



Australian Government
Department of Finance



Campaign Advertising by
Australian Government
Departments and Entities
Report 2021–22



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About the Reports on Campaign Advertising

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

This report covers 2021–22 and provides detail of 28 advertising campaigns which ran during the period, based on data sourced from the Department of Finance’s Central Advertising System.

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

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

Chapter 1: The Campaign Advertising Framework

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

The *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth Entities* released in February 2015 (Appendix A) applied at the time of this reporting period.

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

Roles of Key Stakeholders

Ministers

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

Service Delivery and Coordination Committee (SDCC)

The SDCC of Cabinet oversaw the provision of public information by government entities. The SDCC had the primary role of reviewing Australian Government advertising campaigns conducted by non-corporate Commonwealth entities prior to launch.

Independent Communications Committee (ICC)

During the reporting period, the ICC was chaired by Mr Andrew Blyth, and its members were Ms Meredith Fairweather and Mr Paul Vane-Tempest.

The ICC provided its independent views and advice to Secretaries or Chief Executives (Accountable Authorities) of entities conducting or proposing to conduct advertising campaigns where expenditure was expected to be more than \$250,000.

The Committee's key responsibilities included:

- considering proposed campaigns and providing advice to Accountable Authorities on possible compliance with Principles 1 to 4 of the Guidelines;
- reporting to responsible Ministers on the operation of the Guidelines, as necessary, including any trends and emerging issues; and

- considering and proposing to responsible Ministers any revisions to the Guidelines, as necessary, in light of experience.

The ICC considered campaigns at an early stage of development reviewing communication strategies, media plans and research findings.

Accountable Authorities consider the ICC's compliance advice as part of the campaign development process.

The ICC's compliance advice is published at finance.gov.au/publications/compliance-advice.

Entities Undertaking Advertising Campaigns

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

Department of Finance

Finance provides policy advice, whole-of-government coordination, and assistance to entities conducting advertising activities. During the reporting period, Finance's functions included:

- providing policy advice related to the framework for information and advertising campaigns and associated processes to the Special Minister of State (SMOS);
- advising entities on whether information and advertising activities fell within scope of the campaign advertising Guidelines;
- providing Secretariat services to the ICC;
- managing the Government Communications Campaign Panel;
- assisting entities with advice on formative and evaluative research, campaign proposals, communications strategies and associated Government Communications Campaign Panel campaign development process;
- providing advice on campaign advertising, including indicative costs for campaign elements;
- assisting with the management of the whole-of-government contract for media buying and placement as part of the Central Advertising System (CAS); and
- coordinating annual reports on campaign expenditure.

Central Advertising System (CAS)

All campaign and non-campaign advertising by non-corporate Commonwealth entities under the PGPA Act must be placed through the CAS, which consolidates government advertising expenditure and optimises media discounts through whole-of-government negotiated media rates.

Finance operates the CAS and manages the contract for the contracted master media agency. During the period, Universal McCann handled all campaign and non-campaign (i.e. job vacancies, tenders and public notices) media planning and placement.

In addition to non-corporate Commonwealth entities, certain other bodies may use the CAS and access the rates, terms and conditions that the Commonwealth has negotiated. During the period, organisations that could access the CAS included:

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

Government Communications Campaign Panel (GCCP)

The GCCP is a whole-of-government panel of twenty communications suppliers who work on Australian Government advertising and information campaigns.

Non-corporate Commonwealth entities under the PGPA Act must use the GCCP when developing and implementing advertising and information campaigns valued at \$500,000 or more.

Process for the Development and Launch of Campaigns

Consistent with the Guidelines and framework in effect during the reporting period, the key steps for campaign development and launch were:

- The Minister of the relevant entity agreed to the development of a campaign and the entity informed Finance.
- The entity developed a communication strategy, informed by specific developmental research (and/or an analysis of existing research) and advice from the master media agency.
- The entity developed briefs for communications suppliers (which may have included advertising, public relations, research, multicultural and Indigenous communications specialists), and undertook associated procurement processes.
- Communications suppliers were appointed and the campaign developed, which usually included refining and testing the materials with the intended target audience/s to provide assurance they were performing well.
- The ICC reviewed the campaign and provided compliance advice against Principles 1 to 4 of the Guidelines. Entities were expected to consider this advice as part of the campaign development process.

- Once the final form of the campaign was settled, the Accountable Authority would consider the compliance advice from the ICC, together with advice from their own entity, including advice with regard to Principle 5 (legal and procurement matters). Based on this information, the Accountable Authority considered whether to certify the campaign. If satisfied of its compliance with the Guidelines, the Accountable Authority provided a certification to the Minister responsible for the campaign.
- The Minister approved the launch of the campaign following receipt of the certification by the Accountable Authority. The certification was published on the entity website as soon as possible after the campaign launch.
- Finance published the ICC's compliance advice on the Finance website following the launch of the campaign.
- Within the process set out above, campaigns were considered by the SDCC.
- The Australian Electoral Commission (AEC) has had a long-standing exemption from the Guidelines and independent review since 2009. The exemption is in relation to public information or campaign activities related to federal elections, by-elections and referenda. Campaigns by the AEC are conducted independent of Government. The AEC has committed to adhering to the intent of the Guidelines and placement through the master media agency.

Exemptions from the Guidelines

There was provision in the campaign framework for the Special Minister of State (SMOS) to exempt a campaign from compliance with the Guidelines on the basis of a national emergency, extreme urgency or other compelling reason. Where an exemption is approved, the ICC must be informed of the exemption, and the decision formally recorded and reported to the Parliament.

One exemption was granted by the SMOS during the 2021–22 period.

The Department of Health's COVID-19 campaign was granted an exemption for January 2022 only, in order to facilitate urgent communications to the Australian community on changes to the public health response including vaccine delivery changes, changes to testing requirements and eligibility, and information on the benefits of COVID Safe behaviour. The ICC was advised of the exemption on 7 January 2022 and a Ministerial Statement was tabled in the Senate on 14 February 2022.

Chapter 2: Australian Government Campaign Expenditure for 2021–22

Expenditure by Medium

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

A total of \$239.6 million was spent on all campaign advertising media placement during the reporting period, including \$17.6 million on ethnic media and \$6.5 million on Indigenous media.

Further detail of historical campaign expenditure on media and communications suppliers is available in Chapter 3 of this report.

Table 1: Advertising campaigns that appeared in 2021–22

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	Indigenous
Australian Bureau of Statistics	2021 Census	4.6	1.9	4.1	–	8.0	4.5	0.4	23.5	1.7	0.5
Australian Electoral Commission	2022 Federal Election	6.5	1.3	2.4	–	5.5	1.1	0.1	16.8	2.1	0.8
Australian Signals Directorate	Cyber Security Awareness	–	–	0.6	–	1.0	–	–	1.6	0.1	0.0
Agriculture, Water and the Environment	National Recycling	3.2	–	3.4	0.1	3.2	4.5	0.8	15.2	1.0	0.3
Defence	Defence Force Recruiting	10.0	–	–	–	14.9	4.9	2.1	32.0	0.5	0.4
	Defence Industry	1.3	0.4	0.7	–	0.8	1.6	0.2	4.9	–	0.0
Education, Skills and Employment	Job Trainer Phase 2	2.7	0.0	–	–	3.1	0.6	–	6.4	0.5	0.2
	VET Skills	0.8	–	0.0	–	0.3	0.3	0.3	1.8	–	0.1
Foreign Affairs and Trade	Smarttraveller	–	–	–	–	2.4	1.1	–	3.6	0.3	–
Health	Accessing Health Care	0.5	0.4	0.5	–	0.1	1.3	–	2.9	–	–

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	Indigenous
Health	Aboriginal and Torres Strait Islander Routine Childhood Immunisation	0.1	–	0.1	–	0.1	0.0	–	0.4	–	0.4
	Children Under 5 Influenza Vaccination	–	–	–	–	0.3	–	–	0.3	0.0	0.0
	COVID-19 Vaccine	22.2	6.0	10.8	–	8.9	6.4	–	54.2	5.6	1.4
	Maternal Influenza Vaccination	–	–	–	0.0	0.4	–	–	0.4	0.0	0.0
	Syphilis	–	–	–	–	0.2	–	–	0.2	0.0	0.0
Home Affairs	Border Watch	0.6	0.4	0.8	–	2.3	0.6	–	4.7	0.3	0.1
	Cyber Security Awareness	1.9	–	–	–	1.0	–	–	2.9	0.3	0.2
Industry, Science, Energy and Resources	Emissions Reduction	7.8	2.8	4.4	–	4.3	4.0	0.7	24.0	1.9	0.6
Infrastructure, Transport, Regional Development, Communications and the Arts	Online Safety	0.5	–	0.0	–	1.2	0.3	–	1.9	0.2	0.1
Prime Minister and Cabinet	JobPass	–	0.0	0.0	0.0	0.3	–	–	0.3	0.0	0.0

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	Indigenous
Social Services	Care and Support Workforce	1.5	–	0.1	–	3.9	0.8	–	6.3	0.6	0.2
	Disability Gateway	2.5	0.3	0.5	0.0	2.0	0.4	–	5.6	0.8	0.4
	Stop it at the Start Phase 3	2.4	0.1	0.1	–	1.7	1.0	0.3	5.5	0.4	0.3
	Stop it at the Start Phase 4	3.7	0.0	0.5	–	1.6	1.6	0.9	8.4	0.5	0.2
Treasury	COVID-19 Economic Recovery Plan	1.2	0.9	1.4	–	1.3	1.6	0.5	6.9	0.4	0.2
	Youth Financial Capability	0.0	–	–	–	0.6	–	–	0.6	0.0	0.0
	Super Reform	–	0.5	1.7	–	0.3	–	–	2.5	0.2	0.1
Veteran's Affairs	Veteran Health Checks	–	–	–	–	0.2	0.0	–	0.2	–	–
Other media expenditure including activity less than \$250,000		0.0	0.1	0.3	0.3	4.7	0.2	–	5.6	0.3	0.1
Total		74.0	15.0	32.4	0.4	74.4	37.0	6.3	239.6	17.6	6.5

Source: Central Advertising System.

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.

'—' indicates that no media was placed in this medium.

'0.0' indicates that media was placed in this medium, though less than \$0.050 million was spent.

Campaign Summaries and Expenditure

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

The campaign end dates refer to the date at which each campaign concluded during the reporting period, noting that some campaigns continued beyond the reporting period.

The titles of a number of entities changed during the reporting period, due to machinery of government changes. In those instances, the departmental or entity names used throughout the report reflect the name of the department or entity at the time relevant campaigns launched in the media.

Sources of Data

Media placement expenditures are sourced from the Central Advertising System.

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

The tables contain both actual expenditure and contract figures. Contract values can differ from expenditure figures where contracts are valid for more than one year, or may reflect that actual costs were lower than anticipated.

Expenditure is divided into media placement costs (the costs of purchasing advertising space) and associated campaign development costs (input costs that went towards the development, implementation and evaluation of the campaign). The definitions of the associated 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.
- **Multicultural marketing** – Specialist consultants and translation costs (excluding media costs and printed materials).
- **Indigenous communications** – Specialist consultants and translation costs (excluding media costs and printed materials).
- **Printed materials and direct mail** – Printed publications, printed collateral materials, postage costs, costs associated with distribution and production, etc.

- **Other** – These are other campaign costs not included in the categories listed above. Examples could include, but are not limited to, sponsorships, events, activations (including activations by the Government’s master media buying agency), branded merchandising, and pitch fees paid to unsuccessful communications suppliers, etc.

Australian Bureau of Statistics: *Census 2021*

Campaign commencement date: 1 July 2021

Campaign end date: 19 September 2021

Summary: The campaign aimed to raise awareness of the 2021 Census, how to participate and to increase online and self-response among the general population and those who face potential barriers to participation.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.274	1.667	4	BMF Advertising
Market research	0.135	0.198	—	Hall & Partners
Public relations	0.212	0.500	5	Horizon Communication Group
Multicultural marketing	0.291	0.694	5	Ethic Communications
Indigenous communications	0.236	0.515	4	33 Creative
Printed materials and direct mail	0.104			
Other	0.072			
Sub-total	1.324			

Summary	Expenditure (\$ million)
Consultants, services and other	1.3
Media placement	23.5
<i>Ethnic media</i>	1.7
<i>Indigenous media</i>	0.5
Total	24.8

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Australian Electoral Commission: *Federal Election 2022*

Campaign commencement date: 10 April 2022

Campaign end date: 21 May 2022

Summary: The campaign targeted all Australian citizens aged 18 and over to inform them of their electoral obligations, to help maximise enrolment and encourage participation for the 2022 federal election, and support the delivery of a high-integrity election. Implemented across three key phases – close of rolls, voter services, and formality - the campaign also addressed disinformation with specific messages and advertising to encourage voters to stop, check and consider the source of electoral communication. For the 2022 federal election, the campaign also raised awareness and reassured voters of COVID-19 safety measures.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.354	1.938	5	BMF Advertising
Market research	0.232	0.449	Existing contract	ORIMA
	0.449	0.699	Existing contract	Wallis Consulting Group
Public relations	0.625	0.675	5	Six O'clock
Multicultural marketing	1.014	1.137	3	Cultural Perspectives
Indigenous communications	0.260	0.414	2	Carbon Creative
Printed materials and direct mail	2.911			
Other	—			
Sub-total	6.845			
Summary	Expenditure (\$ million)			
Consultants, services and other	6.8			
Media placement	16.8			
<i>Ethnic media</i>	2.1			
<i>Indigenous media</i>	0.8			
Total	23.6			

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Australian Signals Directorate: *Cyber Security – Act Now Stay Secure*

Campaign commencement date: 1 July 2021

Campaign end date: 30 June 2022

Summary: The campaign aimed to help Australians become more cyber secure by enhancing their understanding of key cyber security threats and how they can protect themselves online. The campaign provided simple and practical cyber security advice and encouraged Australians to 'act now, stay secure' by accessing information and resources at cyber.gov.au.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	–	–	–	–
Market research	0.128	0.141	Existing standing offer	Hall & Partners
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	0.128			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	1.6
<i>Ethnic media</i>	0.1
<i>Indigenous media</i>	0.0
Total	1.7

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Department of Agriculture, Water and Environment: *National Recycling*

Campaign commencement date: 5 December 2021

Campaign end date: 9 April 2022

Summary: The campaign aimed to build confidence in Australia’s waste and recycling system and reduce the amount of household recyclable materials going to landfill. It supported the delivery of the National Waste Policy Action Plan targets by improving consumer information about the importance of recycling, thereby improving the quality of materials in kerbside recycling collection.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	2.415	2.500	Existing standing offer	The Monkey's
Market research	0.233	0.233	Existing standing offer	IPSOS Public Affairs
	0.098	0.100	Existing standing offer	Hall & Partners
Public relations	–	–	–	–
Multicultural marketing	0.149	0.148	Existing standing offer	Embrace Society
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	0.014			
Sub-total	2.909			

Summary	Expenditure (\$ million)
Consultants, services and other	2.9
Media placement	15.2
<i>Ethnic media</i>	1.0
<i>Indigenous media</i>	3
Total	18.1

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Department of Defence: *Defence Force Recruiting*

Campaign commencement date: 1 July 2021

Campaign end date: 30 June 2022

Summary: The campaign aimed to drive applications, build awareness and enhance propensity to consider a career in the Navy, Army or Air Force.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	16.976	6.674	Existing contract	VMLY&R
Market research	0.098	–	Existing contract	Chat House Research
	0.869	–	Existing contract	Hall & Partners
	0.065	–	Existing contract	Kantar Public Australia
	0.424	–	Existing contract	WhereTo Research
Public relations	0.390	–	Existing contract	Cox Inall Change
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	1.592			
Sub-total	20.414			
Summary	Expenditure (\$ million)			
Consultants, services and other	20.4			
Media placement	32.0			
<i>Ethnic media</i>	0.5			
<i>Indigenous media</i>	0.4			
Total	52.4			

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Department of Defence: *Defence Industry*

Campaign commencement date: 16 March 2022

Campaign end date: 10 April 2022

Summary: The campaign aimed to raise awareness of the Defence Industry as a career option and promote the opportunities available in this growing, modern and innovative industry.

Exception Reporting: The developmental research found that separate campaign components targeting Culturally and Linguistically Diverse audiences were not required.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.986	2.099	Existing standing offer	TBWA Australia
Market research	0.490	0.634	Existing standing offer	Orima Research
	0.104	0.233	Existing standing offer	Hall & Partners
Public relations	0.489	0.936	Existing standing offer	Think HQ
Multicultural marketing	0.006	0.006	Existing standing offer	CultureVerse
Indigenous communications	0.007	0.007	Existing standing offer	33 Creative
Printed materials and direct mail	—			
Other	—			
Sub-total	3.082			

Summary	Expenditure (\$ million)
Consultants, services and other	3.1
Media placement	4.9
<i>Ethnic media</i>	—
<i>Indigenous media</i>	0.0
Total	8.0

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Department of Education, Skills and Employment: *Job Trainer Phase 2*

Campaign commencement date: 28 November 2021

Campaign end date: 10 April 2022

Summary: The campaign aimed to inform Australians of the training support and opportunities on offer through the extended Job Trainer Fund and to encourage continued take up of the initiative. Phase 2 focused on new priority areas of aged care and digital skills and the expanded eligibility for these courses.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.964	0.964	Existing standing offer	Clemenger BBDO
Market research	0.126	0.177	Existing standing offer	WhereTo Research
	0.120	0.154	Existing standing offer	Hall & Partners
Public relations	0.050	0.100	Existing standing offer	ThinkHQ
Multicultural marketing	0.120	0.120	Existing standing offer	CultureVerse
Indigenous communications	0.105	0.105	Existing standing offer	33 Creative
Printed materials and direct mail	—			
Other	—			
Sub-total	1.485			

Summary	Expenditure (\$ million)
Consultants, services and other	1.5
Media placement	6.4
<i>Ethnic media</i>	0.5
<i>Indigenous media</i>	0.2
Total	7.9

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Department of Education, Skills and Employment: *Vocational Education Training (VET)*

Campaign commencement date: 27 March 2022

Campaign end date: 10 April 2022

Summary: The aim of the campaign was to improve the perception of Vocational Education Training (VET) as a pathway to a quality tertiary education and career and to encourage target audiences to consider obtaining VET qualifications.

Exception Reporting: The campaign ceased due to the calling of the federal election before it was due to appear in ethnic media.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.727	1.939	Existing standing offer	Clemenger BBDO
Market research	0.333	0.477	Existing standing offer	Whereto Research
	0.073	0.113	Existing standing offer	Hall & Partners
Public relations	0.135	0.300	Existing standing offer	ThinkHQ
Multicultural marketing	0.212	0.272	Existing standing offer	CultureVerse
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	2.480			

Summary	Expenditure (\$ million)
Consultants, services and other	2.5
Media placement	1.8
<i>Ethnic media</i>	–
<i>Indigenous media</i>	0.1
Total	4.3

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Department of Foreign Affairs and Trade: *Smartraveller*

Campaign commencement date: 1 July 2021

Campaign end date: 30 June 2022

Summary: The campaign aimed to raise awareness of Smartraveller, alert prospective travellers that overseas travel has changed, encourage them to read and act on the travel advice before they travel and subscribe to updates to stay informed.

Exception Reporting: The Smartraveller campaign targets Indigenous Australians through its mainstream advertising approach given the community's high level of English proficiency and consumption of mainstream media.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.020	0.100	Existing standing offer	Clemenger BBDO
Market research	0.055	0.055	Existing standing offer	Kantar
	0.091	0.092	Existing standing offer	Hall & Partners
Public relations	–	–	Existing standing offer	–
Multicultural marketing	0.257	0.257	Existing standing offer	Universal McCann
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	0.104			
Sub-total	0.527			
Summary	Expenditure (\$ million)			
Consultants, services and other	0.5			
Media placement	3.6			
<i>Ethnic media</i>	0.3			
<i>Indigenous media</i>	–			
Total	4.1			

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Department of Health: *Accessing Health Care*

Campaign commencement date: 27 March 2022

Campaign end date: 10 April 2022

Summary: The campaign aimed to encourage Australians to get up to date with their routine health checks, by raising awareness of the ways people can access health care.

Exception Reporting: The campaign ceased due to the calling of the federal election before it was due to appear in ethnic and First Nations media.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.625	1.200	Existing standing offer	Ogilvy Australia
Market research	0.169	0.226	Existing standing offer	FiftyFive5
	0.041	0.117	Existing standing offer	Hall & Partners
Public relations	0.082	0.300	Existing standing offer	Fenton
Multicultural marketing	0.032	0.150	Existing standing offer	Cultural Perspectives
Indigenous communications	0.101	0.150	Existing standing offer	Carbon Media
Printed materials and direct mail	–			
Other	0.028			
Sub-total	1.078			
Summary	Expenditure (\$ million)			
Consultants, services and other	1.1			
Media placement	2.9			
<i>Ethnic media</i>	–			
<i>Indigenous media</i>	–			
Total	4.0			

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Department of Health: *First Nations Routine Vaccination*

Campaign commencement date: 25 April 2022

Campaign end date: 30 June 2022

Summary: The campaign aimed to increase awareness of and uptake of routine childhood vaccinations for First Nations children aged 6 months to 5 years by highlighting the benefits and importance of vaccinations under the National Immunisation Program.

Exception Reporting: Ethnic media was not required as the campaign specifically targeted First Nations communities.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.034	0.034	Existing standing offer	Carbon Creative
Market research	0.001	0.001	Existing standing offer	Snapcracker
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	0.008			
Sub-total	0.043			

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

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘–’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Department of Health: *Children Under 5 Influenza Vaccine*

Campaign commencement date: 9 May 2022

Campaign end date: 4 June 2022

Summary: The campaign aimed to increase awareness of the risk of influenza for children aged 6 months to 5 years and encourage uptake of the influenza vaccine in the higher risk winter period.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.061	0.066	Existing standing offer	Carbon Creative
Market research	0.001	0.001	Existing standing offer	Snapcracker
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	0.008			
Sub-total	0.070			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	0.3
<i>Ethnic media</i>	0.0
<i>Indigenous media</i>	0.0
Total	0.4

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Department of Health: *COVID-19 Vaccine*

Campaign commencement date: 1 July 2021

Campaign end date: 30 June 2022

Summary: The national COVID-19 vaccine campaign aimed to support the uptake of COVID-19 vaccinations and other COVID-19 safe behaviours and ensure Australians had access to accurate and timely information regarding the pandemic.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	9.706	9.785	Existing standing offer	BMF Advertising
	1.650	1.885	Existing standing offer	Carbon Media
Market research	1.327	1.601	Existing standing offer	Fifty-Five Five
	0.471	0.573	Existing standing offer	Hall & Partners
Public relations	5.839	6.039	Existing standing offer	Cox Inall Change
Multicultural marketing	0.822	1.110	Existing standing offer	Cultural Perspectives
	0.494	0.494	Existing standing offer	Mediabrand Australia
	1.923	2.139	Existing standing offer	Lexigo Global
Indigenous communications	2.750	3.323	Existing standing offer	Carbon Media
Printed materials and direct mail	4.230			
Other	5.866			
Sub-total	35.078			
Summary	Expenditure (\$ million)			
Consultants, services and other	35.1			
Media placement	54.2			
<i>Ethnic media</i>	5.6			
<i>Indigenous media</i>	1.4			
Total	89.3			

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Department of Health: *Maternal Influenza Vaccine*

Campaign commencement date: 25 April 2022

Campaign end date: 21 May 2022

Summary: The campaign aimed to increase awareness of influenza risk during pregnancy and uptake of the influenza vaccine.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.016	0.025	Existing standing offer	Carbon Media
Market research	0.001	0.001	Existing standing offer	Snapcracker
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	0.008			
Sub-total	0.025			

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

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Department of Health: *Syphilis*

Campaign commencement date: 28 July 2021

Campaign end date: 18 September 2021

Summary: The campaign aimed to increase awareness of the risk of syphilis, a sexually transmissible infection, to encourage protective behaviours and testing.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	—	—	—	—
Public relations	0.039	0.150	3	Carbon Media
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	0.011			
Sub-total	0.050			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	0.2
<i>Ethnic media</i>	0.0
<i>Indigenous media</i>	0.0
Total	0.3

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Department of Home Affairs: *Border Watch*

Campaign commencement date: 27 February 2022

Campaign end date: 30 June 2022

Summary: The campaign aimed to increase community awareness, understanding, vigilance and reporting of vital intelligence required to strengthen the integrity of Australia’s border.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.880	0.880	Existing standing offer	BMF
Market research	0.164	0.164	Existing standing offer	Kantar
	0.129	0.131	Existing standing offer	Hall and Partners
Public relations	–	–	–	–
Multicultural marketing	0.025	0.025	Existing standing offer	Cultural Perspectives
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	1.198			

Summary	Expenditure (\$ million)
Consultants, services and other	1.2
Media placement	4.7
<i>Ethnic media</i>	0.3
<i>Indigenous media</i>	0.1
Total	5.9

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Department of Home Affairs: *Cyber Security*

Campaign commencement date: 31 October 2021

Campaign end date: 11 December 2021

Summary: The campaign aimed to improve the cyber security practices of all Australians, particularly those identified as vulnerable.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.700	0.700	Existing standing offer	BMF
Market research	0.398	0.398	Existing standing offer	Kantar
	0.092	0.094	Existing standing offer	Hall and Partners
Public relations	0.243	0.243	Existing standing offer	Cox Inall
Multicultural marketing	0.197	0.200	Existing standing offer	Cultural Perspectives
Indigenous communications	0.195	0.200	Existing standing offer	Carbon Creative
Printed materials and direct mail	–			
Other	–			
Sub-total	1.825			

Summary	Expenditure (\$ million)
Consultants, services and other	1.8
Media placement	2.9
<i>Ethnic media</i>	0.3
<i>Indigenous media</i>	0.2
Total	4.7

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Department of Industry, Science, Energy and Resources: *Emissions Reduction*

Campaign commencement date: 19 September 2021

Campaign end date: 2 April 2022

Summary: The campaign aimed to inform Australians about how investments in clean energy technologies and projects reduced emissions.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	2.551	2.619	Existing standing offer	The Monkeys
Market research	0.554	0.555	Existing standing offer	IPSOS Public Affairs
	0.332	0.334	Existing standing offer	Hall and Partners
Public relations	0.372	0.372	Existing standing offer	Horizon Communication Group
Multicultural marketing	0.391	0.391	Existing standing offer	Embrace Society
Indigenous communications	0.181	0.181	Existing standing offer	Cox Inall Ridgeway
Printed materials and direct mail	—			
Other	0.166			
Sub-total	4.547			

Summary	Expenditure (\$ million)
Consultants, services and other	4.5
Media placement	24.0
<i>Ethnic media</i>	1.9
<i>Indigenous media</i>	0.6
Total	28.5

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Department of Infrastructure, Transport, Regional Development and Communications: *Online Safety*

Campaign commencement date: 30 January 2022

Campaign end date: 30 June 2022

Summary: The campaign aimed to raise awareness of online safety legislation to inform and reassure Australians that there was new online protection in place if they experience serious online abuse and where they could go for help.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.612	0.673	Existing standing offer	TBWA Pty Ltd
Market research	0.349	0.425	Existing standing offer	Orima Research
	0.149	0.220	Existing standing offer	Hall & Partners
Public relations	–	–	–	–
Multicultural marketing	0.300	0.341	Existing standing offer	CultureVerse
Indigenous communications	0.300	0.330	Existing standing offer	33 Creative
Printed materials and direct mail	–			
Other	0.014			
Sub-total	1.724			

Summary	Expenditure (\$ million)
Consultants, services and other	1.7
Media placement	1.9
<i>Ethnic media</i>	0.2
<i>Indigenous media</i>	0.1
Total	3.6

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Department of the Prime Minister and Cabinet: *Automatic Mutual Recognition of Occupational Mobility Scheme (JobPass)*

Campaign commencement date: 13 March 2022

Campaign end date: 10 April 2022

Summary: The campaign aimed to increase the uptake of automatic mutual recognition (AMR) of occupational registrations and improve occupational mobility over time.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.726	0.782	Existing standing offer	The Monkeys
Market research	0.291	0.406	Existing standing offer	IPSOS Public Affairs
	0.076	0.154	Existing standing offer	Hall & Partners
Public relations	0.252	0.331	Existing standing offer	Horizon Communications Group
Multicultural marketing	0.091	0.094	Existing standing offer	Embrace Society
Indigenous communications	0.033	0.053	Existing standing offer	Cox Inall Ridgeway
Printed materials and direct mail	–			
Other	–			
Sub-total	1.469			

Summary	Expenditure (\$ million)
Consultants, services and other	1.5
Media placement	0.3
<i>Ethnic media</i>	0.0
<i>Indigenous media</i>	0.0
Total	1.8

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Department of Social Services: *Care and Support Workforce*

Campaign commencement date: 15 August 2021

Campaign end date: 10 April 2022

Summary: The campaign aimed to raise awareness of the employment opportunities in the care and support sector – specifically aged care, disability and veterans' support – and encourage consideration and take-up among potential workers.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.186	1.123	Existing standing offer (appointed prior to 2021-22)	M&C Saatchi Melbourne
Market research	0.201	0.201	Existing standing offer (appointed prior to 2021-22)	Hall & Partners
Public relations	0.536	0.539	Existing standing offer (appointed prior to 2021-22)	Think HQ
Multicultural marketing	0.400	0.416	Existing standing offer (appointed prior to 2021-22)	Culture HQ
Indigenous communications	0.234	0.264	Existing standing offer (appointed prior to 2021-22)	33 Creative
Printed materials and direct mail	–			
Other	0.034			
Sub-total	1.591			

Summary	Expenditure (\$ million)
Consultants, services and other	1.6
Media placement	6.3
<i>Ethnic media</i>	0.6
<i>Indigenous media</i>	0.2
Total	7.9

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Department of Social Services: *National Disability Information Gateway*

Campaign commencement date: 4 July 2021

Campaign end date: 10 April 2022

Summary: The campaign aimed to raise awareness of the Disability Gateway among people with a disability, their families, carers and trusted advisors and to encourage engagement with the service.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.364	1.064	Existing standing offer	Leo Burnett
Market research	0.028	0.236	Existing standing offer	Hall & Partners
Public relations	0.174	0.199	Existing standing offer	Horizon Communication Group
	0.142	0.455	Existing standing offer	Fenton Strategic Communications
Multicultural marketing	0.060	0.060	Existing standing offer	Embrace Society
	0.020	0.232	Existing standing offer	Ethnic Communications
Indigenous communications	0.039	0.039	Existing standing offer	Cox Inall Ridgeway
	0.020	0.237	Existing standing offer	Gilimbaa
Disability (Accessibility) consultant	0.066	0.109	Existing standing offer	Information Access Group
Printed materials and direct mail	0.017			
Other	0.031			
Sub-total	0.961			
Summary	Expenditure (\$ million)			
Consultants, services and other	1.0			
Media placement	5.6			
<i>Ethnic media</i>	0.8			
<i>Indigenous media</i>	0.4			
Total	6.6			

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.
Media figures are drawn from Table 1.
'—' indicates no expenditure against this line item.
'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Department of Social Services: *Stop It At The Start (Phase 3)*

Campaign commencement date: 7 November 2021

Campaign end date: 5 February 2022

Summary: The campaign aimed to contribute, along with the existing national and state territory communication and education, policy and regulatory initiatives to help reduce violence against women and their children.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	–	–	–	–
Market research	0.129	0.272	Existing standing offer	Hall & Partners
Public relations	0.379	0.879	Existing standing offer	N2N Communications
Multicultural marketing	0.184	0.510	Existing standing offer	Ethnic Communications
Indigenous communications	0.182	0.432	Existing standing offer	33 Creative
Printed materials and direct mail	–			
Other	0.073			
Sub-total	0.947			

Summary	Expenditure (\$ million)
Consultants, services and other	0.9
Media placement	5.5
<i>Ethnic media</i>	0.4
<i>Indigenous media</i>	0.3
Total	6.4

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Department of Social Services: *Stop It At The Start (Phase 4)*

Campaign commencement date: 30 March 2022

Campaign end date: 30 June 2022

Summary: The campaign aimed to contribute, along with the existing national and state territory communication and education, policy and regulatory initiatives to help reduce violence against women and their children.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.601	1.769	Existing standing offer	BMF Advertising
Market research	0.625	0.928	Existing standing offer	Kantar Public Australia
	0.181	0.286	Existing standing offer	Hall & Partners
Public relations	0.435	0.896	Existing standing offer	Cox Inall Change Pty Ltd
Multicultural marketing	0.336	0.495	Existing standing offer	Cultural Perspectives
Indigenous communications	0.276	0.539	Existing standing offer	Carbon Media
Printed materials and direct mail	–			
Other	0.019			
Sub-total	3.473			

Summary	Expenditure (\$ million)
Consultants, services and other	3.5
Media placement	8.4
<i>Ethnic media</i>	0.5
<i>Indigenous media</i>	0.2
Total	11.9

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Department of the Treasury: COVID-19 Economic Recovery Plan

Campaign commencement date: 1 July 2021

Campaign end date: 23 April 2022

Summary: The second phase of the Economic Recovery campaign aimed to inform Australians of the continuation of the Government’s plan for economic recovery; the additional support measures available since phase one of the campaign; and to continue to build consumer and business confidence. Phase Three of the campaign aimed to inform Australians about the Government response to the recurring challenges being faced and reassure the Australian and business communities that there was an adaptable and future-focused plan in place for the economy.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.024	1.093	Existing standing offer	Clemenger
Market research	0.471	0.636	Existing standing offer	WhereTo Research
	0.419	0.522	Existing standing offer	Hall & Partners
Public relations	–	–	–	–
Multicultural marketing	0.188	0.188	Existing standing offer	CultureVerse
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	2.102			

Summary	Expenditure (\$ million)
Consultants, services and other	2.1
Media placement	6.9
<i>Ethnic media</i>	0.4
<i>Indigenous media</i>	0.2
Total	9.0

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Department of the Treasury: *Youth Financial Capability*

Campaign commencement date: 27 February 2022

Campaign end date: 16 April 2022

Summary: The campaign supported the rollout of the National Financial Capability Strategy. The initial focus was to build the financial capability of young Australians, aged 14 to 16 years, through the Youth Financial Capability Program. This aimed to support young Australians to form positive financial habits during their ‘financial firsts’, such as getting their first job, opening a bank account and saving for a major purchase such as a mobile phone.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.706	0.721	Existing standing offer	Ogilvy Australia
Market research	0.447	0.447	Existing standing offer	Fifty Five-Five
	0.086	0.092	Existing standing offer	Hall & Partners
Public relations	0.253	0.501	Existing standing offer	Fenton
Multicultural marketing	0.031	0.292	Existing standing offer	Cultural Perspectives
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	1.523			

Summary	Expenditure (\$ million)
Consultants, services and other	1.5
Media placement	0.6
<i>Ethnic media</i>	0.0
<i>Indigenous media</i>	0.0
Total	2.1

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Department of the Treasury: *Super Reform*

Campaign commencement date: 10 October 2021

Campaign end date: 31 December 2021

Summary: The campaign aimed to raise awareness of reforms to superannuation, what they meant for individuals and businesses, and encourage audiences to take action to understand their options and obligations under the reforms.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.114	2.096	Existing standing offer	Ogilvy Australia
Market research	0.575	0.619	Existing standing offer	Fifty Five Five
	0.128	0.129	Existing standing offer	Hall & Partners
Public relations	0.280	0.488	Existing standing offer	Fenton
Multicultural marketing	0.196	0.346	Existing standing offer	Cultural Perspectives
Indigenous communications	0.225	0.280	Existing standing offer	Carbon Creative
Printed materials and direct mail	—			
Other	—			
Sub-total	2.518			

Summary	Expenditure (\$ million)
Consultants, services and other	2.5
Media placement	2.5
<i>Ethnic media</i>	0.2
<i>Indigenous media</i>	0.1
Total	5.0

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Department of Veterans' Affairs: *Veteran Health Check*

Campaign commencement date: 3 April 2022

Campaign end date: 30 June 2022

Summary: The campaign aimed to promote the Veteran Health Check among health care providers to boost the number of providers aware of and encouraging veterans to have a Veteran Health Check.

Exception Reporting: The campaign used niche media targeted at health care professions, as such First Nations and ethnic media were not required.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.218	0.225	Existing standing offer	Universal McCann
Market research	0.001	0.001	Existing standing offer (appointed prior to 2021-22)	ORIMA Research
Public relations	0.005	0.005	Existing standing offer (appointed prior to 2021-22)	Australian Primary Care Nurses
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	0.006			
Sub-total	0.230			

Summary	Expenditure (\$ million)
Consultants, services and other	0.2
Media placement	0.2
<i>Ethnic media</i>	0.0
<i>Indigenous media</i>	0.0
Total	0.4

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Chapter 3: Historical Series of Campaign Advertising Media Expenditure

The table below details campaign advertising media expenditure placed through the CAS since 2004–05.

Table 2: Campaign Advertising Media Expenditure—2004–05 to 2021–2022.

Year	\$ million
2021–22	239.6
2020–21	145.3
2019–20	127.9
2018–19	140.0
2017–18	157.0
2016–17	100.1
2015–16	174.7
2014–15	107.1
2013–14	106.5
2012–13	138.9
2011–12	139.7
2010–11	116.9
2009–10	114.7
2008–09	130.1
2007–08	185.3
2006–07	170.1
2005–06	120.5
2004–05	70.6

Source: Central Advertising System

Notes: Figures are rounded to one decimal place. Discrepancies are due to rounding. From 2014–15 onwards, the reporting relates to non-corporate Commonwealth entities under the PGPA Act.

In 2017–18 the Department of Health placed \$0.9 million in advertising activity outside of the Central Advertising System. As this report details expenditure placed through the Central Advertising System it has not been captured in Table 2.

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

Year	\$ million
2003–04	97.8
2002–03	51.8
2001–02	83.9
2000–01	133.2
1999–00	186.8
1998–99	54.0
1997–98	55.1
1996–97	29.4
1995–96	47.6
1994–95	43.1

Source: Central Advertising System

Notes: Figures are rounded to one decimal place. From 2014–15 onwards, the reporting relates to non-corporate Commonwealth entities under the PGPA Act.

Table 4: Consolidated campaign advertising expenditure 2008-09 onwards

Year	Media (\$ million)	Campaign development costs (\$ million)	Total (\$ million)
2021-22	239.6	99.6	339.2
2020-21	145.3	40.9	186.1
2019-20	127.9	28.9	156.8
2018-19	140.0	48.3	188.3
2017-18	157.0	46.1	203.1
2016-17	100.1	33.2	133.3
2015-16	174.7	57.2	231.9
2014-15	107.1	46.5	153.6
2013-14	106.5	35.0	141.5
2012-13	138.9	59.4	198.3
2011-12	139.7	63.6	203.3
2010-11	116.9	47.8	164.7
2009-10	114.7	39.7	154.4
2008-09	130.1	38.2	168.3

Notes: Figures are rounded to one decimal place. Any discrepancies in tables between totals and sums of components are due to rounding.

Media figures are gross media spend.

Consolidated data on campaign development costs is available on a financial year basis only. No comparable data is available prior to 2008–09.

Figures relate only to expenditure by FMA Act entities until 2013–14, and from 2014–15 onwards, figures relate to non-corporate Commonwealth entities under the PGPA Act.

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

Introduction

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

Underlying Principles

7. In general terms, a campaign is a planned series of communication activities that share common objectives, target the same audience and have specific timelines and a dedicated budget. An advertising campaign includes paid media placement and an information campaign does not.
8. The underlying principles governing the use of public funds for all government information and advertising campaigns are that:
 - a. members of the public have equal rights to access comprehensive information about government policies, programs and services which affect their entitlements, rights and obligations;
 - b. governments may legitimately use public funds to explain government policies, programs or services, to inform members of the public of their obligations, rights and entitlements, to encourage informed consideration of issues or to change behaviour; and
 - c. government campaigns must not be conducted for party political purposes.

Definition of Advertising Campaigns

9. For the purposes of these Guidelines, an advertising campaign involves paid media placement and is designed to inform, educate, motivate or change behaviour. Large-scale recruitment advertising not related to specific job vacancies and with a degree of creative content may be considered an advertising campaign. Entities should seek advice from Finance if they are unsure whether an activity is an advertising campaign.
10. Simple, informative advertising that generally appears only once or twice, contains factual statements and typically has a low creative content is not an advertising campaign. This category of advertising is non-campaign advertising and includes, but is not limited to:
 - » recruitment for specific job vacancies;
 - » auction and tender notices;
 - » invitations to make submissions or apply for grants;
 - » notification of date and/or location specific information (for example, notification of a public meeting at a particular time and place); and
 - » other public notices.

Campaign Review and Certification

11. The requirements for review and certification of campaigns are determined by the value of the campaign and whether advertising will be undertaken. The value of a campaign is the budget for all campaign elements across all financial years and includes:
 - » market or social research, public relations, advertising and/or other specialist suppliers commissioned in the development of advertising material;
 - » production and placement of advertising in print, radio, digital, cinema, television or out-of-home media; and
 - » production and dissemination of other campaign materials.
12. The value of a campaign does not include entity officials and associated costs.
13. For campaigns below \$250,000, the Chief Executive has the discretion to seek consideration of campaigns by the Independent Communications Committee.
14. For advertising campaigns of \$250,000 or more:
 - » The Independent Communications Committee will consider the proposed campaign and provide a report to the Chief Executive on compliance with Principles 1,2,3 and 4 of the Guidelines. Entities will be responsible for providing a report to their Chief Executive on campaign compliance with Principle 5 of the Guidelines.
 - » Following consideration of the reports on campaign advertising compliance, the Chief Executive will certify that the campaign complies with the Guidelines and relevant Government policies.
 - » The Chief Executive will give the certification to the relevant Minister who may launch the campaign or approve its launch.

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

Information and Advertising Campaign Principles

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

Principle 1: Campaigns should be relevant to government responsibilities

19. 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.
20. Examples of suitable uses for government campaigns include to:
- » inform the public of new, existing or proposed government policies, or policy revisions;
 - » provide information on government programs or services or revisions to programs or services to which the public are entitled;
 - » inform consideration of issues;
 - » disseminate scientific, medical or health and safety information; or

- » provide information on the performance of government to facilitate accountability to the public.

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

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

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

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

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

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

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

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