants, services and other	3.9
Media placement	14.9
<i>Indigenous media</i>	0.2
<i>Ethnic media</i>	0.3
Total	18.8

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 Infrastructure and Regional Development: *Building Our Future*

Campaign commencement date: 28 February 2016

Campaign end date: 8 May 2016

Summary: The aim of the Building our Future campaign was to raise awareness and provide information to Australian road users of the progress of road and rail infrastructure in their area, to increase knowledge in Australian road users of why the Australian Government invests in road and rail infrastructure, and to educate road users on the importance and benefits road and rail infrastructure brings at a national and local level.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,641	2,562	5	BCM Partnership
Market research	148	278	4	Wallis Consulting Group Pty Ltd
	251	228	4	JWS Research
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	18			
Sub-total	2,058			

Summary	Expenditure (\$ million)
Consultants, services and other	2.1
Media placement	6.7
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.4
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 Social Services: *National Campaign to Reduce Violence Against Women and their Children*

Campaign commencement date: 24 April 2016

Campaign end date: 30 June 2016

Summary: The national campaign, Stop it at the Start, aimed to help to break the cycle of violence by encouraging adults to reflect on their attitudes and have conversations about respect with young people.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,097	654	5	BMF Advertising
Market research	1,017	1,017	2	Taylor Nelson Sofres
	92	439	4	Hall & Partners Open Mind
Public relations	385	800	4	Fenton Strategic Communications
Multicultural marketing	216	654	4	Etcom
Indigenous communications	42	550	4	33 Creative
Printed materials and direct mail	—			
Other	30			
Sub-total	2,879			

Summary	Expenditure (\$ million)
Consultants, services and other	2.9
Media placement	10.5
<i>Indigenous media</i>	0.2
<i>Ethnic media</i>	0.6
Total	13.4

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.

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 2016

Period	Half Year (\$ million)	Calendar Year (\$ million)	Financial Year (\$ million)
2015–16			174.7
Jan–Jun 2016	129.1		
2015		113.7	
July–Dec 2015	45.6		
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

Period	Half Year (\$ million)	Calendar Year (\$ million)	Financial Year (\$ million)
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	
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)

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 Parliament should 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;
 - a. directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
 - b. include party political slogans or images;
 - c. be designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or
 - d. 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.