

Campaign Advertising by Australian Government Departments and Agencies

September 2012

Full Year Report
2011–12

Department of Finance and Deregulation
Financial Management Group

ISSN 1838-4501 (Print)
ISSN 1838-451X (Online)

Content

This work is copyright and owned by the Commonwealth of Australia.

With the exception of the Commonwealth Coat of Arms, this work is licensed under a Creative Commons Attribution 3.0 Australia licence (CC BY 3.0) (<http://creativecommons.org/licenses/by/3.0/au/deed.en>)



This work must be attributed as: “Commonwealth of Australia, Department of Finance and Deregulation, Financial Management Group, *Campaign Advertising by Australian Government Agencies – Full Year Report 2011–12 (September 2012)*”.

Use of the Coat of Arms

The terms under which the Coat of Arms can be used are detailed on the following website:
<http://www.itsanhonour.gov.au/coat-arms/>

Contact us

Inquiries regarding the licence and any use of this work are welcome at:

Financial Management Group
Department of Finance and Deregulation
John Gorton Building, King Edward Terrace, Parkes ACT 2600
Email: governmentadvertising@finance.gov.au

Foreword



The Government introduced biannual reporting on advertising campaigns undertaken by departments and agencies subject to the *Financial Management and Accountability Act 1997* (FMA Act) to improve transparency in this area of government activities. The first Report was published in March 2009. This is the eighth Report on government advertising campaigns.

Governments legitimately use taxpayer funds for advertising campaigns because all members of the public have equal rights to access comprehensive information about policies, programs and services which affect their entitlements, rights and obligations.

The Report provides an overview of media expenditure for advertising campaigns above the value of \$250,000 that appeared in the media between 1 July 2011 and 30 June 2012. Consistent with previous full-year reports, it also details associated expenditure on consultants, production and other miscellaneous services.

The Australian National Audit Office undertook a performance audit of the *Administration of Government Advertising Arrangements* during 2011–12, which was tabled in the Parliament by the in February 2012. Overall, the audit report suggests that the “certification process for FMA Act agencies has been generally effective in promoting compliance with the 2010 Guidelines [on Information and Advertising Campaigns by Australian Government Departments and Agencies]”. However, it makes a number of constructive recommendations to improve or refine current campaign advertising processes and practices.

This Report includes Indigenous and non-English media expenditure for each campaign. The addition of this information to biannual reports reflects developments during 2011–12, which included an independent review of the Indigenous broadcasting sector and the formation of the Australian Multicultural Council (AMC) to advise the Government on multicultural affairs and access and equity strategies. Where Indigenous and non-English media have not been used as part of campaigns, the responsible departments or agencies are required to document their reasons. The AMC has an ongoing role in reviewing non-English media expenditure.

Between 1 July 2011 and 30 June 2012, 27 campaigns above the value of \$250,000 appeared in the media, with total media expenditure of \$139.7 million, including \$5 million on non-English media and \$1.9 million on Indigenous media. The Government has continued to meet its commitment to contain expenditure on campaign advertising from the level it inherited in 2007 from the previous Government.

The Independent Communications Committee held 33 meetings to consider campaigns in development during the financial year, consistent with its role of providing advice to Chief Executives on whether campaigns comply with the *Guidelines on Information and Advertising Campaigns*.

Also, a Peer Review Group, comprising senior public servants with communications responsibilities, was established to improve campaign quality, reduce timeframes and encourage better campaign development practice. The Peer Review Group met 14 times during the period.

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

A stylized, handwritten signature in black ink.

The Hon Gary Gray AO MP
Special Minister of State

Contents

Foreword	iii
About the Biannual Reports on Campaign Advertising by Australian Government Departments and Agencies	vi
Chapter 1: The Campaign Advertising Framework	2
Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies	2
Roles of Key Stakeholders	2
Central Advertising System	5
Communications Multi-Use List	5
Process for the Development and Launch of Campaigns	6
Chapter 2: Australian Government Campaign Expenditure from 1 July 2011 to 30 June 2012	8
Expenditure by Medium	8
Campaign Summaries and Expenditure	11
Chapter 3: Historical Series of Campaign Advertising Expenditure	40
Appendix A: Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)	44
Appendix B: Review reports issued by the Independent Communications Committee during 2011–12	52
Appendix C: Overview of the Campaign Advertising Review and Approval Process	56

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 2011 to 30 June 2012 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 Indigenous and/or non-English 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 and Deregulation 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 and the Parliament are informed. No exemptions were requested or 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 and Deregulation (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 Independent Communications Committee (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* (CAC Act);
- the Northern Territory and Australian Capital Territory governments;
- Commonwealth statutory authorities and government business enterprises; and
- organisations provided with Australian Government funding for advertising or communications purposes.

Communications Multi-Use List

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

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

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

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

1

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 2011 to 30 June 2012**



2

Chapter 2: Australian Government Campaign Expenditure from 1 July 2011 to 30 June 2012

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 medium (television, press and radio, for example). Total expenditure on Indigenous and non-English media placement is reported separately.

As set out, a total of \$139.7 million was spent on all campaign advertising media during the reporting period, including \$5 million on non-English media and \$1.9 million on Indigenous media.

Table 1: Advertising campaigns from 1 July 2011 to 30 June 2012

Agency	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Other	TOTAL	NESB	Indigenous
Attorney-General's	<i>National Security</i>	—	—	0.5	—	—	—	—	0.5	0.1	—
	<i>Personal Property Securities</i>	—	0.0	0.6	0.3	0.3	—	—	1.2	—	0.0
Australian Bureau of Statistics	<i>2011 Census</i>	3.0	3.7	2.5	0.1	1.3	0.0	—	10.7	0.9	0.2
Australian Competition and Consumer Commission	<i>Consumer Guarantees</i>	—	—	0.5	—	0.3	0.1	—	0.8	0.1	0.1
Australian Electoral Commission	<i>Count Me In</i>	—	—	0.0	—	0.1	—	—	0.2	0.0	0.0
Australian National Preventive Health Agency	<i>National Tobacco</i>	9.9	0.0	1.1	0.1	1.5	1.3	—	13.9	—	0.2
	<i>Swap It, Don't Stop It</i>	4.8	0.2	0.1	0.5	1.0	0.8	0.2	7.7	0.2	0.1
Australian Organ and Tissue Authority	<i>Donate Life</i>	1.1	—	—	—	0.2	—	—	1.4	—	—
Australian Securities and Investment Commission	<i>MoneySmart</i>	—	0.1	1.0	—	0.1	—	—	1.2	0.1	0.1
Broadband, Communications and the Digital Economy	<i>Digital Switchover</i>	2.0	2.4	1.1	0.0	0.7	—	—	6.1	0.2	0.1
	<i>National Broadband Network – Regional</i>	4.7	3.3	3.4	—	1.5	—	—	13.1	0.1	0.2
Climate Change and Energy Efficiency	<i>Clean Energy Future</i>	7.9	4.1	3.8	0.0	1.1	—	—	16.8	0.5	0.3
Defence	<i>Cadet, Reserve and Employer Support</i>	—	0.0	—	—	0.2	—	—	0.2	—	—
	<i>Defence Force Recruiting</i>	10.4	0.1	2.5	0.5	4.8	0.9	0.9	20.0	—	—
Education, Employment and Workplace Relations	<i>Building Australia's Future Workforce</i>	2.6	—	1.5	—	0.4	—	—	4.5	0.1	0.0

Table 1: Advertising campaigns from 1 July 2011 to 30 June 2012 (continued)

Agency	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Other	TOTAL	NESB	Indigenous
Families, Housing, Community Services and Indigenous Affairs	<i>Household Assistance Package</i>	7.0	2.6	2.3	0.1	1.7	—	—	13.6	0.6	0.2
	<i>Promoting Respectful Relationships (The Line)</i>	—	0.0	0.2	0.0	0.2	—	—	0.5	0.0	0.0
Foreign Affairs and Trade	<i>Smartraveller (Phase 3)</i>	2.0	0.2	0.3	0.5	0.5	0.1	—	3.6	0.1	—
Health and Ageing	<i>Attracting More People to Work in Indigenous Health</i>	0.0	0.0	0.4	—	0.2	—	—	0.6	—	0.1
	<i>GP After-Hours Advice Service</i>	—	0.7	0.0	0.0	0.2	—	—	1.0	0.1	0.0
	<i>National Drugs (Phase 5)</i>	—	0.2	1.0	0.4	1.1	0.4	0.4	3.4	0.1	0.1
	<i>National Tobacco – More Targeted Approach</i>	0.1	1.2	0.2	0.3	0.4	1.5	—	3.7	0.6	—
	<i>Private Health Insurance</i>	—	0.9	0.0	—	0.4	—	—	1.3	0.1	—
Innovation, Industry, Science, Research and Tertiary Education	<i>Clean Technology Investment Program</i>	—	0.2	0.0	0.0	0.0	—	—	0.3	—	—
	<i>Regional Student Income Support</i>	—	—	0.3	—	0.1	—	—	0.5	0.0	0.0
Treasury	<i>Banking Reform</i>	1.9	1.5	1.1	0.0	1.0	—	—	5.6	0.4	0.1
	<i>Education Tax Refund</i>	1.1	1.3	1.6	0.2	0.2	—	—	4.4	0.3	0.0
—	<i>Other media expenditure including activity less than \$250,000</i>	0.5	0.7	0.4	0.6	0.9	0.1	—	3.2	0.3	0.0
TOTAL		59.2	23.4	26.2	3.8	20.5	5.1	1.5	139.7	5.0	1.9

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 Indigenous and/or non-English media have not been used, exception reports.

The campaign end dates refers to the date at which each campaign concluded during the reporting period. Where a campaign is ongoing beyond 30 June 2012, further details of expenditure beyond will be reported in the 2012–13 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.

Attorney-General's Department: *National Security*

Campaign commencement date: 4 September 2011

Campaign end date: 8 October 2011

Summary: The National Security Campaign commenced in 2002 and aims to help protect Australia from terrorism by encouraging the reporting of suspicious activity, behaviours or events to the National Security Hotline (1800 1234 00). The campaign is now in its third phase—‘every detail helps’.

Exception reporting: The primary target audience for this campaign is all people in Australia 18+, male and female, rural and metro, all education levels, English speaking and selected non-English speaking background audiences. The available budget and advice from agencies limited the coverage of languages and did not specifically provide for Indigenous media.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	40	40	1	Di Marzio Research
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	0			
Other	14			
SUB-TOTAL	54			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	0.5
<i>Indigenous media</i>	—
<i>Non-English media</i>	0.1
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.

Attorney-General's Department: *Personal Property Securities*

Campaign commencement date: 23 January 2012

Campaign end date: 30 June 2012

Summary: The *Personal Property Securities* (PPS) campaign, including national print, radio and online advertising, aimed to raise business and consumer awareness and understanding of the introduction of PPS reform and the new PPS Register. The PPS campaign advertising had two primary target audiences: small to medium enterprises and consumers.

Exception reporting: The primary target audiences for this campaign were small businesses, business advisors, accountants, lawyers and information brokers and consumers. The budget available did not allow for the translation of campaign materials or the placement of advertising in non-English media.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	54	54	3	Andrews Group
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	3			
Other	—			
SUB-TOTAL	57			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	1.2
<i>Indigenous media</i>	0.0
<i>Non-English media</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.

Australian Bureau of Statistics: 2011 Census

Campaign commencement date: 1 July 2011

Campaign end date: 1 November 2011

Summary: *Shed some light on Census night* was a national, integrated communication campaign implemented to raise awareness of the Census of Population and Housing held on 9 August, 2011, and encourage full and accurate participation. The Census captures a five-yearly 'snapshot' of the number and key characteristics of people in Australia on Census night. Census data is used by governments and communities to allocate funding and plan for infrastructure, services and facilities across the country.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,563	2,321	5	Leo Burnett
Market research	299	299	5	DBM Consultants
	47	81	3	Hall & Partners Open Mind
Public relations	13	13	1	Red PR
NESB communications	275	345	5	Multicall
Indigenous communications	—	—	—	—
Printed materials and direct mail	107			
Other	377			
SUB-TOTAL	2,680			

Summary	Expenditure (\$ million)
Consultants, services and other	2.7
Media placement	10.7
<i>Indigenous media</i>	0.2
<i>Non-English media</i>	0.9
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.

Australian Competition and Consumer Commission: *Consumer Guarantees*

Campaign commencement date: 5 February 2012

Campaign end date: 31 March 2012

Summary: The campaign aimed to raise awareness among consumers of new statutory consumer guarantees that were provided in the *Australian Competition and Consumer Act 2010*.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	36	36	3	Venus Advertising
Market research	27	27	4	Colmar Brunton
	23	23	5	GfK Blue Moon Research and Planning
Public relations	—	—	—	—
NESB communications	17	17	—	LOTE Marketing
Indigenous communications	—	—	—	—
Printed materials and direct mail	25			
Other	1			
SUB-TOTAL	129			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	0.8
<i>Indigenous media</i>	<i>0.1</i>
<i>Non-English media</i>	<i>0.1</i>
TOTAL	0.9

Notes: All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.
Media figures are drawn from Table 1.
'—' indicates 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: 29 May 2012

Campaign end date: 31 August 2012

Summary: The *Count Me In* campaign began in May 2012 with 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, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	296	296	Existing standing offer	BMF Advertising
Market research	155	155	Existing standing offer	Ipsos Social Research Institute
Public relations	115	115	Existing standing offer	Haystac Public Affairs
NESB communications	40	40	Existing standing offer	Cultural Perspectives
Indigenous communications	20	20	Existing standing offer	Cox Inall Ridgeway
Printed materials and direct mail	1,355			
Other	12			
SUB-TOTAL	1,992			

Summary	Expenditure (\$ million)
Consultants, services and other	2.0
Media placement	0.2
<i>Indigenous media</i>	0.0
<i>Non-English media</i>	0.0
TOTAL	2.2

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.

Australian National Preventive Health Agency: *National Tobacco*

Campaign commencement date: 16 October 2011

Campaign end date: 30 June 2012 (ongoing)

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.

Exception reporting: The Australian Government funds a number of complementary national tobacco cessation campaigns to contribute to a reduction in the prevalence of the adult daily smoking to 10 per cent or less by 2018. The Australian National Preventive Health Agency (ANPHA) is responsible for the mainstream *National Tobacco* campaign, which did not use non-English speaking background media during 2011–12. Campaigns specifically targeting these audiences were conducted through the Department of Health and Ageing. ANPHA continuously monitors this situation and will adjust campaign planning.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	89	150	1	The Campaign Palace
	14	14	1	Gusto Ads
Market research	426	596	1	GfK Blue Moon Research and Planning
	306	562	1	Social Research Centre
Public relations	108	120	1	Haystac Public Affairs
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	6			
Other	38			
SUB-TOTAL	986			

Summary	Expenditure (\$ million)
Consultants, services and other	1.0
Media placement	13.9
<i>Indigenous media</i>	0.2
<i>Non-English media</i>	—
TOTAL	14.9

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: *Swap It, Don't Stop It*

Campaign commencement date: 13 March 2011

Campaign end date: 30 June 2012 (ongoing)

Summary: The National Partnership Agreement on Preventive Health *Swap It, Don't Stop It* campaign (Phase 2 of Measure Up) aims to encourage Australians to make and sustain healthy behaviour changes.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,270	1,285	Existing standing offer	J. Walter Thompson Australia
Market research	349	349	Existing standing offer	GfK Blue Moon Research and Planning
	272	272	Existing standing offer	Social Research Centre
Public relations	410	486	Existing standing offer	Ogilvy Public Relations Australia
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	526			
Other	34			
SUB-TOTAL	2,860			

Summary	Expenditure (\$ million)
Consultants, services and other	2.9
Media placement	7.7
<i>Indigenous media</i>	0.1
<i>Non-English media</i>	0.2
TOTAL	10.5

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 Organ and Tissue Authority: *Donate Life*

Campaign commencement date: 19 February 2012

Campaign end date: 30 June 2012

Summary: As part of the Australian Government's National Reform Agenda, A World's Best Practice Approach to Organ and Tissue Donation for Transplantation, the DonateLife campaign focused on increasing family consent rates for organ and tissue donation by raising awareness of the need for family discussion because the family will always be asked to confirm the donation wishes of the deceased before donation can proceed.

Exception reporting: Indigenous and NESB communications have not been conducted in 2011–12 as a strategy to engage with these audiences was being finalised for implementation in 2012–13. Procurement to engage consultants in NESB and Indigenous communications will be conducted early in 2012–13.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	102	102	Existing contract	BCM Partnership
Market research	85	85	Existing contract	Woolcott Research
Public relations	103	103	Existing contract	Ogilvy Public Relations Australia
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	2			
Other	9			
SUB-TOTAL	301			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	1.4
<i>Indigenous media</i>	—
<i>Non-English media</i>	—
TOTAL	1.7

Notes: All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.
 '—' indicates 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: 3 June 2012

Campaign end date: 30 June 2012 (ongoing)

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 seeks to achieve stronger MoneySmart brand awareness and motivate consumers and investors to visit the MoneySmart website.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	146	200	5	Spinach Advertising
Market research	69	69	3	GfK Blue Moon Research and Planning
Public relations	—	—	—	—
NESB communications	43	43	3	Cultural Partners Australia (NSW)
Indigenous communications	19	19	2	Gavin Jones Communications
Printed materials and direct mail	—			
Other	—			
SUB-TOTAL	277			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	1.2
<i>Indigenous media</i>	0.1
<i>Non-English media</i>	0.1
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.

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

Campaign commencement date: 1 July 2011

Campaign end date: 30 June 2012 (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, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	2,198	5,589	Existing contract	BMF Advertising
Market research	1,939	3,270	Existing contract	ORIMA Research
Public relations	1,575	2,100	Existing contract	n2n Communications
NESB communications	1,011	1,370	Existing contract	Cultural Perspectives
Indigenous communications	673	1,025	Existing contract	Winangali
	145	145	Existing contract	Dreamtime Public Relations
Printed materials and direct mail	1,070			
Other	114			
SUB-TOTAL	8,725			

Summary	Expenditure (\$ million)
Consultants, services and other	8.7
Media placement	6.1
<i>Indigenous media</i>	<i>0.1</i>
<i>Non-English media</i>	<i>0.2</i>
TOTAL	14.8

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 Broadband, Communications and the Digital Economy: *National Broadband Network – Regional*

Campaign commencement date: 29 April 2012

Campaign end date: 30 June 2012

Summary: The Government is rolling out the National Broadband Network (NBN) to regional Australia as a priority. To support this policy, a regional NBN campaign was launched in April 2012 to inform people about the NBN, the prioritisation of its rollout in regional areas and to enable communities in regional Australia to understand the cost, type and quality of service and use of the NBN.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	2,448	2,750	3	George Patterson Y&R
Market research	284	399	3	GfK Blue Moon Research and Planning
	546	854	3	Hall & Partners Open Mind
Public relations	1,106	1,384	3	Cox Inall Communications
NESB communications	—	—	—	NESB communications services were subcontracted and are included in the 'Public relations' line item above
Indigenous communications	—	—	—	Indigenous communications services are included in the 'Public relations' line item above
Printed materials and direct mail	—			
Other	—			
SUB-TOTAL	4,385			

Summary	Expenditure (\$ million)
Consultants, services and other	4.4
Media placement	13.1
<i>Indigenous media</i>	0.2
<i>Non-English media</i>	0.1
TOTAL	17.4

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 Climate Change and Energy Efficiency: *Clean Energy Future*

Campaign commencement date: 17 July 2011

Campaign end date: 11 September 2011

Summary: The Australian Government announced its plan to reduce Australia's carbon pollution through the Clean Energy Future policy package on 10 July 2011. A national communication campaign was launched in July 2011 to support this policy. The aim of the campaign was to inform Australians about the context and objectives of the Government's climate policies, including a carbon price, and how these policies would affect them. The advertising campaign ran until 11 September 2011, and included television, radio, newspaper and online advertising in addition to a household mail out. Activities were supported by an information website and call centre.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	145	2,593	Existing Contract	Smart Melbourne
Market research	327	1,091	Existing Contract	Hall and Partners Open Mind
Public relations	89	182	Existing Contract	Ogilvy Public Relations Australia, trading as OgilvyEarth
NESB communications	90	182	4	Cultural Partners Australia (NSW)
Printed materials and direct mail	2,767			
Other	—			
SUB-TOTAL	3,418			

Summary	Expenditure (\$ million)
Consultants, services and other	3.4
Media placement	16.8
<i>Indigenous media</i>	0.3
<i>Non-English media</i>	0.5
TOTAL	20.3

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 Defence: *Cadet, Reserve and Employer Support*

Campaign commencement date: 1 February 2012

Campaign end date: 30 June 2012

Summary: The principal aim of this campaign is to increase the number of employers supporting Reservists by improving awareness and understanding of the benefits of Reserve service and the rights and obligations of Reservists and their respective employers. Since January 2010 the Supportive Employer program has increased in numbers to just under 600.

Exception reporting: Due to budget limitations, digital activity focused on mainstream news sites to reach the target audience of high level and professional manager groups. Discussions were held with Reserve units in Northern Queensland, the Pilbara, Broome and the Northern Territory, which indicated that communication and management of employment issues are most effectively handled directly by local Reserve units with the assistance of the local Defence Reserves Support office.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	200	220	Existing contract	Universal McCann
Market research	—	—	—	—
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
SUB-TOTAL	200			

Summary	Expenditure (\$ million)
Consultants, services and other	0.2
Media placement	0.2
<i>Indigenous media</i>	—
<i>Non-English media</i>	—
TOTAL	0.4

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 Defence: *Defence Force Recruiting*

Campaign commencement date: 1 July 2011

Campaign end date: 30 June 2012 (ongoing)

Summary: This is an ongoing campaign to correct common misperceptions about the Service brands and generate enquiries to fill almost 6,600 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 reach into regional and local communities through local radio, newspapers, social media and other channels. While Defence encourages diversity in its workforce, good English written and oral skills are essential. Our primary target audience is 16–24 year old Australians, and the media consumption habits of multicultural and Indigenous youths mirror those of mainstream. Should DFR develop a campaign specifically targeting parents and family members, multicultural media will be included in the media mix. In addition to advertising, Defence maintains a very strong presence on the ground in Indigenous communities, specifically enlisting young Indigenous people in courses that may prepare them for the Defence recruiting process or other employment opportunities.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	8,239	—	Existing contract	George Patterson Y&R
	3,553	—	Existing contract	Y&R Brands
Market research	301	301	Existing standing offer	GfK Blue Moon Research and Planning
	429	429	Existing standing offer	Hall & Partners Open Mind
	305	305	Existing standing offer	Horizon Research
Public relations	30	30	1	Progressive PR and Publicity
	20	20	2	Progressive PR and Publicity
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	408			
Other	866			
SUB-TOTAL	14,150			

Summary	Expenditure (\$ million)
Consultants, services and other	14.2
Media placement	20.0
<i>Indigenous media</i>	—
<i>Non-English media</i>	—
TOTAL	34.2

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 Education, Employment and Workplace Relations: *Building Australia's Future Workforce*

Campaign commencement date: 4 September 2011

Campaign end date: 3 December 2011

Summary: The purpose of the *Building Australia's Future Workforce* campaign was to raise awareness and encourage take up of Australian Government programs aimed at increasing workforce participation and diversity. The campaign promotes skills attainment and improvement, particularly amongst unskilled and underskilled Australians. The campaign is funded under the Building Australia's Future Workforce package.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	2,014	2,209	5	Vinten Browning
Market research	471	692	1	Hall & Partners Open Mind
	164	293	3	Hall & Partners Open Mind
Public relations	387	455	5	Fenton Communications
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	44			
Other	—			
SUB-TOTAL	3,080			

Summary	Expenditure (\$ million)
Consultants, services and other	3.1
Media placement	4.5
<i>Indigenous media</i>	0.0
<i>Non-English media</i>	0.1
TOTAL	7.6

Notes: All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates 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: 13 May 2012

Campaign end date: 30 June 2012 (ongoing)

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

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,813	2,723	1	Clemenger BBDO Melbourne
Market research	344	510	1	Roy Morgan Research
	788	788	1	Taylor Nelson Sofres Australia
Public relations	40	500	6	Royce Communications
NESB communications	—	—	—	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	—			
Other	—			
SUB-TOTAL	2,985			

Summary	Expenditure (\$ million)
Consultants, services and other	3.0
Media placement	13.6
<i>Indigenous media</i>	0.2
<i>Non-English media</i>	0.6
TOTAL	16.6

Notes: All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates 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: 20 June 2010

Campaign end date: 30 June 2012 (ongoing)

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*.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	607	10,325	Existing contract	J. Walter Thompson
Market research	150	457	Existing contract	Gfk Blue Moon Research and Planning
	68	314	Existing contract	Urbis
Public relations	464	1,427	Existing contract	Terry McArthur & Associates
NESB communications	91	647	Existing contract	Cultural Partners Australia (NSW)
Indigenous communications	328	1,592	Existing contract	Winangali
Printed materials and direct mail	16			
Other	299			
SUB-TOTAL	2,023			

Summary	Expenditure (\$ million)
Consultants, services and other	2.0
Media placement	0.5
<i>Indigenous media</i>	0.0
<i>Non-English media</i>	0.0
TOTAL	2.5

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 Foreign Affairs and Trade: *Smartraveller (Phase 3)*

Campaign commencement date: 25 November 2011

Campaign end date: 30 June 2012 (ongoing)

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

Exception reporting: *Smartraveller* campaign advertising is aimed at all Australians aged 18 and over who travel overseas. *Smartraveller* Phase II evaluation and Phase III exploratory research did not identify the need for specific Indigenous communications. It is anticipated existing media reaches Indigenous audiences within the target group effectively. However, the need for specific Indigenous audience research and media is kept under review.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	716	1,150	Existing contract	The Campaign Palace
Market research	69	282	Existing contract	Taylor Nelson Sofres Australia
	131	300	5	GfK Blue Moon Research and Planning
Public relations	136	300	5	Professional Public Relations
NESB communications	81	96	5	Ethnic Communications (Etcorn)
Indigenous communications	—	—	—	—
Printed materials and direct mail	58			
Other	—			
SUB-TOTAL	1,191			

Summary	Expenditure (\$ million)
Consultants, services and other	1.2
Media placement	3.6
<i>Indigenous media</i>	—
<i>Non-English media</i>	0.1
TOTAL	4.8

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

Campaign commencement date: 24 July 2011

Campaign end date: 22 October 2011

Summary: The *Attracting More People to Work in Indigenous Health* campaign aims 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, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,659	1,717	Existing standing offer	BCM Partnership
Market research	448	452	Existing standing offer	ORIMA Research
Public relations	592	774	Existing standing offer	Boxing Clever
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	46			
Other	12			
SUB-TOTAL	2,757			

Summary	Expenditure (\$ million)
Consultants, services and other	2.8
Media placement	0.6
<i>Indigenous media</i>	0.1
<i>Non-English media</i>	—
TOTAL	3.3

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: *GP After-Hours Advice Service*

Campaign commencement date: 1 July 2011

Campaign end date: 26 May 2012

Summary: On 1 July 2011, the Australian Government launched the after-hours GP helpline in order to increase access to after hours primary care. The campaign was developed to inform consumers about the role and benefits of the service, and provide consumers with information about how and when to access the helpline. The campaign aims to generate appropriate use of the helpline.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	26	26	Existing contract	J. Walter Thompson Australia
Market research	90	90	5	IPSOS Public Affairs
Public relations	250	250	1	Carers Australia
NESB communications	359	359	Existing standing offer	Ethnic Communications (Ecom)
Indigenous communications	362	362	Existing standing offer	Gavin Jones Communications
Printed materials and direct mail	1,556			
Other	—			
SUB-TOTAL	2,643			

Summary	Expenditure (\$ million)
Consultants, services and other	2.6
Media placement	1.0
<i>Indigenous media</i>	0.0
<i>Non-English media</i>	0.1
TOTAL	3.6

Notes: All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates 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 Drugs Campaign (Phase 5)*

Campaign commencement date: 18 December 2011

Campaign end date: 30 June 2012 (ongoing)

Summary: The *National Drugs Campaign* aims to reduce the uptake of ecstasy and other illicit drugs among young Australians by raising awareness of the harms associated with illicit drug use and encouraging and supporting decisions not to use.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	323	400	Existing contract	BMF Advertising
Market research	252	252	4	Colmar Brunton
	105	350	4	GfK Blue Moon Research and Planning
	37	93	Existing contract	Social Research Centre
	71	71	5	Stancombe Research and Planning
Public relations	86	86	Existing contract	Haystac Public Affairs
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	49			
Other	93			
SUB-TOTAL	1,016			

Summary	Expenditure (\$ million)
Consultants, services and other	1.0
Media placement	3.4
<i>Indigenous media</i>	0.1
<i>Non-English media</i>	0.1
TOTAL	4.4

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 Health and Ageing: *National Tobacco - More Targeted Approach*

Campaign commencement date: 30 January 2011

Campaign end date: 30 June 2012 (ongoing)

Summary: The campaign complements the mainstream tobacco campaign in engaging with high-need and highly disadvantaged groups such as people in low socio-economic areas, people from culturally and linguistically diverse communities and pregnant women and their partners.

Exception reporting: The Australian Government funds a number of complementary national tobacco cessation campaigns to contribute to a reduction in the prevalence of the adult daily smoking to 10 per cent or less by 2018. The Department of Health and Ageing is responsible for the *National Tobacco Campaign - More Targeted Approach*. Aboriginal and Torres Strait Islander audiences were targeted through specific Indigenous advertisements implemented by the Australian National Preventive Health Agency (ANPHA) as part of the mainstream *National Tobacco* campaign. The department works with ANPHA in planning tobacco cessation campaign activity, and adjusts campaign planning as required.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,459	1,800	Existing standing offer	BCM
Market research	682	896	Existing standing offer	ORIMA Research
	51	51	Existing standing offer	Woolcott Research
Public relations	1,526	1,887	Existing standing offer	Haystac Public Affairs
NESB communications	1,442	1,616	Existing standing offer	LOUD Multicultural
Indigenous communications	—	—	—	—
Printed materials and direct mail	240			
Other	82			
SUB-TOTAL	5,482			

Summary	Expenditure (\$ million)
Consultants, services and other	5.5
Media placement	3.7
<i>Indigenous media</i>	—
<i>Non-English media</i>	0.6
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 Health and Ageing: *Private Health Insurance*

Campaign commencement date: 3 June 2012

Campaign end date: 30 June 2012

Summary: On 1 July 2012, the Australian Government began income testing the private health insurance rebate. The existing Medicare levy surcharge income test was also changed. The private health insurance campaign was launched in June 2012 to inform the Australian public about the changes and advise those affected about how to adjust their rebate.

Exception reporting: The *Private Health Insurance* campaign primary target audience was individuals with an expected income of more than \$84,000, or families with an expected income of more than \$168,000 – with or without private health insurance. This campaign did not specifically target Aboriginal and Torres Strait Islander people because there are extremely low participation rates in private health insurance amongst this group. However it was expected that mainstream media activity would reach Indigenous audiences within the target group effectively.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	103	103	Existing contract	Universal McCann
Market research	180	275	4	GfK Blue Moon Research and Planning
	136	136	4	Woolcott Research
Public relations	—	—	—	—
NESB communications	5	5	Existing contract	Universal McCann
Indigenous communications	—	—	—	—
Printed materials and direct mail	49			
Other	5			
SUB-TOTAL	478			

Summary	Expenditure (\$ million)
Consultants, services and other	0.5
Media placement	1.3
<i>Indigenous media</i>	—
<i>Non-English media</i>	0.1
TOTAL	1.8

Notes: All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates that no media was placed.

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

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

Campaign commencement date: 13 May 2012

Campaign end date: 30 June 2012

Summary: The \$1.2 billion 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 aims to raise awareness of the program among eligible businesses within the Australian industry and manufacturing communities.

Exception reporting: Campaign advertising for the Clean Technology Investment Programs is available on the AusIndustry website in eight languages. The translations will be promoted as a resource in 2012–13 to industry associations and other stakeholders through a variety of communication channels. The AusIndustry hotline also provides an interpreter through the Translating and Interpreting Service. Information and campaign materials will be provided in 2012–13 to the Enterprise Connect Remote Enterprise Centre in Alice Springs and the Indigenous Engagement Adviser and Resources Technology Innovation Centre in Mackay.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	107	124	5	Republic of Everyone
Market research	69	69	5	Australian Market Research, trading as AMR Interactive
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
SUB-TOTAL	176			

Summary	Expenditure (\$ million)
Consultants, services and other	0.2
Media placement	0.3
<i>Indigenous media</i>	—
<i>Non-English media</i>	—
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 Industry, Innovation, Science, Research and Tertiary Education: *Regional Student Income Support*

Campaign commencement date: 14 December 2011

Campaign end date: 31 January 2012

Summary: The *Regional Student Income Support* campaign was a targeted radio and online campaign that aimed to inform regional young people and their parents/carers about changes to Youth Allowance and ABSTUDY. The changes came into effect on 1 January 2012 as part of the Australian Government's response to the Review of Student Income Support Reforms. The campaign was managed by the Department of Education, Employment and Workplace Relations, with responsibility and reporting requirements transferred to the Department of Industry, Innovation, Science, Research and Tertiary Education as part of the Administrative Arrangements Order of 14 December 2011.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	90	90	3	Eardrum
Market research	100	100	3	GfK Blue Moon Research and Planning
Public relations	—	—	—	—
NESB communications	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
SUB-TOTAL	190			

Summary	Expenditure (\$ million)
Consultants, services and other	0.2
Media placement	0.5
<i>Indigenous media</i>	0.0
<i>Non-English media</i>	0.0
TOTAL	0.7

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.

The Treasury: *Banking Reform*

Campaign commencement date: 1 July 2011

Campaign end date: 30 June 2012

Summary: The overarching objective of the campaign was to raise community and business awareness of the relevance and benefits of the Government's package of reforms to support a competitive and sustainable banking system. The first phase of the campaign was aimed at promoting the ban on mortgage exit fees applying to new loans from 1 July 2011. Phase two of the campaign focused on the introduction of home loan fact sheets from 1 January 2012. Both phases were aimed at raising awareness of the range of competitive deals on offer, encouraging consumers to shop around and to ensure the community is aware of the changes and reforms to the banking system and timing of the introduction of each measure.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	865	2,571	5	Vinten Browning
Market research	54	420	5	Hall & Partners Open Mind
	159	273	4	GfK Blue Moon Research and Planning
Public relations	115	135	1	Media Heads
NESB communications	99	226	4	Ethnic Communications (Ecom)
Indigenous communications	—	—	—	Indigenous communications services were subcontracted and are included in the 'NESB communications' line item above
Printed materials and direct mail	—			
Other	6			
SUB-TOTAL	1,298			
Summary	Expenditure (\$ million)			
Consultants, services and other	1.3			
Media placement	5.6			
<i>Indigenous media</i>	<i>0.1</i>			
<i>Non-English media</i>	<i>0.4</i>			
TOTAL	6.9			

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.

The Treasury: *Education Tax Refund*

Campaign commencement date: 1 July 2011

Campaign end date: 11 February 2012

Summary: The Education Tax Refund (ETR) program aimed to provide financial support to low income families to help meet the cost of primary and secondary school education. The overall objective of the campaign was to raise awareness and understanding of the ETR among eligible recipients and to alert recipients of the inclusion of school uniforms as part of the ETR from 1 July 2011. The three phases focused on the back-to-school periods in January 2011 and 2012 and the Tax Time ETR period in June/July 2011.

Consultants, service and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	96	600	6	GfK Blue Moon Research and Planning
Public relations	—	—	—	—
NESB communications	3	116	4	Cultural Partners Australia (NSW)
Indigenous communications	—	—	—	Indigenous communications services were subcontracted and are included in the 'NESB communications' line item above
Printed materials and direct mail	1			
Other	5			
SUB-TOTAL	105			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	4.4
<i>Indigenous media</i>	0.0
<i>Non-English media</i>	0.3
TOTAL	4.5

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.

Chapter 3: Historical Series of Campaign Advertising Expenditure



Chapter 3: Historical Series of Campaign Advertising Expenditure

The table below details campaign advertising media expenditure by FMA Act agencies from January 2004 to June 2012 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 2012

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

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

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

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

Source: Central Advertising System

The table below provides contains aggregate expenditure through the CAS between 1994 and 2004. Information on expenditure before 2004 available 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 *Commonwealth Authorities and Companies Act 1997* 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 and Deregulation or the agency responsible for such policies, currently the Department of Finance and Deregulation (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 2011–12**





Appendix B: Review reports issued by the Independent Communications Committee during 2011–12

Attorney-General's Department

National Security

Personal Property Securities Register

Australian Bureau of Statistics

2011 Census

Australian Competition and Consumer Commission

Consumer Guarantees

Australian National Preventive Health Agency

National Tobacco

Swap It, Don't Stop It

Australian Organ and Tissue Authority

Donate Life

Australian Securities and Investments Commission

MoneySmart

Department of Broadband, Communications and the Digital Economy

Digital Switchover

National Broadband Network – Regional

Department of Climate Change and Energy Efficiency

Clean Energy Future

**Department of Defence**

Cadets, Reserve and Employer Support

Defence Force Recruiting

Department of Education, Employment and Workplace Relations

Building Australia's Future Workforce

Department of Families, Housing, Community Services and Indigenous Affairs

Household Assistance Package

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

GP After-Hours Advice Service

National Drugs (Phase 5)

National Tobacco – More Targeted Approach

Private Health Insurance

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

Clean Technology Investment Program

Regional Student Income Support

(previously managed by the Department of Education, Employment and Workplace Relations)

Department of the Treasury

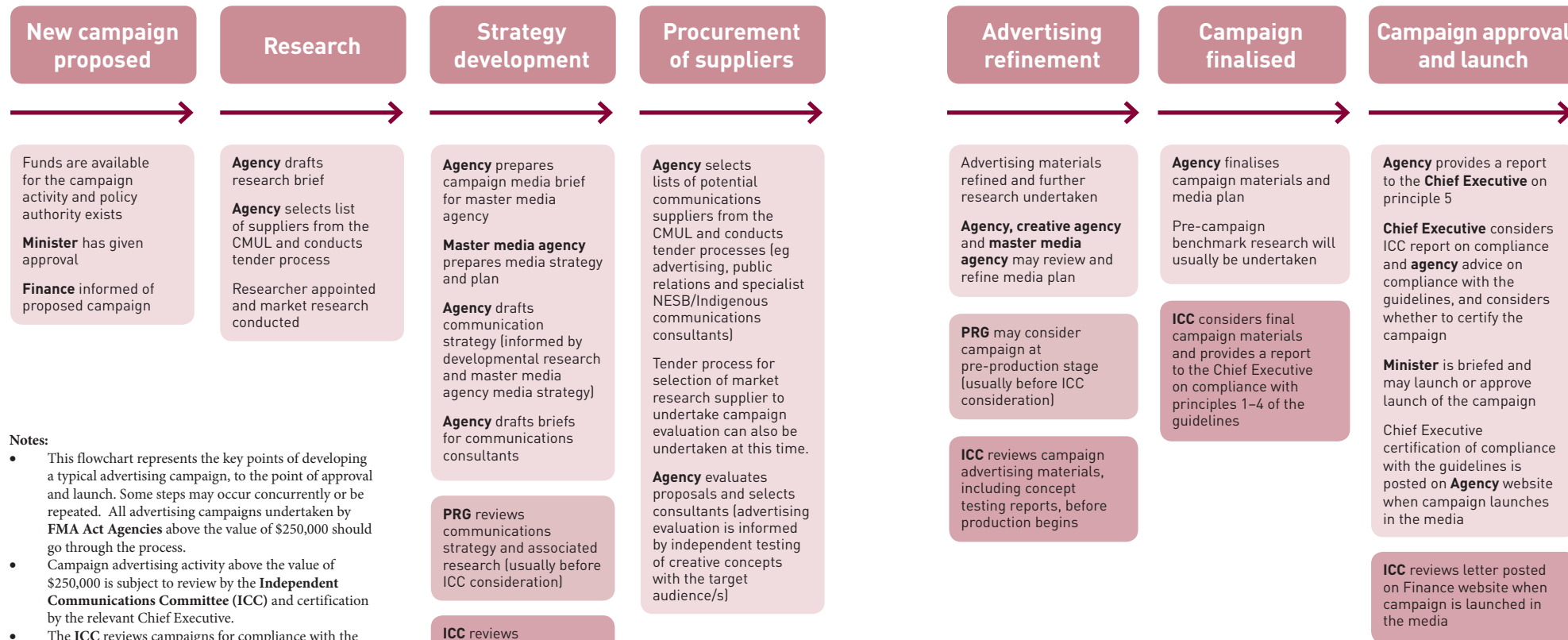
Banking Reform

Education Tax Refund

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.