

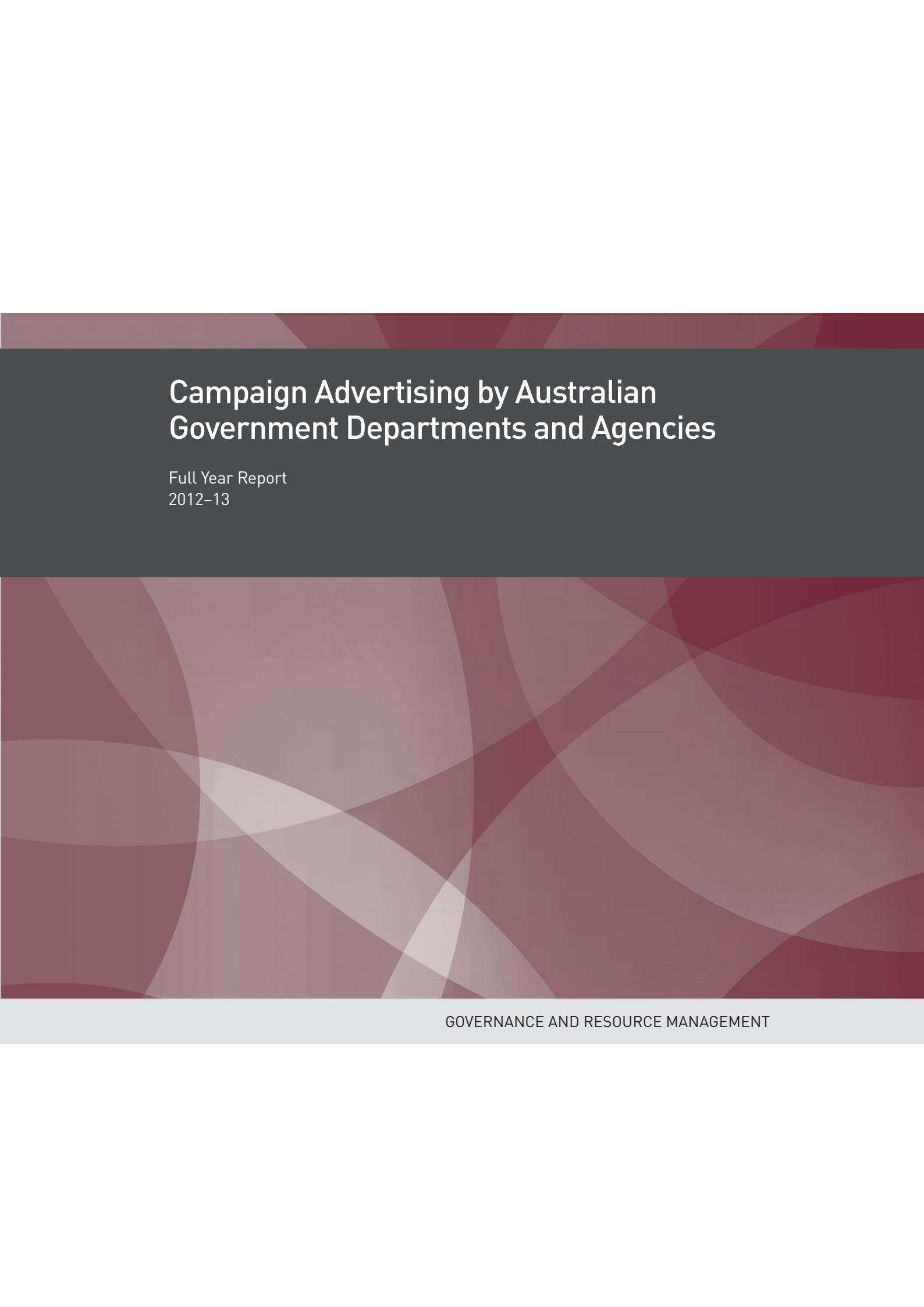


Australian Government
Department of Finance

Campaign Advertising by Australian Government Departments and Agencies

Full Year Report
2012–13

GOVERNANCE AND RESOURCE MANAGEMENT



Campaign Advertising by Australian Government Departments and Agencies

Full Year Report
2012–13

GOVERNANCE AND RESOURCE MANAGEMENT

Department of Finance
Governance and Resource Management

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Foreword



This full year report on campaign advertising undertaken by departments and agencies subject to the *Financial Management Accountability Act 1997* covers the period from 1 July 2012 to 30 June 2013, which was during the term of the previous Government.

Consistent with previous full year reports, it includes media expenditure details as well as expenditure associated with consultants, production and other miscellaneous services. The full year report also includes ethnic and Indigenous media expenditure for each campaign and, where not used as part of campaigns, responsible departments or agencies have documented their reasons.

Between 1 July 2012 and 30 June 2013, 27 campaigns above the value of \$250,000 appeared in the media, with total media expenditure of \$138.9 million, including \$7.1 million on ethnic media and \$2.5 million on Indigenous media.

The campaign advertising framework was subject to a performance audit by the Australian National Audit Office during 2012–13. The *Administration of Government Advertising Arrangements August 2011 to March 2013* report, tabled in the Parliament by the Auditor-General in June 2013, found that independent review of advertising campaigns “...resulted in a range of improvements by the responsible departments to campaign materials and supporting documentation, which led to the strengthening of each campaign’s compliance with the 2010 Guidelines.” The report also noted the strengthening of strategies and processes for supporting agencies in developing campaigns which meet the requirements of the Government’s campaign advertising guidelines.

In this period, the Independent Communications Committee held 37 meetings to consider campaigns in development, consistent with its role of providing advice to Chief Executives on whether campaigns comply with the *Guidelines on Information and Advertising Campaigns*.

The Peer Review Group, established in the previous reporting period to improve campaign development processes, met 16 times during the period.

Notable developments in the campaign advertising framework include the release of the *Campaign Planning Guide* in September 2012. This is a key reference tool to assist communications officers and those involved in developing, implementing and evaluating campaigns subject to the Government’s advertising framework.

I commend this biannual report to the Parliament and the Australian public.

Senator the Hon Michael Ronaldson
Special Minister of State

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

The Special Minister of State reports to the Australian Parliament on a biannual basis on the expenditure of government advertising campaigns. The reports focus on campaigns undertaken by *Financial Management and Accountability Act 1997* (FMA Act) departments and agencies (agencies) for which expenditure is greater than \$250,000.

This full year report covers the period from 1 July 2012 to 30 June 2013 and reports on 27 advertising campaigns which ran during the period, based on data sourced from the Central Advertising System.

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

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

Chapter 1: The Campaign Advertising Framework





Chapter 1: The Campaign Advertising Framework

Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies

The *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (Guidelines) are central to the campaign advertising framework and were published in March 2010, and subsequently re-issued in March 2011 to reflect changes in Ministerial responsibilities.

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 agencies subject to the FMA Act are required to comply with the Guidelines.

The Guidelines are available at **Appendix A** and on the Department of Finance website: www.finance.gov.au/advertising.

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.

Under the Guidelines, the Special Minister of State has the discretion to exempt a campaign from compliance with the Guidelines on the basis of a national emergency, extreme urgency or other compelling reason. Where exemptions are agreed, the relevant Minister, the Chair of the Independent Communications Committee (ICC) and the Parliament are informed. No exemptions were agreed during the reporting period.

Agencies Undertaking Advertising Campaigns

Chief Executives are responsible for certifying that any advertising campaigns developed within their agencies comply with the Guidelines and related Government policies.

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

Agencies must provide accurate information and documentation to the ICC, which provides independent reviews of compliance with the Guidelines, and the Peer Review Group (PRG), which provides agencies with advice on their campaign proposals and documentation, with the objective of maximising the strategic integrity and effectiveness of campaigns.

Independent Communications Committee

The ICC was established in March 2010. During the reporting period, the ICC was chaired by Dr Allan Hawke AC and its other members were Ms Helen Williams AO and Ms Anthea Tinney PSM. The ICC provides its independent views and advice to the Secretary or Chief Executive of agencies conducting or proposing to conduct advertising campaigns where expenditure is expected to be over \$250,000. The ICC can consider campaigns at any stage of development, although generally considers them at the following stages:

- when a communications strategy has been developed;
- when a creative concept has been selected and refined, but prior to campaign material going into production; and
- when creative materials have been finalised, but prior to the campaign launching in the media.

The ICC has a degree of reliance on expert advice, including from Finance as well as advice from the agencies 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 campaign materials, supporting materials provided by the responsible agency, any associated market research or supporting evidence, and any other information or independent expert advice available.

The Committee is also responsible for:

- overseeing the operation of the Guidelines to ensure compliance with their integrity and spirit;
- providing a public assessment of proposed campaigns and their compliance with Principles 1 to 4 of the Guidelines;
- reporting to responsible Ministers on activities undertaken under 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 can be found at www.finance.gov.au/advertising.

Peer Review Group

The PRG is chaired by the Department of the Prime Minister and Cabinet and co-chaired by Finance. The PRG involves a revolving membership of Senior Executive Service (SES) communications officers from FMA Act agencies with responsibility for campaign development and/or external communication activities. The PRG may also seek advice from a range of external experts with experience in marketing, communications and advertising.

The PRG provides advice to agencies on their campaigns, with the objective of maximising the strategic integrity and effectiveness of communication activities and, in doing so, aims to build the professional capability of government communicators. The PRG is intended to be the means by which the proposed communications activities of FMA Act agencies can be tested against the experience, knowledge and insights of other SES level communications officers across government.



Agencies are required to submit campaigns to the PRG when they have developed their communications strategy and may return to the PRG at later stages of campaign development or implementation. The PRG does not consider whether proposed campaigns comply, or are likely to comply, with the Guidelines. This role is performed by the ICC.

Central Advertising System

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

Finance operates the CAS and manages the contracts of two media agencies which assist in media planning, placement and rates negotiations with media outlets. Universal McCann handles all campaign media planning and placement, and Adcorp Australia places all non-campaign advertisements, such as job vacancies, tenders and public notices.

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

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

Communications Multi-Use List

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

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

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

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

Process for the Development and Launch of Campaigns

The basic steps involved in the development and launch of advertising campaigns with expenditure of \$250,000 or more are:

- the Minister of the relevant agency agrees to the development of a campaign, subject to funds being available;
- the agency informs Finance of their intention to develop a campaign;
- Finance can, if requested, assist the agency in the selection of specialist communications suppliers (such as advertising or market and social research agencies);
- the agency develops the campaign, which is reviewed at different stages by the ICC and the PRG;
- once a proposed campaign is at the final stage, the ICC provides a report on the campaign's compliance with Principles 1 to 4 of the Guidelines to the responsible Chief Executive;
- agency Chief Executives are responsible for certifying that the campaign fully complies with the Guidelines, taking into account the advice from the ICC and advice from their agency in respect to Principle 5 (legal and procurement matters); and
- the responsible Minister may launch or approve the launch of the campaign after receiving the Chief Executive's certification of compliance with the Guidelines.

Finance, the ICC and the PRG interact with the responsible agency throughout the development of campaigns. In addition, relevant Ministers are usually briefed by their portfolio agency throughout the campaign development process.

An overview diagram of the typical campaign activity review and approval process is provided at **Appendix C**.



Chapter 2: Australian Government Campaign Expenditure from 1 July 2012 to 30 June 2013





Chapter 2: Australian Government Campaign Expenditure from 1 July 2012 to 30 June 2013

Expenditure by Medium

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

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

As set out, a total of \$138.9 million was spent on all campaign advertising media during the reporting period, including \$7.1 million on ethnic media and \$2.5 million on Indigenous media.

Table 1: Advertising campaigns from 1 July 2012 to 30 June 2013

Agency	Campaign	Expenditure (\$ million)							Expenditure (\$ million)		
		TV	Press	Radio	Magazine	Digital	Out of Home	Other	TOTAL	Ethnic	Indigenous
Australian Customs and Border Protection Service	Duty Free Tobacco Concessions	—	0.4	—	0.4	0.1	0.1	—	1.1	0.1	—
	2013 Federal Election	—	—	—	0.0	0.1	—	—	0.1	—	—
	Count Me In	—	—	0.0	—	0.2	—	—	0.2	0.0	0.0
	National Tobacco	8.0	0.5	1.3	0.3	3.5	1.6	—	15.2	0.3	0.3
Australian National Preventive Health Agency											
Australian Securities and Investment Commission	MoneySmart	—	0.1	0.0	0.1	0.8	—	—	1.0	0.0	0.0
	Super. Your Money. Your Future	4.6	1.2	1.2	0.3	1.9	0.6	—	9.7	0.5	0.2
Australian Taxation Office	Digital Switchover	2.3	1.8	0.3	—	0.4	—	—	4.7	0.2	0.2
Broadband, Communications and the Digital Economy	Digital Television – Retune	0.5	0.5	0.3	0.0	0.1	—	—	1.4	0.1	0.0
	National Broadband Network – Metropolitan	8.9	1.2	1.1	0.0	2.7	—	1.5	15.4	0.8	0.1
	Defence Force Recruiting	11.4	0.1	2.6	0.5	4.8	0.2	1.1	20.8	—	—
Education, Employment and Workplace Relations	Child Care Assistance	3.4	1.1	0.7	0.2	1.4	—	—	6.9	0.4	0.2
	Experience+	—	0.2	0.2	0.2	0.2	—	—	0.8	—	0.0
	National Plan for School Improvement	6.5	2.3	0.8	0.1	1.2	—	0.3	11.3	0.4	0.1
	Dad and Partner Pay	—	0.0	0.3	0.2	0.3	—	—	0.8	0.1	0.0
Families, Housing, Community Services and Indigenous Affairs	DisabilityCare Australia	2.9	1.8	0.8	0.1	1.5	—	—	7.2	0.4	0.1
	Household Assistance	7.3	2.7	2.9	0.3	2.6	—	0.4	16.2	1.2	0.3
	Schoolkids Bonus	1.6	0.9	0.8	0.2	1.6	0.7	0.1	5.9	0.4	0.2
	Promoting Respectful Relationships (The Line)	—	—	—	—	0.2	—	—	0.2	—	—
Foreign Affairs and Trade	Smarttraveller (Phase 3)	0.8	0.0	0.0	0.1	1.1	0.4	—	2.3	0.1	—

Table 1: Advertising campaigns from 1 July 2012 to 30 June 2013 (continued)

Agency	Campaign	Expenditure (\$ million)						Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Other	TOTAL
Health and Ageing	Attracting More People to Work in Indigenous Health	0.8	0.1	0.3	0.0	0.2	—	—	1.4
	Medicare	2.8	0.1	0.6	0.0	0.8	—	—	4.3
	National Tobacco – More Targeted Approach	1.6	0.8	0.9	0.3	1.0	0.3	—	5.0
	Tobacco Plain Packaging	—	0.6	—	—	0.1	—	—	0.7
Immigration and Citizenship	Employer Sanctions	—	—	0.2	0.0	0.0	—	—	0.3
	Targeting Diaspora Communities	0.1	0.2	0.1	—	0.2	—	—	0.6
	A Plan for Australian Jobs	1.1	—	0.2	—	0.1	—	—	1.4
Innovation, Industry, Science, Research and Tertiary Education	Clean Technology Investment Program	—	0.1	—	0.1	0.1	—	—	0.3
—	Other media expenditure including activity less than \$250,000	0.2	0.8	0.4	0.4	1.8	0.1	0.0	3.6
TOTAL		64.9	17.5	16.4	3.7	29.1	4.0	3.3	138.9

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

Expenditure (\$ million)	
Ethnic	Indigenous
—	0.3
0.6	0.1
0.7	0.2
0.0	—
0.0	—
0.4	—
—	—
0.0	—
0.3	0.1
7.1	2.5

Campaign Summaries and Expenditure

This section provides information on campaign summaries, running dates, contract values, suppliers engaged and, where ethnic 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. Where a campaign is ongoing beyond 30 June 2013, further details of expenditure beyond will be reported in the 2013–14 series of biannual reports.

Sources of Data

Media placement expenditures are sourced from the CAS.

Other associated advertising expenditures are sourced directly from the FMA Act agencies responsible for the particular campaigns.

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

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

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

Australian Customs and Border Protection: Duty Free Tobacco Concessions

Campaign commencement date: 8 July 2012

Campaign end date: 23 February 2013

Summary: Customs and Border Protection commenced an awareness campaign in June 2012 to educate international travellers about the reduced tobacco duty-free limit that was announced in the 2012–13 Budget. The campaign objectives were to inform travellers and crew about the reduced incoming tobacco duty-free threshold; generate compliance with the new duty-free threshold for tobacco products; and educate travellers and crew about the procedures in place for managing the duty payable on excess duty-free tobacco.

Exception reporting: Indigenous Australians were not identified as a key target audience and therefore were not included in the media plan.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	66	66	—	Universal McCann
Market research	—	—	—	—
Public relations	—	—	—	—
NESB communications	1	—	—	LOTE Marketing
Indigenous communications	—	—	—	—
Printed materials and direct mail	224			
Other				
SUB-TOTAL	291			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	1.1
<i>Indigenous media</i>	—
<i>Ethnic media</i>	0.1
TOTAL	1.4

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 that no media was placed.
‘0.0’ indicates that media was placed, though less than \$50,000 was spent.

Australian Electoral Commission: 2013 Federal Election

Campaign commencement date: 26 May 2013

Campaign end date: 30 June 2013 (ongoing)

Summary: In 2012–13, the Australian Electoral Commission (AEC) continued preparing a national advertising campaign for the next federal election and possible referendum. The stand alone campaign was updated to a stage where it could be rolled out immediately should an election be called. There was also significant preparation for a possible September 14 election and referendum. This campaign was exempt from review by the Independent Communications Committee.

Exception reporting: While relevant material was prepared, there was no ethnic or Indigenous media expenditure in the reporting period as the federal election campaign did not commence until the following period.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	516	743	Existing contract	BMF Advertising
Market research	281	283	Existing contract	Ipsos Social Research Institute
Public relations	402	680	Existing contract	Haystac Public Affairs
NESB communications	160	171	Existing contract	Cultural Perspectives
Indigenous communications	3	50	Existing contract	Cox Inall Ridgeway
Printed materials and direct mail	—			
Other	—			
SUB-TOTAL	1,362			
Summary	Expenditure (\$ million)			
Consultants, services and other	1.4			
Media placement	0.1			
Indigenous media	—			
Ethnic media	—			
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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.



Australian Electoral Commission: Count Me In

Campaign commencement date: 1 July 2012

Campaign end date: 31 December 2012

Summary: The Count Me In campaign used a postcard mailed to every household. The purpose was to reach all Australians – including those that may have been missed in other AEC mailings – to encourage people to enrol or update their enrolment details. The mail out was supported by an online advertising campaign, public relations activities and social media. This campaign was exempt from review by the Independent Communications Committee.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	54	55	Existing contract	BMF Advertising
Market research	58	110	Existing contract	Ipsos Social Research Institute
Public relations	110	110	Existing contract	Haystack Public Affairs
NESB communications	7	40	Existing contract	Cultural Perspectives
Indigenous communications	20	20	Existing contract	Cox Inall Ridgeway
Printed materials and direct mail	1,462			
Other	—			
SUB-TOTAL	1,711			

Summary	Expenditure (\$ million)
Consultants, services and other	1.7
Media placement	0.2
<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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

Australian National Preventive Health Agency: *National Tobacco*

Campaign commencement date: 4 November 2012

Campaign end date: 30 June 2013

Summary: The National Partnership Agreement on Preventive Health National Tobacco campaign aims to contribute to a reduction in the prevalence of the adult daily smoking rate by promoting quit attempts among smokers and motivation and support to avoid relapse among quitters.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,052	1,960	3	AJF Partnership
Market research	638	862	Existing contract	GfK Australia, CE
	735	762	Existing contract	The Social Research Centre
Public relations	80	124	1	Roy Morgan Research
NESB communications	555	650	Existing contract	Haystac Public Affairs
Indigenous communications	145	150	3	Ethnic Communications (Etcom)
Printed materials and direct mail	—	—	—	—
Other	12			
Other	529			
SUB-TOTAL	3,746			

Summary	Expenditure (\$ million)
Consultants, services and other	3.8
Media placement	15.2
<i>Indigenous media</i>	<i>0.3</i>
<i>Ethnic media</i>	<i>0.3</i>
TOTAL	19.0

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

Australian Securities and Investment Commission: *MoneySmart*

Campaign commencement date: 1 July 2012

Campaign end date: 30 June 2013

Summary: The campaign's over-riding objective was to drive traffic to the Australian Securities and Investment Commission's MoneySmart website, which was launched in March 2011. Specifically, the campaign sought to achieve stronger MoneySmart brand awareness and motivate consumers and investors to visit the MoneySmart website.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	237	237	5	Spinach Advertising
Market research	54	54	3	GfK Australia, CE
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	64	64	3	Gavin Jones Communications
Printed materials and direct mail	—			
Other	—			
SUB-TOTAL	355			

Summary	Expenditure (\$ million)
Consultants, services and other	0.4
Media placement	1.0
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.0
TOTAL	1.4

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent

Australian Taxation Office: Super. Your Money. Your Future

Campaign commencement date: 25 March 2013

Campaign end date: 30 June 2013 (ongoing)

Summary: The Super. Your Money. Your Future advertising campaign is directly related to a range of super reforms announced by the Australian Government in 2010. The campaign was developed to support the introduction of these reforms, to raise awareness about the changes to super, and to increase community and employer understanding about how the changes impact them. Over 11.5 million individuals and 800,000 employers have a stake in the Australian super system. The first phase of the campaign (March to June 2013) has focused on communicating those reforms with the most direct impact on the community – the super guarantee rate rise and the low income super co-contribution.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	919	1,014	4	The Shannon Company
	140	450	Existing contract	Clemenger BBDO Melbourne
Market research	378	378	Existing contract	GfK Australia, CE
	143	143	4	Hall and Partners Open Mind
Public relations	—	—	—	—
	100	120	Existing contract	Multicall Connexions
NESB communications	55	55	Existing contract	Universal McCann
	46	46	Existing contract	SBS In-Language
Indigenous communications	92	92	Existing contract	Cox Inall Ridgeway
Printed materials and direct mail	—			
Other	174			
SUB-TOTAL	2,047			

Summary	Expenditure (\$ million)
Consultants, services and other	2.0
Media placement	9.7
<i>Indigenous media</i>	<i>0.2</i>
<i>Ethnic media</i>	<i>0.5</i>
TOTAL	11.7

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.

Department of Broadband, Communications and the Digital Economy: Digital Switchover

Campaign commencement date: 1 July 2012

Campaign end date: 30 June 2013 (ongoing)

Summary: The Australian Government has announced a region-by-region switchover from analog to digital television in Australia which is to be completed by 31 December 2013. In support of this policy a long-term, phased communication campaign launched in April 2009. The aim of the Digital Switchover campaign is to ensure a smooth transition to digital free-to-air television by informing Australians about digital switchover, necessary preparations and sources for further information.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,204	1,221	Existing standing offer	BMF Advertising
Market research	1,390	1,390	Existing standing offer	ORIMA Research
Public relations	1,929	3,066	Existing standing offer	n2n Communications
NESB communications	663	663	Existing standing offer	Cultural Perspectives
Indigenous communications	810	810	Existing standing offer	Winangali
Printed materials and direct mail	134			
Other	2,449			
SUB-TOTAL	8,579			

Summary	Expenditure (\$ million)
Consultants, services and other	8.6
Media placement	4.7
<i>Indigenous media</i>	0.2
<i>Ethnic media</i>	0.2
TOTAL	13.3

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Broadband, Communications and the Digital Economy: Digital Television – Retune

Campaign commencement date: 7 April 2013

Campaign end date: 30 June 2013 (ongoing)

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

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	533	1,000	Existing standing offer	BMF Advertising
Market research	381	589	Existing standing offer	GfK Australia, CE
Public relations	881	1,000	Existing standing offer	n2n Communications
NESB communications	317	360	Existing standing offer	Cultural Perspectives
Indigenous communications	359	520	Existing standing offer	Dreamtime Public Relations
Printed materials and direct mail	42			
Other	92			
SUB-TOTAL	2,605			

Summary	Expenditure (\$ million)
Consultants, services and other	2.6
Media placement	1.4
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.1
TOTAL	4.0

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.



Department of Broadband, Communications and the Digital Economy: National Broadband Network – Metropolitan

Campaign commencement date: 4 November 2012

Campaign end date: 1 June 2013

Summary: The Australian Government established NBN Co to build and operate a National Broadband Network (NBN) to provide access to affordable high-speed broadband to 100 per cent of Australian homes and businesses. To support this policy, a communication campaign aimed at metropolitan Australia was launched in November 2012. The aim of the campaign was to inform the public about the NBN initiative, to aid in understanding the cost, type and quality of service of the NBN and to provide information on the value of broadband to individual Australians, society and the economy.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	5,202	5,202	Existing standing offer	George Patterson Y&R
	232	232	1	ORIMA Research
Market research	791	791	Existing standing offer	Hall & Partners Open Mind
	587	587	4	DBM Consultants
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—	—	—	—
Other	248			
SUB-TOTAL	7,060			

Summary	Expenditure (\$ million)
Consultants, services and other	7.1
Media placement	15.4
<i>Indigenous media</i>	<i>0.1</i>
<i>Ethnic media</i>	<i>0.8</i>
TOTAL	22.5

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 that no media was placed.
‘0.0’ indicates that media was placed, though less than \$50,000 was spent.

Department of Defence: Defence Force Recruiting

Campaign commencement date: 1 July 2012

Campaign end date: 30 June 2013 (ongoing)

Summary: This is an ongoing campaign to correct common misperceptions about the Service brands to generate the enquiries and applications required to fill almost 7,200 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: Defence Force Recruiting (DFR) is a national advertiser with extensive reach into regional and local communities through local radio, newspapers, social media and a program of activity that brings DFR face to face with community members. The primary target is 16–24 year old Australians of all backgrounds, and the media consumption habits of multicultural and Indigenous youths mirror those of mainstream. The focus for 2012–13 was on increasing female participation in the ADF; this will continue in 2013–14 with added emphasis on Indigenous and CALD recruiting which may result in language- and media-specific advertising specifically focused on parents and other influencers such as career advisers and community leaders.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	6,000	—	Existing contract	George Patterson Y&R
	4,000	—	Existing contract	Y&R Brands
Market research	438	438	Existing standing offer	GfK Australia, CE
	607	607	Existing standing offer	Hall & Partners Open Mind
	197	197	Existing standing offer	Horizon Research
Public relations	10	10	Existing standing offer	Haystac Public Affairs
	74	74	Existing standing offer	Progressive PR and Publicity
	37	37	Existing standing offer	Impact Communications Australia
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	469			
Other	731			
SUB-TOTAL	12,563			

Summary	Expenditure (\$ million)
Consultants, services and other	12.6
Media placement	20.8
<i>Indigenous media</i>	—
<i>Ethnic media</i>	—
TOTAL	33.4

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 that no media was placed.

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



Department of Education, Employment and Workplace Relations: Child Care Assistance

Campaign commencement date: 28 April 2013

Campaign end date: 30 June 2013 (ongoing)

Summary: The Child Care Assistance campaign informed families that there is Australian Government financial assistance to help with the costs of child care. The campaign's objectives were to increase awareness and understanding of financial assistance available, particularly the Child Care Rebate, primarily targeting mothers with young children along with all parents and carers.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	115	115	1	Vinten Browning
Market research	51	56	1	ORIMA Research
Public relations	211	270	1	Taylor Nelson Sofres Australia
NESB communications	—	—	—	—
Indigenous communications	—	—	—	NESB communications services were subcontracted and are included in the 'Advertising' line item above
Printed materials and direct mail	87	—	—	Indigenous communications services are included in the 'Advertising' line item above
Other	—	—	—	—
SUB-TOTAL	464	—	—	—

Summary	Expenditure (\$ million)
Consultants, services and other	0.5
Media placement	6.9
Indigenous media	0.2
Ethnic media	0.4
TOTAL	7.4

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

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

Campaign commencement date: 1 April 2013

Campaign end date: 30 June 2013

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

Exception reporting: Developmental research did not identify any specific communication requirements for culturally and linguistically diverse audiences. Further insights provided by Universal McCann concluded that employers, the primary audience for the campaign, regardless of their cultural background would be reached by the campaign's mainstream communications. Due to the small budget allocated to reach the secondary audience, mature age job seekers/workers, it was not feasible to use in-language media. Indigenous radio ran parallel to mainstream radio and the creative material was re-recorded using Indigenous talent. If budget permits, the department will consider whether the second phase (2013/14 financial year) of the campaign uses in-language media to target the campaign's secondary audience of mature age job seekers/workers. This will be reviewed in line with the program and campaign objectives for the second phase of the campaign.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	100	400	3	Spinach Creative
Market research	80	290	3	Wallis Consulting Group
Public relations	69	280	3	Hall & Partners Open Mind
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	30	—	—	NESB communications services were subcontracted and are included in the 'Advertising' line item above
Other	—	—	—	—
SUB-TOTAL	279			
Summary	Expenditure (\$ million)			
Consultants, services and other	0.3			
Media placement	0.8			
<i>Indigenous media</i>	<i>0.0</i>			
<i>Ethnic media</i>	—			
TOTAL	1.1			

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

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

Campaign commencement date: 19 May 2013

Campaign end date: 30 June 2013 (ongoing)

Summary: The National Plan for School Improvement represents a significant change to the education system which aims to be introduced Australia-wide in the 2014 school year. The campaign aims to inform parents/carers, educators and the general public about the changes to the schooling system outlined in the National Plan and how these changes will affect them.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	2,648	2,648	6	McCann
Market research	432	432	1	ORIMA Research
Public relations	144	240	4	Taylor Nelson Sofres Australia
NESB communications	—	—	—	—
Indigenous communications	118	—	Existing contract	Universal McCann
Printed materials and direct mail	8	—	Existing contract	Universal McCann
Other	91	—		
SUB-TOTAL	3,441			

Summary	Expenditure (\$ million)
Consultants, services and other	3.4
Media placement	11.3
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.4
TOTAL	14.7

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

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

Campaign commencement date: 30 September 2012

Campaign end date: 18 May 2013

Summary: The Dad and Partner Pay campaign was developed to support the introduction of the new payment on 1 January 2013, which provides financial support to working fathers and partners to be at home in the vital early stage of a baby's life. The payment is an extension of the Paid Parental Leave scheme.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	46	188	4	Eardrum
Market research	80	240	4	Colmar Brunton
Public relations	118	582	5	Fenton Communication
NESB communications	55	185	4	Ethnic Communications [Etc]om
Indigenous communications	21	138	5	Cox Inall Ridgeway
Printed materials and direct mail	38			
Other	11			
SUB-TOTAL	369			

Summary	Expenditure (\$ million)
Consultants, services and other	0.4
Media placement	0.8
<i>Indigenous media</i>	<i>0.0</i>
<i>Ethnic media</i>	<i>0.1</i>
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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

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

Campaign commencement date: 16 June 2013

Campaign end date: 30 June 2013 (ongoing)

Summary: DisabilityCare Australia will fundamentally reform the way support is accessed by people with disability. It will ensure people with significant and permanent disability have choice and control over their supports, and that these supports are responsive to their individual needs and their lifetime aspirations. The DisabilityCare Australia campaign aims to raise awareness among all target audiences nationally of the role and function of DisabilityCare Australia and raise awareness and understanding of all target audiences in launch locations of the gradual intake process in their location.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,001	1,001	8	303 Lowe Australia
Market research	99	300	6	Colmar Brunton
Public relations	640	640	1	Taylor Nelson Sofres Australia
NESB communications	98	363	5	Ogilvy Public Relations Australia
Indigenous communications	85	192	3	Ethnic Communications (Etcom)
Printed materials and direct mail	50	182	4	Cox Inall Ridgeway
Other	18			
SUB-TOTAL	2,039			
Summary	Expenditure (\$ million)			
Consultants, services and other	2.0			
Media placement	7.2			
Indigenous media	0.1			
Ethnic media	0.4			
TOTAL	9.2			

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Families, Housing, Community Services and Indigenous Affairs: Household Assistance Package

Campaign commencement date: 1 July 2012

Campaign end date: 29 June 2013

Summary: The Household Assistance Package (HAP) campaign was driven from the Clean Energy Future Plan. Low to middle income households will receive assistance through the HAP. The objective of the campaign was to increase awareness and understanding of the payments, tax cuts and entitlements amongst those who will benefit.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	960	2,773	Existing contract	Clemenger BBDO Melbourne
Market research	267	611	Existing contract	Roy Morgan Research
Public relations	395	1,183	Existing contract	Taylor Nelson Sofres Australia
NESB communications	283	386	Existing contract	Royce (VIC)
	—	—	—	NESB communications services were subcontracted and are included in the 'Advertising' line item above
Indigenous communications	—	—	—	Indigenous communications services were subcontracted and are included in the 'Advertising' line item above
Printed materials and direct mail	2			
Other	30			
SUB-TOTAL	1,937			
Summary	Expenditure (\$ million)			
Consultants, services and other	1.9			
Media placement	16.2			
Indigenous media	0.3			
Ethnic media	1.2			
TOTAL	18.1			

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

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

Campaign commencement date: 25 November 2012

Campaign end date: 30 June 2013 (ongoing)

Summary: The Schoolkids Bonus is a new payment to assist families and individuals with primary and secondary education expenses. It commenced in 2012–13 and replaced the Education Tax Refund, which was previously claimed though an individual's tax return. The aim of the campaign is to increase awareness that the Schoolkids Bonus has replaced the Education Tax Refund and to inform the target audiences of their rights and responsibilities.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	660	761	4	BCM Partnership
Market research	178	324	4	Hall and Partners Open Mind
	654	654	4	Taylor Nelson Sofres Australia
Public relations	440	818	4	Ogilvy Public Relations Australia
	48	53	1	Our Say
NESB communications	160	260	3	Multicall Connexions
Indigenous communications	88	241	3	Winangali
Printed materials and direct mail	95			
Other	74			
SUB-TOTAL	2,397			

Summary	Expenditure (\$ million)
Consultants, services and other	2.4
Media placement	5.9
<i>Indigenous media</i>	0.2
<i>Ethnic media</i>	0.4
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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Families, Housing, Community Services and Indigenous Affairs: Promoting Respectful Relationships (The Line)

Campaign commencement date: 29 May 2013

Campaign end date: 30 June 2013

Summary: The Line is an ongoing social marketing campaign, with the principal objective of promoting the development of healthy and respectful relationships among young people and their key influencers. The integrated campaign is an initiative under the *National Plan to Reduce Violence against Women and their Children 2010–2022*.

Exception reporting: During 2012–13 there was a small media buy for The Line campaign across digital media only. This consisted of Facebook polls, Twitter, video syndication, YouTube promoted videos and search engine marketing. Culturally and linguistically diverse and Indigenous youth audiences were engaged through the mainstream social media environment.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	92	2,289	Existing contract	J. Walter Thompson Australia
Market research	77	452	Existing contract	GfK Australia, CE
Public relations	87	314	Existing contract	Urbis
NESB communications	64	1,393	Existing contract	Terry McArthur & Associates
Indigenous communications	91	652	Existing contract	Cultural Partners Australia (NSW)
Printed materials and direct mail	182	1,501	Existing contract	Winangali
Other	19			
	10			
SUB-TOTAL	622			

Summary	Expenditure (\$ million)
Consultants, services and other	0.6
Media placement	0.2
<i>Indigenous media</i>	—
<i>Ethnic media</i>	—
TOTAL	0.8

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

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

Campaign commencement date: 1 July 2012

Campaign end date: 30 June 2013 (ongoing)

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

Exception reporting: Smarttraveller Phase 2 evaluation and Phase 3 exploratory research did not identify the need for specific Indigenous communications. Tracking research is also showing the current campaign is effectively reaching Indigenous audiences. However, the need for specific targeting of Indigenous media is kept under review.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	113	113	Existing contract	J. Walter Thompson Australia
	64	64	Existing contract	The Campaign Palace
Market research	19	19	Existing contract	Taylor Nelson Sofres Australia
	103	300	Existing contract	GfK Australia, CE
Public relations	107	300	Existing contract	Professional Public Relations
NESB communications	19	19	Existing contract	Ethnic Communications [Etcom]
Indigenous communications	—	—	—	—
Printed materials and direct mail	32			
Other	45			
SUB-TOTAL	502			
Summary	Expenditure (\$ million)			
Consultants, services and other	0.5			
Media placement	2.3			
<i>Indigenous media</i>	—			
<i>Ethnic media</i>	0.1			
TOTAL	2.9			

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 that no media was placed.
‘0.0’ indicates that media was placed, though less than \$50,000 was spent.

Department of Health and Ageing: *Attracting More People to Work in Indigenous Health*

Campaign commencement date: 5 May 2013

Campaign end date: 30 June 2013

Summary: The Attracting More People to Work in Indigenous Health campaign aimed to encourage Aboriginal and Torres Strait Islander secondary students to consider a job in health and to encourage current health students and professionals to consider working in the Aboriginal and Torres Strait Islander health sector.

Exception reporting: Multicultural media channels were not used for this campaign, as these channels would not have been appropriate for this audience group.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	437	447	Existing standing offer	BCM Partnership
Market research	123	138	Existing standing offer	ORIMA Research
Public relations	20	20	Existing standing offer	Boxing Clever
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	5			
Other	39			
SUB-TOTAL	624			
Summary	Expenditure (\$ million)			
Consultants, services and other	0.6			
Media placement	1.4			
<i>Indigenous media</i>	<i>0.3</i>			
<i>Ethnic media</i>	—			
TOTAL	2.1			

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Health and Ageing: Medicare for all

Campaign commencement date: 9 June 2013

Campaign end date: 30 June 2013 (ongoing)

Summary: The Medicare for all campaign aims to inform Australians about services making health care more accessible, including the after hours GP helpline, Medicare Locals and eHealth record.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,643	1,890	5	BCM Partnership
Market research	213	213	3	ORC International
Public relations	62	125	3	Stancombe Research and Planning
NESB communications	—	—	—	—
Indigenous communications	—	—	—	NESB communications services were subcontracted and are included in the 'Advertising' line item above
Printed materials and direct mail	26			
Other	29			
SUB-TOTAL	1,973			

Summary	Expenditure (\$ million)
Consultants, services and other	2.0
Media placement	4.3
Indigenous media	0.1
Ethnic media	0.6
TOTAL	6.3

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

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

Campaign commencement date: 4 November 2012

Campaign end date: 30 June 2013 (ongoing)

Summary: The National Tobacco Campaign – More Targeted Approach complements the mainstream National Tobacco Campaign by engaging with high-need and hard to reach audiences. These include pregnant women and their partners, people with a mental illness, prisoners, people from socially disadvantaged areas and people from culturally and linguistically diverse backgrounds. These audiences were targeted through a variety of public relations activities as well as national media campaigns.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	195	250	Existing contract	BCM Partnership
Market research	588	660	Existing contract	ORIMA Research
Public relations	168	172	Existing contract	Haystac Public Affairs
NESB communications	152	152	Existing contract	LOUD Multicultural
Indigenous communications	—	—	—	—
Printed materials and direct mail	34			
Other	18			
SUB-TOTAL	1,155			
Summary	Expenditure (\$ million)			
Consultants, services and other	1.2			
Media placement	5.0			
<i>Indigenous media</i>	<i>0.2</i>			
<i>Ethnic media</i>	<i>0.7</i>			
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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Health and Ageing: Tobacco Plain Packaging

Campaign commencement date: 17 October 2012

Campaign end date: 7 December 2012

Summary: The Tobacco Plain Packaging campaign aimed to inform manufacturers, retailers and wholesalers of tobacco products, including importers of tobacco products, of their responsibilities and obligations under the *Tobacco Plain Packaging Act 2011* and related regulations, and that non-compliance may result in significant criminal or civil penalties.

Exception reporting: The campaign did not specifically target Aboriginal and Torres Strait Islander people, or utilise Indigenous media because retailers and other suppliers of tobacco products are predominantly non-Indigenous. However retailers and suppliers of tobacco products from Aboriginal and Torres Strait Islander backgrounds received information through mainstream channels.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	246	259	Existing standing offer	BCM Partnership
	6	6	1	Zoo Creative
	19	21	1	Cre8ive
Market research	63	63	1	GfK Australia, CE
Public relations	—	—	—	—
NESB communications	2	2	1	Language Partners
	34	36	1	VITS Language Link
	35	39	1	Anecsys
Indigenous communications	—	—	—	—
Printed materials and direct mail	260			
Other	63			
SUB-TOTAL	728			

Summary	Expenditure (\$ million)
Consultants, services and other	0.7
Media placement	0.7
Indigenous media	—
Ethnic media	0.0
TOTAL	1.4

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Immigration and Citizenship: *Employer Sanctions*

Campaign commencement date: 5 May 2013

Campaign end date: 30 June 2013

Summary: The campaign informed businesses about changes to legislation and the introduction of additional sanctions for employing, contracting or referring illegal workers. The campaign used a number of communications channels including advertising on metropolitan, culturally and linguistically diverse (CALD) and regional radio, online and direct community and stakeholder engagement. The campaign also engaged a specialist CALD public relations agency to target CALD communities and organisations.

Exception reporting: Targeting of Indigenous audiences was not an objective for the campaign as the legislative reforms have no impact on this segment of the community.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	35	35	Existing contract	Universal McCann
Market research	42	42	1	Hall and Partners Open Mind
Public relations	—	—	—	—
NESB communications	59	59	3	Diverse Communications
Indigenous communications	—	—	—	—
Printed materials and direct mail	23			
Other	17			
SUB-TOTAL	176			
Summary	Expenditure (\$ million)			
Consultants, services and other	0.2			
Media placement	0.3			
<i>Indigenous media</i>	—			
<i>Ethnic media</i>	0.0			
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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Immigration and Citizenship: Targeting Diaspora Communities

Campaign commencement date: 18 February 2013

Campaign end date: 30 June 2013

Summary: Information campaign to inform diaspora communities of changes to Australia's migration policy and warn of the dangers of travelling to Australia by boat.

Exception reporting: Indigenous media was not used for this campaign as it specifically targeted several NESB diaspora communities.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	99	100	3	Diverse Communications
	123	124	3	Essence Communications
Market research	123	123	1	Essence Communications
	63	63	4	McNair Ingenuity Research
Public relations	—	—	—	—
NESB communications	15	—	—	Diverse Communications
Indigenous communications	—	—	—	—
Printed materials and direct mail	18			
Other	242			
SUB-TOTAL	683			

Summary	Expenditure (\$ million)
Consultants, services and other	0.7
Media placement	0.6
<i>Indigenous media</i>	—
<i>Ethnic media</i>	0.4
TOTAL	1.3

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

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

Campaign commencement date: 30 June 2013

Campaign end date: 30 June 2013 (ongoing)

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

Exception reporting: Targeted Indigenous communication was undertaken, however a specialist Indigenous communications specialist was not engaged.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	921	921	6	Ogilvy and Mather
Market research	477	477	6	Colmar Brunton
Public relations	188	269	5	DBM Consultants
NESB communications	—	—	—	—
Indigenous communications	54	54	3	Ethnic Communications [Etc.com]
Printed materials and direct mail	—	—	—	—
Other	1	—	—	—
SUB-TOTAL	1,641			
Summary	Expenditure (\$ million)			
Consultants, services and other	1.6			
Media placement	1.4			
<i>Indigenous media</i>	—			
<i>Ethnic media</i>	—			
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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.



Department of Industry, Innovation, Climate Change, Science, Research and Tertiary Education: Clean Technology Investment Program

Campaign commencement date: 2 September 2012

Campaign end date: 28 April 2013

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

Exception reporting: Advertising in Indigenous-specific media was not undertaken in 2012–13, as it was understood that mainstream media activity using industry channels would reach Indigenous audiences within the target group effectively. Information and campaign materials were provided to the Enterprise Connect Remote Enterprise Centre in Alice Springs and the Indigenous Engagement Adviser and Resources Technology Innovation Centre in Mackay.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	14	124	5	Republic of Everyone
Market research	—	—	—	—
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—	—	—	—
Other	—	—	—	—
SUB-TOTAL	14			

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 that no media was placed.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

Chapter 3: Historical Series of Campaign Advertising Media Expenditure

The background of the lower half of the page is a dark maroon color. It features an abstract design of overlapping circles in various shades of maroon and light pink. In the bottom right corner, there is a large, light pink number '3' inside a circular frame, which is part of the overall abstract design.

3

Chapter 3: Historical Series of Campaign Advertising Media Expenditure

The table below details campaign advertising media expenditure by FMA Act agencies from January 2004 to June 2013 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 2013

Period	Biannual (\$ million)	Calendar Year (\$ million)	Financial Year (\$ million)
2012–13			138.9
Jan–Jun 2013	98.5		
2012		111.9	
July–Dec 2012	40.5		
2011–12			139.7
Jan–Jun 2012	71.4		
2011		148.7	
Jul–Dec 2011	68.4		
2010–11			116.9
Jan–Jun 2011	80.3		
2010		112.8	
Jul–Dec 2010	36.6		
2009–10			114.7
Jan–Jun 2010	76.2		
2009		115.3	
Jul–Dec 2009	38.5		
2008–09			130.1
Jan–Jun 2009	76.9		
2008		86.6	
Jul–Dec 2008	53.2		
2007–08			185.3
Jan–Jun 2008	33.4		
2007		254.0	
Jul–Dec 2007	151.9		
2006–07			170.1
Jan–Jun 2007	102.1		
2006		116.5	
Jul–Dec 2006	68.0		
2005–06			120.5
Jan–Jun 2006	48.5		

Period	Biannual (\$ million)	Calendar Year (\$ million)	Financial Year (\$ million)
2005		116.5	
Jul–Dec 2005	72.0		
2004–05			70.6
Jan–Jun 2005	44.5		
2004		78.8	
Jul–Dec 2004	26.1		
Jan–Jun 2004	52.7		

Notes: Figures are rounded to one decimal place. Discrepancies are due to rounding.
Expenditure for the 2004 calendar year differs between Table 2, which only includes expenditure by FMA Act agencies, and Table 3, which also includes expenditure by bodies subject to the Commonwealth Authorities and Companies Act 1997 (CAC Act) and Territory Governments.

Source: Central Advertising System

The table below details aggregate media expenditure through the CAS between 1994 and 2004. Information on expenditure before 2004 is only available at an aggregated level, encompassing expenditure by FMA Act agencies, CAC Act bodies and Territory Governments. The data is available on calendar and financial year bases.

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 CAC Act and Territory Governments.

Source: Central Advertising System



**Appendix A: Guidelines on Information
and Advertising Campaigns by Australian
Government Departments and Agencies
(March 2010)**





Appendix A: Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)

The Guidelines were amended in March 2011 to reflect changes in Ministerial responsibilities.

Introduction

1. This document in its entirety forms the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (Guidelines).
2. These Guidelines set out the principles applying to information and advertising campaigns undertaken in Australia.
3. Agencies subject to the *Financial Management and Accountability Act 1997* (FMA Act) must comply with these Guidelines.
4. Agencies conducting information and advertising campaigns must comply with all relevant policies and processes issued and amended from time to time by the Special Minister of State or the Minister for Finance or the agency responsible for such policies, currently the Department of Finance (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 consultants, public relations consultants, advertising agencies and/or other specialist consultants commissioned in the development of advertising material;
 - production and placement of advertising in print, radio, digital, cinema, television or out-of-home media; and
 - production and dissemination of other campaign materials.
12. The value of a campaign does not include departmental staff 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. Agencies 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 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 department's web site when the campaign is launched.
 - The conclusions of the Independent Communications Committee will be published on Finance's web site 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 FMA Act agencies.
17. Chief Executives will ensure that:
- research reports for advertising campaigns with expenditure of \$250,000 or more are published on their agency's 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 agency annual reports.

Information and Advertising Campaign Principles

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

Principle 1: Campaigns should be relevant to government responsibilities

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

20. Campaign materials 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 material should not attempt to mislead the recipient about the situation with which the comparison is made and it should state explicitly the basis for the comparison.
22. Pre-existing policies, products, services and activities should not be presented as new.
23. Special attention should be paid to communicating with any disadvantaged individuals or groups identified as being within the target audience. Particular attention should be paid to the communication needs of young people, the rural community and those for whom English is not a convenient language in which to receive information.
24. Imagery used in campaign materials should reflect the diverse range of Australians. There should be recognition of the full participation of women, Indigenous and culturally and linguistically diverse communities by realistically portraying their interests, lifestyles and contributions to Australian society.
25. Campaign materials should be tested with target audiences to indicate they are engaging and perform well against the objectives of the campaign.

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

26. Campaign materials must be presented in objective language and be free of political argument.
27. Campaign materials must not try to foster a positive impression of a particular political party or promote party political interests.
28. Campaign materials must not:
 - a. mention the party in Government by name;
 - b. directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
 - c. include party political slogans or images;
 - d. be designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or
 - e. refer or link to the web sites of politicians or political parties.



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

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 consultants should be followed and there should be a clear audit trail regarding decision making.

**Appendix B: Review reports issued by the
Independent Communications Committee
during 2012–13**





Appendix B: Review reports issued by the Independent Communications Committee during 2012–13

Australian National Preventive Health Agency

National Tobacco

Australian Securities and Investments Commission

MoneySmart

Australian Taxation Office

Super. Your Money. Your Future

Department of Broadband, Communications and the Digital Economy

Digital Switchover

Digital Television – Retune

National Broadband Network – Metropolitan

Department of Defence

Defence Force Recruiting

Department of Education, Employment and Workplace Relations

Child Care Assistance

Experience+

National Plan for School Improvement

Department of Families, Housing, Community Services and Indigenous Affairs

Dad and Partner Pay

DisabilityCare Australia

Household Assistance Package

Schoolkids Bonus

Promoting Respectful Relationships (The Line)



Department of Foreign Affairs and Trade

Smarttraveller (Phase 3)

Department of Health and Ageing

Attracting More People to Work in Indigenous Health

Medicare for all

National Tobacco – More Targeted Approach

Tobacco Plain Packaging

Department of Immigration and Citizenship

Employer Sanctions

Targeting Diaspora Communities

Department of Innovation, Industry, Climate Change, Science, Research and Tertiary Education

A Plan for Australian Jobs

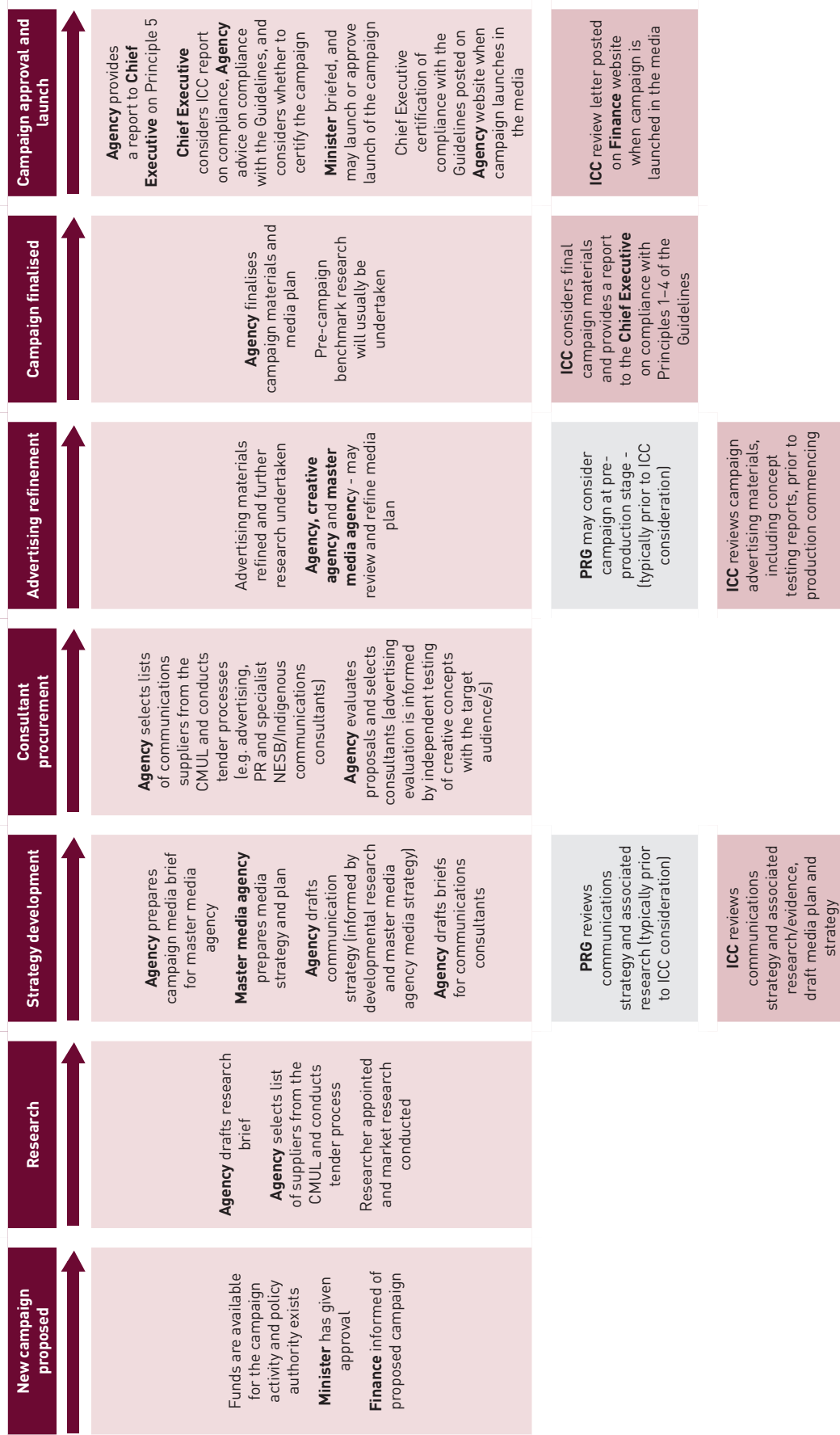
Clean Technology Investment Program



Appendix C: Overview of the Campaign Advertising Review and Approval Process



Appendix C: Overview of the Campaign Advertising Review and Approval Process



Notes:

- This flowchart represents the key points of developing a typical advertising campaign, to the point of approval and launch. Some steps may occur concurrently or be repeated. All advertising campaigns undertaken by **FMA Act Agencies** above the value of \$250,000 should go through the process.
- Campaign advertising activity above the value of \$250,000 is subject to review by the **Independent Communications Committee (ICC)** and certification by the relevant **Chief Executive**.
- The **ICC** reviews campaigns for compliance with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.
- The **Peer Review Group (PRG)** provides agencies with advice on their campaign proposals and documentation, with the objective of maximising the strategic integrity and effectiveness of campaigns.
- Finance** is responsible for the administration of the Central Advertising System and the management of the master media planning and placement agency contract for campaign advertising. **Finance** provides advice and a secretariat function to the **ICC** and is the secretariat to the **PRG**.
- Agencies** must use the Communications Multi-Use List to source specialist communications suppliers to work on campaigns with total budgets above \$250,000.

