



Australian Government
Department of Finance

Campaign Advertising by Australian Government Departments and Entities Report 2024–25

© Commonwealth of Australia 2025

ISSN 1838–4501 (Print)

ISSN 1838–451X (Online)

With the exception of the Commonwealth Coat of Arms and where otherwise noted, all material presented in this document is provided under a Creative Commons Attribution 3.0 Australia (creativecommons.org/licenses/by/3.0/au) licence.



The details of the relevant licence conditions are available on the Creative Commons website (accessible using the links provided) as is the full legal code for the CC BY 3 AU licence.

Use of the Coat of Arms

The terms under which the Coat of Arms can be used are detailed on the following website: pmc.gov.au/resource-centre/government/commonwealth-coat-arms-information-and-guidelines

Contact us

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

Communications Branch
Department of Finance
One Canberra Avenue
Forrest ACT 2603

Email: governmentadvertising@finance.gov.au

Contents

Campaign Advertising by Australian Government Departments and Entities Report 2024–25

About the report on campaign advertising	4
Chapter 1: The Campaign Advertising Framework	5
Guidelines on Information and Advertising Campaigns by non–corporate Commonwealth Entities	5
Roles of key stakeholders	5
Central Advertising System (CAS)	6
Government Communications Campaign Panel (GCCP)	7
Process for the development and launch of campaigns	7
Exemptions from the Guidelines	8
Chapter 2: Australian Government campaign expenditure for 2024–25	9
Expenditure by medium	9
Campaign summaries and expenditure	14
Chapter 3: Historical series of campaign advertising media expenditure	48
Appendix A: ADF Careers campaign supplier expenditure by activity	50
Appendix B: Guidelines on Information and Advertising Campaigns by non–corporate Commonwealth Entities (December 2022)	51
Introduction	51
Underlying principles	51
Definition of advertising campaigns	52
Campaign review and certification	52
Information and advertising campaign principles	53

About the report 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 the 2024–25 financial year and provides detail of 32 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 First Nations 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.

All amounts reported were paid in the 2024-25 financial year for work performed in the 2024-25 financial year. Campaigns spanning financial years may have incurred or may incur costs in other financial years. These costs have been/will be reported in their respective periods.

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 December 2022 (Guidelines) (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.

Government Communications Subcommittee (GCS)

The GCS of Cabinet reviewed Australian Government advertising campaigns with budgets over \$500,000 conducted by non–corporate Commonwealth entities prior to launch.

Independent Communications Committee (ICC)

During the reporting period, the ICC was chaired by Ms. Meredith Fairweather, and its members were Mr. Adam Davey and Ms. Allyson Warrington.

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 the capability of 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.

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

Accountable Authorities considered 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 Minister for Finance;
- 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 (GCCP);
- providing advice to entities on formative and evaluative research, campaign proposals, communications strategies and associated GCCP development processes;
- providing advice on campaign advertising;
- managing the whole-of-government contract for media buying and placement as part of the Central Advertising System; 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, 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 or greater than \$500,000.

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.
- The entity received authorisation from the Minister for Finance to commence the campaign.
- 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 First Nations 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 campaign was finalised, the Accountable Authority considered the compliance advice from the ICC together with advice from their own entity, including advice with regard to Principle 5 (legal and procurement matters). If satisfied of the campaign’s compliance with the Guidelines, the Accountable Authority provided a certification to the responsible Minister.

- The Minister approved the launch of the campaign following 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 GCS.
- The Australian Electoral Commission (AEC) has had 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 places media through the master media agency.

Exemptions from the Guidelines

There is provision in the campaign framework for the Minister for Finance 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. No exemptions were sought or agreed during 2024–25.

Chapter 2: Australian Government campaign expenditure for 2024–25

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 First Nations media placement is reported separately.

A total of \$204.1million was spent on all campaign advertising media placement during the reporting period, including \$11.9 million on ethnic media and \$7.2 million on First Nations media.

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

Table 1: 2024-25 Campaign advertising expenditure by channel

Media channel	Expenditure (\$ million)										
	TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	First Nations	Regional
Total	59.3	2.3	16.7	0.3	97.5	21.9	6.2	204.1	11.9	7.2	34.7*

* this is the aggregate figure for regional media advertising (including television, radio, out-of-home, newspapers, magazines and cinema).

Table 2: Advertising campaigns that appeared in 2024–25

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	First Nations
Asbestos and Silica Safety and Eradication Agency	National Asbestos Awareness	–	–	–	0.0	0.3	–	–	0.3	0.0	–
Attorney-General's Department	Abuse of Older Australians	1.6	–	–	–	0.8	0.4	–	2.7	0.2	0.2
Austrade	Go Global Toolkit	–	–	–	–	0.2	–	–	0.2	–	0.0
	Southeast Asia Trade and Investment Opportunities for Australian Businesses	–	–	–	–	0.1	–	–	0.1	–	–
Australian Competition and	Fighting Scams	1.7	–	0.0	–	2.7	–	–	4.4	0.4	0.2

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	First Nations
Consumer Commission											
Australian Electoral Commission	2025 Federal Election	4.9	1.1	4.8	–	6.5	0.7	0.1	18.1	2.2	1.8
Australian Taxation Office	MyGovID Rename	1.2	–	–	–	2.7	–	–	3.9	0.3	0.1
Defence	Defence Force Recruiting	8.3	–	–	–	24.0	6.4	3.3	42.0	0.2	0.3
Employment and Workplace Relations	Fee-free TAFE	–	–	–	–	2.4	–	–	2.4	–	–
Foreign Affairs and Trade	Smarttraveller	–	–	–	–	3.4	–	–	3.4	0.2	–
Health and Aged Care	Aged Care Volunteer Scheme	–	–	–	–	0.2	0.1	–	0.2	0.0	–
	Childhood Immunisation	–	–	–	0.1	3.0	0.7	–	3.7	0.4	0.2
	Influenza Vaccination	0.2	–	0.1	0.0	1.2	0.1	–	1.6	0.1	0.5
	Medicare Benefits	4.7	0.1	2.9	–	3.2	0.0	–	11.0	0.9	0.4
	Medicare Urgent Care Clinics	–	–	0.0	–	3.2	1.2	–	4.5	0.3	0.2
	National Primary Care Health Workforce	2.0	–	0.1	–	1.8	0.6	–	4.5	0.2	0.2

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	First Nations
	National Tobacco and e-Cigarette	1.7	0.1	0.6	–	4.5	1.0	0.4	8.3	0.8	0.3
	Pharmaceutical Benefits Scheme Awareness Stream 1 (Cheaper Medicines)	2.2	0.1	0.1	–	1.8	0.2	–	4.3	0.4	0.2
	Pharmaceutical Benefits Scheme Stream 2 (Indexation freeze)	3.5	–	–	–	1.7	0.2	–	5.4	0.3	0.2
	Respiratory Syncytial Virus (RSV) Vaccination	–	–	0.1	–	0.3	0.1	–	0.5	0.1	0.1
	Star Ratings in Residential Aged Care	1.4	–	–	–	0.7	0.2	–	2.3	–	–
	Youth Vaping	–	–	–	–	2.8	1.6	0.2	4.6	–	–
Home Affairs	Act Now Stay Secure	3.3	0.0	–	–	1.6	0.0	0.1	5.1	0.3	0.2
Infrastructure, Transport, Regional Development, Communications, Sports and the Arts	National Road Safety	1.2	0.2	2.4	–	2.0	1.1	–	6.9	–	0.2
Prime Minister and Cabinet	Net Zero Transformation	0.2	0.1	0.9	–	0.3	0.4	–	2.0	–	0.1

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	First Nations
Social Services	Consent	3.3	–	0.3	–	3.7	2.7	0.9	10.8	0.8	0.5
	Stop it at the Start (phase 5)	4.5	0.1	0.1	0.0	5.4	–	0.8	10.9	0.8	0.5
	Volunteering Awareness	–	–	–	–	1.1	–	–	1.1	–	–
Treasury	Future Made in Australia	8.3	0.2	2.0	–	4.1	3.7	0.4	18.6	1.0	0.4
	Supporting Australians	3.6	0.2	1.4	–	2.9	–	–	8.0	0.8	0.2
	Tax Cuts	1.4	0.1	0.2	–	0.7	–	–	2.3	0.3	0.1
Veterans' Affairs	Veteran Employment	–	0.1	0.1	0.0	2.4	–	–	2.6	0.1	0.1
	Other media expenditure including activity less than \$250,000	0.1	0.1	0.4	0.1	6.0	0.5	0.1	7.2	0.6	0.3
Total		59.3	2.3	16.7	0.3	97.5	21.9	6.2	204.1	11.9	7.2

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 First Nations 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 costs 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).
- **First Nations communications** – Specialist consultants and translation costs (excluding media costs and printed materials).
- **Printed materials** – 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 and partnerships (including activities by the Government's master media buying agency), and branded merchandising.

Asbestos and Silica Safety and Eradication Agency: National Asbestos Awareness

Campaign commencement date: 21 November 2024

Campaign end date: April 2025

Summary: The campaign aimed to remind Australians of the dangers of asbestos and encourage safe practices to help prevent exposure to asbestos fibres.

Exception reporting: In the context of the modest campaign budget and informed by their consumption of mainstream media, Universal McCann indicated First Nations audiences would be targeted through the contextually relevant media placement strategy.]

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.054	0.054	3	Creative Outpost
Market research	0.014	0.014	1	Quantum Market Research
Public relations	0.020	0.020	4	Good Talent Media
Multicultural marketing	—	—	—	—
First Nations communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	0.088			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	0.3
<i>Ethnic media</i>	0.0
<i>First Nations media</i>	—
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.

Attorney-General's Department: Abuse of Older Australians

Campaign commencement date: 28 July 2024

Campaign end date: 2 November 2024

Summary: The campaign aimed to raise awareness of the abuse and mistreatment of older people and the support that is available.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	0.111	0.150	Existing standing offer	Hall & Partners
Public relations	0.021	0.214	Existing standing offer	Cox Inall Change
Multicultural marketing	0.120	0.233	Existing standing offer	Cultural Perspectives
First Nations communications	0.064	0.210	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	—			
Sub-total	0.316			

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

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.

Austrade: Go Global Toolkit

Campaign commencement date: 1 July 2024

Campaign end date: 30 June 2025

Summary: The campaign aimed to raise awareness of the tools, information and support available at the Go Global Toolkit to help more Australian businesses diversify and grow globally by making exporting easier.

Exception reporting: The campaign had a broad targeting of Australian SME businesses. Due to budget limitations, ethnic media was not used, with these audiences captured through the broader campaign activity.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.087	0.109	1	Apparent Communications
Advertising	0.007	0.007	1	Kelly West Film
Market research	—	—	—	—
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
First Nations communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	0.094			

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

Austrade: Southeast Asia Trade and Investment Opportunities for Australian Businesses

Campaign commencement date: 11 November 2024

Campaign end date: 30 June 2024

Summary: The campaign aimed to increase two-way trade and investment with Southeast Asia (SEA) by raising awareness of the opportunities for Australian businesses to boost trade and diversify and strengthen supply chains by partnering with businesses in SEA, and promoting the benefits of productive outbound investment.

Exception reporting: Due to budget limitations ethnic and First Nations media were not included. Ethnic media was engaged for public relations activities and First Nations businesses featured in the creative assets.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.464	0.464	Existing standing offer	Think HQ
	0.009	0.009	Existing standing offer	Clemenger BBDO
Market research	0.020	0.020	Existing standing offer	WhereTo Research
	0.019	0.020	Existing standing offer	Hall & Partners
Public relations	0.058	0.58	Existing standing offer	Think HQ
Multicultural marketing	0.001	0.001	Existing standing offer	CultureVerse
First Nations communications	0.001	0.001	Existing standing offer	33Creative
Printed materials and direct mail	—			
Other	—			
Sub-total	0.572			

Summary	Expenditure (\$ million)
Consultants, services and other	0.6
Media placement	0.1
<i>Ethnic media</i>	—
<i>First Nations media</i>	—
Total	0.7

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.

Australian Competition and Consumer Commission: Fighting Scams

Campaign commencement date: 12 January 2025

Campaign end date: 30 June 2025

Summary: The campaign aimed to help people to protect themselves against being scammed and increase reporting via Scamwatch.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.996	0.996	Existing standing offer	BMF Advertising
Market research	0.359	0.359	Existing standing offer	Verian
	0.085	0.087	Existing standing offer	Hall & Partners
	0.002	0.002	1	The Navigators
Public relations	0.180	0.204	Existing standing offer	Cox Inall Change
Multicultural marketing	0.191	0.237	Existing standing offer	Cultural Perspectives
First Nations communications	0.113	0.175	Existing standing offer	Carbon Media
Printed materials and direct mail	0.016			
Other	0.046			
Sub-total	1.988			

Summary	Expenditure (\$ million)
Consultants, services and other	2.0
Media placement	4.4
<i>Ethnic media</i>	0.4
<i>First Nations media</i>	0.2
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.

Australian Electoral Commission: Federal Election 2025

Campaign commencement date: 30 March 2025

Campaign end date: 3 May 2025

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. The campaign ran over three phases: enrolment, voter services and formality, supported by Stop and Consider (disinformation) messaging throughout the electoral period.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.814	0.819	Existing contract	BMF Advertising
Market research	0.348	0.349	Existing contract	ORIMA Research
	0.475	0.524	6	Wallis Social Research
Public relations	—	—	—	—
Multicultural marketing	0.876	0.943	1	Cultural Perspectives
First Nations communications	0.306	0.331	Existing contract	Carbon Creative
Printed materials and direct mail	—			
Other	—			
Sub-total	2.819			

Summary	Expenditure (\$ million)
Consultants, services and other	2.8
Media placement	18.1
<i>Ethnic media</i>	2.2
<i>First Nations media</i>	1.8
Total	20.9

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.

Australian Taxation Office: MyGovID Rebrand

Campaign commencement date: 17 November 2024

Campaign end date: 28 March 2025

Summary: The campaign aimed to raise awareness of the new name for the Australian Government's existing digital ID, changing from 'myGovID' to 'myID', and build confidence in myID as a trusted Digital ID provider.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.828	1.068	Existing standing offer	The Monkeys
Market research	0.446	0.459	Existing standing offer	Ipsos Public Affairs
	0.114	0.116	Existing standing offer	Hall & Partners
Public relations	0.200	0.197	Existing standing offer	Horizon
Multicultural marketing	0.203	0.200	Existing standing offer	Embrace Society
First Nations communications	0.152	0.150	Existing standing offer	Cox Inall Ridgeway
Printed materials and direct mail	—			
Other	—			
Sub-total	1.943			

Summary	Expenditure (\$ million)
Consultants, services and other	1.9
Media placement	3.9
<i>Ethnic media</i>	0.3
<i>First Nations media</i>	0.1
Total	5.8

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.

Defence: ADF Careers

Campaign commencement date: 1 July 2024

Campaign end date: 30 June 2025

Summary: The campaign aimed to drive applications, build awareness and enhance propensity to consider a career in the Australian Defence Force.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	7.135	5.621	Existing standing offer	VML
	1.988	1.956	Open tender	TBWA Melbourne
Market research	0.030	0.030	Existing standing offer	WhereTo Research
	0.097	0.280	Existing standing offer	FiftyFive 5
	0.607	0.838	Existing standing offer	Hall & Partners
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
First Nations communications	—	—	—	—
Printed materials and direct mail	—			
Other	2.286			
Sub-total	12.143			

Summary	Expenditure (\$ million)
Consultants, services and other	12.1
Media placement	42.0
<i>Ethnic media</i>	0.3
<i>First Nations media</i>	0.1
Total	54.1

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.

Appendix A provides a further breakdown of expenditure by supplier and activity stream for the ADF Careers campaign.

Employment and Workplace Relations: Fee-Free TAFE

Campaign commencement date: 10 November 2024

Campaign end date: 28 February 2025

Summary: The Fee-Free TAFE campaign aimed to inform the target audience of the availability of Fee-Free TAFE training places and to drive them to the YourCareer website to find out more about courses, eligibility, and where to enrol.

Exception reporting: Ethnic media was not required due to the English language proficiency amongst the youth target audience. As the media consumption habits of First Nations youth align with the mainstream youth target audience, First Nations media placement was not required.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.600	0.600	Existing standing offer	Clemenger BBDO
Market research	0.049	0.049	Existing standing offer	WhereTo Research
	0.105	0.105	Existing standing offer	Hall & Partners
Public relations	0.120	0.120	Existing standing offer	Think HQ
Multicultural marketing	0.155	0.155	Existing standing offer	CultureVerse
First Nations communications	0.170	0.170	Existing standing offer	33 Creative
Printed materials and direct mail	—			
Other	—			
Sub-total	1.199			

Summary	Expenditure (\$ million)
Consultants, services and other	1.2
Media placement	2.4
<i>Ethnic media</i>	—
<i>First Nations media</i>	—
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.

Foreign Affairs and Trade: Smartraveller

Campaign commencement date: 7 July 2024

Campaign end date: 30 June 2025

Summary: The campaign aimed to motivate Australians to better prepare themselves for overseas travel and be more self-reliant when overseas.

Exception reporting: The First Nations communication specialist advised that tailored activities were not required as First Nations people would be reached through mainstream advertising and public relations activities.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	—	1.501	Existing standing offer	BMF Advertising
Market research	0.155	0.678	Existing standing offer	Verian
	0.036	0.359	Existing standing offer	Hall & Partners
Public relations	0.409	1.136	Existing standing offer	Cox Inall Change
Multicultural marketing	0.347	0.919	Existing standing offer	Cultural Perspectives
First Nations communications	—	—	—	—
Printed materials and direct mail	0.041			
Other	0.072			
Sub-total	1.060			

Summary	Expenditure (\$ million)
Consultants, services and other	1.1
Media placement	3.4
<i>Ethnic media</i>	0.2
<i>First Nations media</i>	—
Total	4.4

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.

Health and Aged Care: Aged Care Volunteer Visitor Scheme

Campaign commencement date: 2 February 2025

Campaign end date: 28 March 2025

Summary: The campaign aimed to raise awareness of the Aged Care Volunteer Visitor Scheme and recruit new and returning volunteers in aged care.

Exception reporting: First Nations communities were targeted through stakeholder engagement activities.

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

Summary	Expenditure (\$ million)
Consultants, services and other	0.0
Media placement	2.0
<i>Ethnic media</i>	0.0
<i>First Nations media</i>	—
Total	2.0

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.

Health and Aged Care: Childhood Immunisation

Campaign commencement date: 1 July 2024

Campaign end date: 30 June 2025

Summary: The campaign aimed to remind and encourage parents to ensure their children are immunised according to the National Immunisation Program childhood schedule.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	0.130	0.130	Existing standing offer	Hall & Partners
Public relations	0.540	0.541	Existing standing offer	Fenton
Multicultural marketing	0.218	0.218	Existing standing offer	Cultural Perspectives
First Nations communications	0.195	0.215	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	0.003			
Sub-total	1.086			

Summary	Expenditure (\$ million)
Consultants, services and other	1.1
Media placement	3.7
<i>Ethnic media</i>	0.4
<i>First Nations media</i>	0.2
Total	4.8

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.

Health and Aged Care: Influenza Vaccinations

Campaign commencement date: 13 April 2025

Campaign end date: 30 June 2025

Summary: The campaign aimed to inform key groups at risk of serious illness from the flu about the risks of influenza, benefits of immunisation and increase intention for timely vaccination.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.072	0.073	Existing standing offer	Ogilvy Australia
Market research	0.213	0.164	Existing standing offer	Hall & Partners
Public relations	0.215	0.300	Existing standing offer	Fenton
Multicultural marketing	0.210	0.210	Existing standing offer	Cultural Perspectives
First Nations communications	0.222	0.222	Existing standing offer	Carbon Media
Printed materials and direct mail	0.132			
Other	0.002			
Sub-total	1.066			

Summary	Expenditure (\$ million)
Consultants, services and other	1.1
Media placement	1.6
<i>Ethnic media</i>	<i>0.1</i>
<i>First Nations media</i>	<i>0.5</i>
Total	2.7

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.

Health and Age Care: Medicare Benefits

Campaign commencement date: 10 November 2024

Campaign end date: 21 December 2024

Summary: The campaign aimed to raise awareness of Medicare benefits to support access to affordable health care, including bulk billing, enhanced support for mental health and Medicare Urgent Care Clinics, and to encourage people not to delay seeking healthcare due to cost concerns.

Exception reporting:

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.126	1.126	Existing standing offer	Ogilvy Australia
Market research	0.587	0.643	Existing standing offer	Fifty-five 5
	0.097	0.99	Existing standing offer	Hall & Partners
Public relations	0.570	0.700	Existing standing offer	Fenton
Multicultural marketing	0.104	0.500	Existing standing offer	Cultural Perspectives
First Nations communications	0.073	0.139	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	—			
Sub-total	2.557			

Summary	Expenditure (\$ million)
Consultants, services and other	2.6
Media placement	11.0
<i>Ethnic media</i>	0.9
<i>First Nations media</i>	0.4
Total	13.6

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.

Health and Aged Care: Medicare Urgent Care Clinics

Campaign commencement date: 24 November 2024

Campaign end date: 30 March 2025

Summary: The campaign aimed to increase awareness of the new Medicare Urgent Care Clinics, and support people to understand when to go to a Medicare Urgent Care Clinic instead of their regular General Practitioner or the Emergency Department.

Exception reporting:

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.154	0.300	Existing standing offer	Ogilvy
Market research	0.117	0.146	Existing standing offer	Hall & Partners
Public relations	0.332	0.500	Existing standing offer	Fenton
Multicultural marketing	0.190	0.199	Existing standing offer	Cultural Perspectives
First Nations communications	0.120	0.129	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	0.054			
Sub-total	0.967			

Summary	Expenditure (\$ million)
Consultants, services and other	1.0
Media placement	4.5
<i>Ethnic media</i>	0.3
<i>First Nations media</i>	0.2
Total	5.5

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.

Health and Aged Care: National Primary Care Health Workforce

Campaign commencement date: 9 February 2025

Campaign end date: 27 March 2025

Summary: The campaign aimed to raise awareness of the benefits and value of working in primary care and encourage people to choose a career in this sector.

Exception reporting:

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.603	1.604	Existing standing offer	Clemenger BBDO
Market research	0.496	0.499	Existing standing offer	WhereTo Research
	0.044	0.091	Existing standing offer	Hall & Partners
Public relations	0.468	0.499	Existing standing offer	Think HQ
Multicultural marketing	0.458	0.550	Existing standing offer	CultureVerse
First Nations communications	0.300	0.687	Existing standing offer	33 Creative
Printed materials and direct mail	—			
Other	—			
Sub-total	3.369			

Summary	Expenditure (\$ million)
Consultants, services and other	3.4
Media placement	4.5
<i>Ethnic media</i>	0.2
<i>First Nations 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.

Health and Aged Care: National Tobacco and E-cigarette

Campaign commencement date: 1 July 2024

Campaign end date: 14 December 2024

Summary: The campaign aimed to contribute to a reduction in smoking and vaping prevalence, particularly among priority and at-risk populations aged 18-55 years.

Exception reporting:

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.291	0.291	Existing standing offer	BMF Advertising
Market research	0.300	0.300	Existing standing offer	Verian
	0.085	0.134	Existing standing offer	Hall & Partners
Public relations	0.264	0.564	Existing standing offer	Fenton
Multicultural marketing	0.261	0.550	Existing standing offer	Cultural Perspectives
First Nations communications	0.369	1.241	Existing standing offer	Carbon Media
Printed materials and direct mail	0.002			
Other	0.042			
Sub-total	1.614			

Summary	Expenditure (\$ million)
Consultants, services and other	1.6
Media placement	8.3
<i>Ethnic media</i>	<i>0.8</i>
<i>First Nations media</i>	<i>0.3</i>
Total	9.9

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.

Health and Aged Care: Pharmaceutical Benefits Scheme 60-day Prescriptions

Campaign commencement date: 29 September 2024

Campaign end date: 9 November 2024

Summary: The campaign aimed to raise awareness of the release of the final tranche of PBS medicines available for 60-day prescriptions and encourage people to discuss options with their doctor.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.034	0.038	Existing standing offer	Ogilvy
Market research	0.081	0.110	Existing standing offer	Hall & Partners
Public relations	0.400	0.400	Existing standing offer	Fenton
Multicultural marketing	0.420	0.500	Existing standing offer	Cultural Perspectives
First Nations communications	0.196	0.200	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	0.099			
Sub-total	1.230			

Summary	Expenditure (\$ million)
Consultants, services and other	1.2
Media placement	4.3
<i>Ethnic media</i>	<i>0.4</i>
<i>First Nations media</i>	<i>0.2</i>
Total	5.5

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.

Health and Aged Care: Pharmaceutical Benefits Scheme Indexation Freeze

Campaign commencement date: 19 January 2025

Campaign end date: 2 March 2025

Summary: The campaign aimed to raise awareness of the freeze on PBS patient co-payments and encourage people not to delay filling their scripts due to cost concerns.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.914	0.930	Existing standing offer	Ogilvy
Market research	0.156	0.296	Existing standing offer	Fiftyfive5
	0.073	0.110	Existing standing offer	Hall & Partners
Public relations	0.150	0.150	Existing standing offer	Fenton
Multicultural marketing	0.150	0.150	Existing standing offer	Cultural Perspectives
First Nations communications	—	—	—	—
Printed materials and direct mail	—			
Other	0.004			
Sub-total	1.447			

Summary	Expenditure (\$ million)
Consultants, services and other	1.4
Media placement	5.4
<i>Ethnic media</i>	0.3
<i>First Nations media</i>	0.2
Total	6.8

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.

Health and Aged Care: Respiratory Syncytial Virus (RSV) Vaccination

Campaign commencement date: 25 March 2025

Campaign end date: 30 June 2025

Summary: The campaign aimed to encourage uptake of maternal vaccines under the National Immunisation Program by informing the target audiences about the risks of RSV and the benefits of vaccination during pregnancy to protect newborns.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	0.100	0.100	Existing standing offer	Fiftyfive5
Public relations	0.332	0.335	Existing standing offer	Fenton
Multicultural marketing	0.100	0.100	Existing standing offer	Cultural Perspectives
First Nations communications	0.085	0.097	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	0.004			
Sub-total	0.621			

Summary	Expenditure (\$ million)
Consultants, services and other	0.6
Media placement	0.5
<i>Ethnic media</i>	<i>0.1</i>
<i>First Nations media</i>	<i>0.1</i>
Total	1.1

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.

Health and Aged Care: Star Ratings in Residential Aged Care

Campaign commencement date: 6 October 2024

Campaign end date: 28 December 2024

Summary: The campaign aimed to raise awareness of the rating system to help people make informed choices about residential aged care facilities.

Exception reporting: Multicultural communities were targeted through public relations activities, including in language information resources. First Nations communities were targeted through the mainstream campaign materials due to cultural considerations identified in research.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.425	0.597	Existing standing offer	Ogilvy
Market research	0.083	0.340	Existing standing offer	Fiftyfive 5
	0.092	0.094	Existing standing offer	Hall & Partners
Public relations	0.220	0.220	Existing standing offer	Fenton
Multicultural marketing	0.216	0.220	Existing standing offer	Cultural Perspectives
First Nations communications	—	—	—	—
Printed materials and direct mail	0.002			
Other	0.005			
Sub-total	1.043			

Summary	Expenditure (\$ million)
Consultants, services and other	1.0
Media placement	2.3
<i>Ethnic media</i>	—
<i>First Nations media</i>	—
Total	3.3

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.

Health and Aged Care: Youth Vaping Education

Campaign commencement date: 1 July 2024

Campaign end date: 14 December 2024

Summary: The campaign aimed to reduce vaping prevalence among young people aged 14 to 24 years by increasing awareness of the negative physical and mental health impacts of vaping, preventing uptake and increasing attempts to quit.

Exception reporting: Developmental research indicated the same norms, biases and sense of social acceptability for the target age group cut across all groups irrespective of cultural or First Nations background. As such, materials were developed to be inclusive and appropriate for all audiences. Advertising channels and paid media partners were selected based on their ability to reach and engage with all audiences.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	—	—	—	—
Market research	0.150	0.150	Existing standing offer	Verian
	0.084	0.084	Existing standing offer	Hall & Partners
Public relations	0.300	0.300	Existing standing offer	Fenton
Multicultural marketing	0.149	0.150	Existing standing offer	Cultural Perspectives
First Nations communications	0.130	0.150	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	0.221			
Sub-total	1.034			

Summary	Expenditure (\$ million)
Consultants, services and other	1.0
Media placement	4.6
<i>Ethnic media</i>	—
<i>First Nations media</i>	—
Total	5.6

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.

Home Affairs: Act Now Stay Secure

Campaign commencement date: 1 July 2024

Campaign end date: 30 June 2025

Summary: The campaign aimed to establish the baseline cyber security capability of all Australians by increasing awareness of why it is important, improving their understanding of key cyber security threats and empowering them to consistently take action that will protect themselves online.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.450	0.450	Existing standing offer	BMF Advertising
Market research	0.265	0.365	Existing standing offer	Verian
	0.102	0.298	Existing standing offer	Hall & Partners
Public relations	0.050	0.500	Existing standing offer	Cox Inall Change
Multicultural marketing	0.118	0.600	Existing standing offer	Cultural Perspectives
First Nations communications	0.247	0.350	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	—			
Sub-total	1.232			

Summary	Expenditure (\$ million)
Consultants, services and other	1.2
Media placement	5.1
<i>Ethnic media</i>	0.3
<i>First Nations media</i>	0.2
Total	6.3

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.

Infrastructure, Transport, Regional Development, Communications, Sports and the Arts: National Road Safety

Campaign commencement date: 15 December 2024

Campaign end date: 19 April 2025

Summary: The campaign aimed to remind and reinforce the behaviours that lead to safer driving on our roads.

Exception reporting: Developmental research confirmed that due to a basic level of English proficiency required to drive, it was not necessary to utilise specific ethnic media, with this cohort targeted though the broader advertising campaign. Multicultural communities were also engaged using various in-language materials distributed as part of a comprehensive below-the-line strategy.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.466	1.467	Existing standing offer	BMF Advertising
Market research	0.640	0.640	Existing standing offer	Verian
	0.134	0.146	Existing standing offer	Hall & Partners
Public relations	0.380	0.440	Existing standing offer	Cox Inall Change
Multicultural marketing	0.093	0.093	Existing standing offer	Cultural Perspectives
First Nations communications	0.146	0.146	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	—			
Sub-total	2.859			

Summary	Expenditure (\$ million)
Consultants, services and other	2.9
Media placement	6.9
<i>Ethnic media</i>	—
<i>First Nations media</i>	0.2
Total	9.8

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.

Net Zero Economy Agency: Net Zero Transformation

Campaign commencement date: 22 September 2024

Campaign end date: 28 March 2025

Summary: The campaign aimed to increase awareness of Australia’s transition to a net zero economy amongst impacted priority regions by improving knowledge and understanding about what the net zero transition means for them.

Exception reporting: Ethnic media was not selected due to the low proportion of multicultural audiences living in the targeted regions. Multicultural communities were targeted through the broader advertising activity supported by a focused below the line community engagement strategy.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	2.446	2.807	Existing standing offer	The Monkeys
Market research	0.168	0.563	Existing standing offer	Ipsos Public Affairs
	0.232	0.383	Existing standing offer	Hall & Partners
Public relations	2.047	2.140	Existing standing offer	Horizon
Multicultural marketing	0.577	0.577	Existing standing offer	Embrace Society
First Nations communications	0.431	0.450	Existing standing offer	Cox Inall Ridgeway
Printed materials and direct mail	—			
Other	0.080			
Sub-total	5.981			

Summary	Expenditure (\$ million)
Consultants, services and other	6.0
Media placement	2.0
<i>Ethnic media</i>	—
<i>First Nations media</i>	0.1
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.

Social Services: Consent

Campaign commencement date: 1 July 2024

Campaign end date: 31 May 2025

Summary: The campaign aimed to reduce the incidence of sexual violence in Australia by improving community understanding and attitudes on consent and respectful relationships.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.173	3.005	Existing standing offer	BMF Advertising
Market research	0.164	0.900	Existing standing offer	Verian
	0.314	0.537	Existing standing offer	Hall & Partners
Public relations	0.283	0.601	Existing standing offer	Cox Inall Change
Multicultural marketing	0.136	0.486	Existing standing offer	Cultural Perspectives
First Nations communications	0.049	0.400	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	0.036			
Sub-total	1.155			

Summary	Expenditure (\$ million)
Consultants, services and other	1.2
Media placement	10.8
<i>Ethnic media</i>	0.8
<i>First Nations media</i>	0.5
Total	12.0

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.

Social Services: Stop it at the Start (phase five)

Campaign commencement date: 1 July 2024

Campaign end date: 30 April 2025

Summary: The campaign is a primary prevention initiative under the National Plan to end Violence against Women and Children 2022–2032. The campaign targeted parents and care givers of young people aged 10-17 years and encouraged adult influencers to play a role in the prevention of disrespect and violence-supportive attitudes among young people.

Exception reporting:

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.117	2.727	Existing standing offer	BMF Advertising
Market research	0.270	0.482	Existing standing offer	Hall & Partners
Public relations	0.486	0.700	Existing standing offer	Cox Inall Change
Multicultural marketing	0.230	0.597	Existing standing offer	Cultural Perspectives
First Nations communications	0.182	0.620	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	0.053			
Sub-total	1.338			

Summary	Expenditure (\$ million)
Consultants, services and other	1.3
Media placement	10.9
<i>Ethnic media</i>	0.8
<i>First Nations media</i>	0.5
Total	12.2

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.

Social Services: Volunteering Awareness

Campaign commencement date: 20 October 2024

Campaign end date: 30 June 2025

Summary: The campaign aimed to raise awareness, interest and consideration of volunteering among young people aged 15-18.

Exception reporting: Developmental research indicated both multicultural and First Nations audiences could be effectively reached through mainstream channels. Specialist multicultural and First Nations suppliers ensured the creative assets were culturally appropriate and inclusive.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.235	0.371	Existing standing offer	TBWA Melbourne
Market research	0.043	0.272	Existing standing offer	ORIMA Research
	0.87	0.87	Existing standing offer	Hall & Partners
Public relations	0.321	0.351	Existing standing offer	Think HQ
Multicultural marketing	0.239	0.269	Existing standing offer	CultureVerse
First Nations communications	0.262	0.289	Existing standing offer	33 Creative
Printed materials and direct mail	0.001			
Other	0.008			
Sub-total	1.196			

Summary	Expenditure (\$ million)
Consultants, services and other	1.2
Media placement	1.1
<i>Ethnic media</i>	—
<i>First Nations media</i>	—
Total	2.3

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.

Treasury: Future Made in Australia

Campaign commencement date: 17 November 2024

Campaign end date: 28 March 2025

Summary: The campaign aimed to ensure Australians were informed and understood the Future Made in Australia agenda, the benefits to them and their community, and encouraged Australians to visit the website.

Exception reporting:

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	3.241	3.672	Existing standing offer	The Monkeys
Market research	0.782	0.782	Existing standing offer	Ipsos Public Affairs
	0.189	0.294	Existing standing offer	Hall & Partners
Public relations	0.585	0.810	Existing standing offer	Horizon
Multicultural marketing	0.285	0.396	Existing standing offer	Embrace Society
First Nations communications	0.361	0.410	Existing standing offer	Cox Inall Ridgeway
Printed materials and direct mail	—			
Other	—			
Sub-total	5.443			

Summary	Expenditure (\$ million)
Consultants, services and other	5.4
Media placement	18.6
<i>Ethnic media</i>	1.0
<i>First Nations media</i>	0.4
Total	24.0

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.

Treasury: Supporting Australians

Campaign commencement date: 18 August 2024

Campaign end date: 28 March 2025

Summary: The campaign aimed to increase awareness of Government support, namely the Energy Bill Relief, Student Debt Relief, and tax cuts, and direct audiences to the website for further information on eligible support.

Exception reporting:

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.432	1.595	Existing standing offer	Clemenger BBDO
Market research	0.081	0.161	Existing standing offer	WhereTo Research
	0.248	0.250	Existing standing offer	Hall & Partners
Public relations	0.307	0.324	Existing standing offer	Think HQ
Multicultural marketing	0.261	0.296	Existing standing offer	CultureVerse
First Nations communications	0.264	0.273	Existing standing offer	33 Creative
Printed materials and direct mail	—			
Other	—			
Sub-total	2.593			

Summary	Expenditure (\$ million)
Consultants, services and other	2.6
Media placement	8.0
<i>Ethnic media</i>	0.8
<i>First Nations media</i>	0.2
Total	10.6

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.

Treasury: Tax Cuts

Campaign commencement date: 1 July 2024

Campaign end date: 10 August 2024

Summary: The campaign aimed to ensure all Australian taxpayers were aware the tax cuts had come into effect, understand how they would receive their tax cut, and where to go for more information.

Exception reporting:

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	—	2.34	Existing standing offer	Clemenger BBDO
Market research	—	0.395	Existing standing offer	WhereTo Research
	0.127	0.272	Existing standing offer	Hall & Partners
Public relations	—	0.344	Existing standing offer	Think HQ
Multicultural marketing	0.026	0.498	Existing standing offer	CultureVerse
First Nations communications	0.094	0.298	Existing standing offer	33 Creative
Printed materials and direct mail	—			
Other	—			
Sub-total	0.247			

Summary	Expenditure (\$ million)
Consultants, services and other	0.2
Media placement	2.3
<i>Ethnic media</i>	0.3
<i>First Nations media</i>	0.1
Total	2.5

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.

Veteran's Affairs: Veteran Employment

Campaign commencement date: 1 July 2024

Campaign end date: 30 June 2025

Summary: The campaign aimed to promote the diverse and valuable experience and skills of veterans, encourage veterans to recognise the value of their skills in civilian employment and encourage employers to recruit veterans after they leave the Australian Defence Force.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	—	1.100	Existing standing offer	The Monkeys
Market research	—	0.457	Existing standing offer	Ipsos Public Affairs
	0.174	0.234	Existing standing offer	Hall & Partners
Public relations	0.392	0.792	Existing standing offer	Horizon
Multicultural marketing	0.205	0.400	Existing standing offer	Embrace Society
First Nations communications	0.143	0.400	Existing standing offer	Cox Inall Ridgeway
Printed materials and direct mail	—			
Other	—			
Sub-total	0.914			

Summary	Expenditure (\$ million)
Consultants, services and other	0.9
Media placement	2.6
<i>Ethnic media</i>	0.1
<i>First Nations media</i>	0.1
Total	3.5

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.

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 3: Campaign Advertising Media Expenditure—2004–05 to 2024–2025.

Year	\$ million
2024–25	204.1
2023–24	173.8
2022–23	131.4
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 4: 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 5: Consolidated campaign advertising expenditure 2008–09 onwards

Year	Media (\$ million)	Campaign development costs (\$ million)	Total (\$ million)
2024–25	204.1	61.2	265.3
2023–24	173.8	76.6	250.6
2022–23	131.4	47.9	179.3
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: ADF Careers campaign supplier expenditure by activity

The Department of Defence's ADF Careers is a holistic campaign promoting careers within the Australian Defence Force. A further breakdown of expenditure by supplier and activity streams for the ADF Careers campaign can be found in the table below.

Table 6: ADF Careers campaign supplier expenditure by activity

Supplier	Services	Activity	Activity (\$ million)	TOTAL (\$ million)
VML (advertising creative services)	Contracted Client Service	All	5.621	7.135
	Advertising Creative Services	Masterbrand	0.689	
		ADF Services	0.705	
		ADFA	0.121	
TBWA (advertising creative services)	Contracted Client Service	All	1.956	1.989
	Advertising Creative Services	Masterbrand	0.018	
		ADF Services	0.015	
		ADFA	0	
Hall & Partners (research - evaluation)	Continuous brand tracking	All	0.607	0.607
WhereTo (research - formative)	Creative concept testing	All	0.030	0.030
Fiftyfive5 (research - formative)	Developmental	Masterbrand	0.097	0.097

Appendix B: Guidelines on Information and Advertising Campaigns by non–corporate Commonwealth Entities (December 2022)

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, the Minister for Finance or the entity responsible for such policies, currently the Department of Finance (Finance).
5. The Minister for Finance 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 were 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 (e.g. Defence Force Recruiting) may be considered an advertising campaign. Entities are to seek advice from Finance if they are unsure whether an activity is an advertising campaign.
10. Routine, regular information activities (for example, large scale mailouts or emails to recipients of a service, program or entitlement, which are required by law or to address an operational requirement) are not considered an advertising or information campaign.
11. 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

12. 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.
13. The value of a campaign does not include entity officials and associated costs.
14. For campaigns below \$250,000, the Chief Executive has the discretion to seek consideration of campaigns by the Independent Communications Committee.
15. 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.
16. 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.
17. 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.
18. 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

19. 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 they should be presented, and the legal and procurement requirements.

Principle 1: Relevant to government responsibilities

20. In demonstrating compliance with this principle considerations include:
- » The subject matter of the campaign directly relates to the Government's responsibilities
 - » The policy or program is underpinned by:
 - (1) legislative authority; or
 - (2) appropriation of the Parliament or
 - (3) a Cabinet Decision which is intended to be implemented during the current Parliament
21. 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: Presented in an objective, fair and accessible manner

22. In demonstrating compliance with this Principle considerations include:

- » The recipients of the information can distinguish between facts, comment, opinion and analysis;
- » Information presented as a fact, is accurate and verifiable;
- » The basis of factual comparisons is clear and does not mislead the recipient about the situation;
- » Pre-existing policies, products, services and activities are not presented as new;
- » Special attention is paid to communicating with disadvantaged individuals or groups identified within the target audience. Particular attention is paid to meeting the information needs of Aboriginal and Torres Strait Islander Australians, the rural community, people with disability and those for whom English is not a convenient language in which to receive information;
- » Imagery used in campaigns appropriately reflects the diverse range of Australians. Where it is consistent with the campaign objectives, this includes the realistic portrayal of the full participation of women, Aboriginal and Torres Strait Islander Australians, culturally and linguistically diverse communities and people with disability; and
- » Campaigns are tested with target audiences to indicate they are engaging and perform well against their objectives.

Principle 3: Objective and not directed at promoting party political interests

23. In demonstrating compliance with this Principle considerations include:

- » Language used in the campaign is objective language and is free of political argument and
- » Campaigns must not try to foster a positive impression of a particular political party or promote party political interests.

24. Campaigns must not:

- » Mention the party in Government by name;
- » Directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
- » Include party political slogans or images;

- » Be designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or
- » 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

- » Campaigns are only instigated where a need is demonstrated, target recipients are clearly identified, and the campaign is informed by appropriate research or evidence;
- » Campaign information clearly and directly affect the interests of recipients:
- » The medium and volume of the advertising activities is cost effective and justifiable within the budget allocated to the campaign
- » Distribution of unsolicited materials should be carefully controlled; and
- » Campaigns are evaluated to determine effectiveness.

Principle 5: Compliant with legal requirements and procurement policies and procedures

25. 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.
26. 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.