



Australian Government
Department of Finance



Campaign Advertising by Australian Government Departments and Agencies

Report 2017–18



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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.

This report covers the 2017–18 financial year and provides detail of 27 advertising campaigns which ran during the period, based on data sourced from the Central Advertising System.

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

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

Chapter 1: The Campaign Advertising Framework

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

The *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* were released in February 2015 (Appendix A).

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

Roles of Key Stakeholders

Ministers

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

Service Delivery and Coordination Committee (SDCC)

The SDCC of Cabinet oversees the provision of public information by government entities. The SDCC has the primary role of reviewing Australian Government advertising campaigns conducted by non-corporate Commonwealth entities prior to them appearing in the media.

Independent Communications Committee (ICC)

During the reporting period, the ICC was chaired by Mr Greg Williams FCPA, and its members were Ms Christine Faulks and Mr Malcolm Hazell CVO AM FAICD.

The ICC provides its independent views and advice to Secretaries or Chief Executives (Accountable Authorities) of entities conducting or proposing to conduct advertising campaigns where expenditure is expected to be over \$250,000. The ICC usually considers campaigns when a communications strategy has been developed, with compliance advice provided to Accountable Authorities at an early stage of campaign development. Accountable Authorities are expected to consider the ICC's compliance advice as part of the campaign development process.

The ICC has a degree of reliance on expert advice, including from the Department of Finance (Finance) as well as advice from the entities proposing to conduct campaigns. However, Finance does not advise the ICC on compliance with the Guidelines. The ICC's consideration of compliance draws upon a review of materials provided by the responsible entity, any associated market research or supporting evidence, and any other information or independent expert advice available. The Committee's key responsibilities include:

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

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

Entities Undertaking Advertising Campaigns

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

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

Department of Finance

Finance provides policy advice, whole-of-government coordination, and assistance to agencies 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 and to the Assistant Minister for Finance;
- advising entities on whether information and advertising activities fall within scope of the campaign advertising Guidelines;
- providing Secretariat services to the ICC;
- managing the Campaign Advertising Supplier Register (CASR);
- as requested, assisting entities with advice on formative and evaluative research, campaign proposals, communications strategies and associated briefs and shortlists for communications suppliers from the CASR;
- 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 yearly 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, Dentsu X 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.

Campaign Advertising Supplier Register (CASR)

The CASR is a continuously open, whole-of government list of specialist communications suppliers interested in tendering for work associated with Australian Government advertising and information campaigns.

Non-corporate Commonwealth entities under the PGPA Act must use the CASR when developing and implementing advertising and information campaigns valued at \$250,000 or more. Prior to 20 December 2017, the CASR was named the Communication Multi-Use List, and began operating on 31 March 2009. The name change reflected updates to the Commonwealth Procurement Rules implemented on 1 January 2018 which included the removal of multi-use lists as a procurement mechanism.

The CASR comprises five categories of communications expertise:

- advertising;
- market and social research;
- public relations;
- specialists in communicating with Indigenous Australians; and
- specialists in multicultural marketing.

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

Process for the Development and Launch of Campaigns

Consistent with the Guidelines, the key steps for campaign development and launch are:

- The Minister of the relevant entity agrees to the development of a campaign and the entity informs Finance.
- The entity develops a communication strategy, informed by specific developmental research (and/or an analysis of existing research) and advice from the master media agency about the most appropriate advertising approach.
- The entity liaises with Finance to schedule a review by the ICC of the communication strategy, developmental research, media strategy and draft media plan. The ICC reviews the campaign and provides compliance advice against Principles 1 to 4 of the Guidelines. Entities are expected to consider this advice as part of the campaign development process.
- Entities develop briefs for communications suppliers (which may include advertising, public relations, research, multicultural and Indigenous communications specialists), and undertake associated procurement processes.
- Communications suppliers are appointed and the campaign is developed, which usually includes refining and testing the materials with the intended target audience/s to provide assurance they are performing well.
- Once the final form of the campaign is settled, the Accountable Authority of the entity will consider compliance advice from the ICC, together with advice from their own entity, including advice with regard to Principle 5 (legal and procurement matters). Based on this information, the Accountable Authority considers whether to certify the campaign. If satisfied of its compliance with the Guidelines, the Accountable Authority provides a certification to the Minister responsible for the campaign.
- The Minister may launch or approve the launch of the campaign following receipt of the certification by the Accountable Authority. This certification is published on the entity website as soon as possible after the campaign launch.
- Finance publishes the ICC's compliance advice on the Finance website following the launch of the campaign.
- Within the process set out above, campaigns are considered by the SDCC.

Exemption from the Guidelines

There is provision in the campaign framework for the Special Minister of State (SMOS) to 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 ICC will be informed of the exemption, and the decision will be formally recorded and reported to the Parliament.

One exemption from the Guidelines was agreed to by the SMOS during the 2017–18 period. The Australian Bureau of Statistics' Marriage Law Postal Survey campaign was granted an exemption on 10 August 2017 on the basis of extreme urgency and compelling reasons. The ICC was advised of this exemption from the Guidelines on 11 August 2017 and a Ministerial Statement was tabled in the Senate on 17 August 2017.

Chapter 2: Australian Government Campaign Expenditure for the 2017–18 financial year

Expenditure by Medium

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

Table 1 provides information on campaign media expenditure, broken down by media types—television, press, radio, magazine, digital, out of home and cinema. Total expenditure on ethnic and Indigenous media placement is reported separately.

A total of \$157.0 million was spent on all campaign advertising media placement during the reporting period, including \$8.5 million on ethnic media and \$3.9 million on Indigenous media.

Table 1: Advertising campaigns that appeared in the 2017–18 financial year

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	Indigenous
Attorney-General's	National Firearms Amnesty	—	0.3	—	0.0	0.1	—	—	0.4	0.0	0.0
	National Security	1.7	—	0.7	—	2.9	0.6	—	6.0	0.4	—
Australia Bureau of Statistics	Marriage Law Postal Survey	8.3	3.0	3.3	0.0	3.9	0.5	—	19.0	1.3	0.4
Australian Taxation Office	Phoenix	—	0.0	—	0.0	0.1	—	—	0.1	0.0	—
	Tax Time 2017	—	—	—	—	0.2	—	—	0.2	—	—
Defence	Defence Force Recruiting	12.3	0.4	0.5	0.0	10.9	4.6	1.4	30.1	0.8	0.5
	Defence Industry Skills and Jobs	7.0	0.9	1.8	0.0	4.2	2.1	—	16	0.2	0.1
Education and Training	National Child Care Plan	4.3	0.2	1.7	—	3.7	0.9	0.3	11.1	0.6	0.3
	Quality Schools Reform	2.1	0.1	1.6	0.0	2.8	0.7	—	7.4	0.4	0.2
	Vocational Education and Training	—	—	—	0.0	0.2	—	—	0.2	0.0	0.0
Environment and Energy	Energy for the Future	2.5	1.0	0.9	0.0	1.9	0.5	—	6.9	0.2	0.1
Foreign Affairs and Trade	Smarttraveller	0.9	0.1	0.0	0.0	1.7	—	—	2.7	0.2	—
Health	Childhood Immunisation	—	—	—	—	2.0	0.1	—	2.1	0.1	0.1
	Healthy Ageing	1.5	1.8	1.0	0.0	1.6	—	—	5.9	0.4	0.1
	National Drugs	2.2	—	—	—	3.0	0.4	—	5.7	0.1	0.1
	National Tobacco	2.9	0.1	0.8	—	1.4	0.6	—	5.8	—	1.3
	Physical Activity for Young Women	0.8	—	—	—	2.2	0.6	0.3	3.9	0.4	0.2

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	Indigenous
Home Affairs	Border Watch	1.2	0.2	0.5	0.0	1.0	—	—	3.0	0.2	0.0
Immigration and Border Protection	You Will be Turned Back (offshore)	—	—	—	—	1.7	—	—	1.7	0.8	—
Jobs and Small Business	Jobactive	0.9	—	—	—	0.2	—	—	1.1	0.0	0.0
	Jobs	1.9	0.6	0.7	0.0	0.8	—	—	3.9	0.2	0.1
	Youth Jobs PaTH	—	0.3	0.6	0.0	1.5	—	—	2.5	0.1	0.0
National Health and Medical Research Council	Australian Clinical Trials	—	—	—	—	0.1	0.1	—	0.1	—	—
Social Services	Stop It At the Start	3.7	—	—	—	1.0	0.6	—	5.3	0.3	0.0
Treasury	Housing Affordability	2.1	0.7	1.0	0.1	1.9	0.5	—	6.3	0.3	0.2
	Tax Integrity	2.6	0.9	1.4	0.0	1.8	—	—	6.8	0.3	0.1
Veterans' Affairs	Handling Abuse Claims for Former ADF Personnel	—	—	—	—	0.1	—	—	0.1	—	—
—	Other media expenditure including activity less than \$250,000	0.0	0.1	0.1	0.4	2.3	0.1	—	3.1	1.0	0.1
Total		59.1	10.8	16.6	0.6	55.1	12.8	2.0	157.0	8.5	3.9

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 (exclusive of GST).

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

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

In 2017–18 the Department of Health placed \$0.9 million in advertising activity outside of the Central Advertising System. This activity is detailed on page 41 and is not included in Table 1.

Campaign Summaries and Expenditure

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

The campaign end dates refer to the date at which each campaign concluded during the reporting period. Some campaigns are ongoing beyond the reporting period.

The titles of a number of departments and agencies changed during the reporting period. The titles used throughout the report reflect the name of the department or agency at the time relevant campaigns launched in the media.

Sources of Data

Media placement expenditures are sourced from the CAS.

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

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

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

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

Attorney-General's Department: *National Firearms Amnesty*

Campaign commencement date: 1 July 2017

Campaign end date: 30 September 2017

Summary: The campaign promoted a national Firearms Amnesty, which aimed to improve public safety by reducing the number of unregistered firearms and firearm-related articles in Australian communities. The Amnesty sought to achieve this by allowing people to hand in unregistered firearms and firearm-related articles without fear of prosecution. People were also able to hand in registered firearms and firearm-related articles they no longer needed.

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

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

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

'—' indicates no expenditure against this line item.

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

Attorney-General's Department: *National Security*

Campaign commencement date: 6 August 2017

Campaign end date: 30 April 2018

Summary: The aim of the National Security Campaign is to help prevent terrorist activity in Australia by encouraging the public to report suspicious activity to the National Security Hotline. The hotline is an important source of information for policing and intelligence agencies.

Exception reporting: The Government's media buying agency advised that Indigenous audience segments would be reached through the mainstream advertising buy.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	–	–	–	–
Market research	68	68	5	Whereto Research
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	68			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	6.0
<i>Indigenous media</i>	–
<i>Ethnic media</i>	0.4
Total	6.1

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

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

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

Australian Bureau of Statistics: *Marriage Law Postal Survey*

Campaign commencement date: 11 August 2017

Campaign end date: 7 November 2017

Summary: The Australian Marriage Law Postal Survey campaign aimed to give eligible Australian voters, aged 18 years and over, the opportunity to express their view on whether the Australian marriage laws should be changed to allow same-sex couples to marry. The campaign aimed to maximise participation in the survey by informing the public of the need to be enrolled to vote or have up-to-date details on the Commonwealth electoral roll to be eligible to participate, the survey collection process, key dates, how to participate in the survey and the need to respond in a timely manner.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	147	147	Existing contract	WiTH Collective
Advertising	1,137	1,227	1	BMF Advertising
Market research	340	340	1	Whereto Research
Market research	200	200	Existing contract	DBM Consultants
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	1,824			

Summary	Expenditure (\$ million)
Consultants, services and other	1.8
Media placement	19.0
<i>Indigenous media</i>	0.4
<i>Ethnic media</i>	1.3
Total	20.8

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

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

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

Australian Taxation Office: *Phoenix Campaign*

Campaign commencement date: 14 May 2018

Campaign end date: 27 June 2018

Summary: The purpose of the advertising was to inform the primary audience of employees and contractors about how they can identify if their employer is engaging in illegal phoenix activity, the creation of a new company to continue the business of a previous enterprise that has been deliberately liquidated, and report it to the ATO.

Exception reporting: Indigenous audiences were reached through well-established, below the line activities.

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

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

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

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

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

Australian Taxation Office: *Tax Time 2017*

Campaign commencement date: 1 July 2017

Campaign end date: 31 October 2017

Summary: The purpose of the Tax Time campaign was to ensure individuals were able to quickly and easily find all the information they needed to lodge confidently. The target audience was all individual taxpayers who needed to lodge a tax return in 2017.

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

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

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

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

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

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

Department of Defence: *Defence Force Recruiting (DFR)*

Campaign commencement date: 1 July 2017

Campaign end date: 30 June 2018

Summary: This is an ongoing campaign to correct common misperceptions about the Service brands and maintain a flow of applications to fill around 7,400 Officer and General Entry positions in the Navy, Army and Air Force. While advertising aims to reach older candidates and influencers, the key target audiences are people aged 16–24 years and 25–35 years, both males and females nationally. One of DFR's main focuses was to increase participation rates among women, Indigenous and culturally and linguistically diverse audiences.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	12,818	4,677	Existing contract	Havas Worldwide
Market research	198	–	Existing standing offer	GfK Australia
	461	–	Existing standing offer	Hall and Partners
	88	–	Existing standing offer	Kantar Public
	144	–	Existing standing offer	Chat House Research
	384	–	Existing standing offer	Whereto Research
Public relations	30	–	Existing standing offer	Progressive PR
	68	–	Existing standing offer	Horizon Communications Group
	722	–	Existing standing offer	Cox Inall Change
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	508			
Sub-total	15,391			

Summary	Expenditure (\$ million)
Consultants, services and other	15.4
Media placement	30.1
<i>Indigenous media</i>	0.5
<i>Ethnic media</i>	0.8
Total	45.5

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

'–' indicates no expenditure against this line item.

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

Department of Defence: *Defence Industry Skills and Jobs*

Campaign commencement date: 5 November 2017

Campaign end date: 30 June 2018

Summary: The information campaign promoted jobs and opportunities in the Australian defence industry. It sought to break through the awareness barrier of the Australian public, the vast majority of which had no idea that the Australian defence industry exists. The campaign aimed to position the defence industry as supporting the Australian Defence Force capability, yet also differentiating the industry from the Defence Force.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	2,200	2,300	6	TBWA and Partners
Market research	268	268	4	Essence Communications
	150	150	4	ORIMA Research
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	24			
Sub-total	2,642			

Summary	Expenditure (\$ million)
Consultants, services and other	2.6
Media placement	16.0
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.2
Total	18.6

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

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

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

Department of Education and Training: *New Child Care Package*

Campaign commencement date: 12 November 2017

Campaign end date: 30 June 2018

Summary: The New Child Care Package campaign was a national communications campaign aimed at informing parents and child care providers about the changes to the child care system and driving the primary target audience (parents and parents-to-be) to confirm their current details and provide new information through myGov in order to receive child care fee assistance.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,778	1,778	5	Venus Creative
Market research	310	669	Existing contract	ORIMA Research
Market research	448	448	3	Kantar Public
Public relations	1,060	1,335	6	Horizon Communication Group
Multicultural marketing	245	245	4	Cultural Partners
Indigenous communications	260	260	4	Gilimbaa
Printed materials and direct mail	2			
Other	41			
Sub-total	4,144			

Summary	Expenditure (\$ million)
Consultants, services and other	4.1
Media placement	11.1
<i>Indigenous media</i>	0.3
<i>Ethnic media</i>	0.6
Total	15.2

Notes: All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1.
'—' indicates no expenditure against this line item.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Education and Training: *Quality Schools Reforms*

Campaign commencement date: 23 November 2017

Campaign end date: 22 April 2018

Summary: The Quality Schools campaign was a national communications campaign, aimed at raising awareness and informing education professionals, parents of school-aged children and the general public about recent school funding reforms.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,183	1,183	5	AJF Partnership
Market research	426	426	5	Hall & Partners
Market research	296	296	5	JWS Research
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	49			
Sub-total	1,954			

Summary	Expenditure (\$ million)
Consultants, services and other	2.0
Media placement	7.4
<i>Indigenous media</i>	0.2
<i>Ethnic media</i>	0.4
Total	9.4

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

'–' indicates no expenditure against this line item.

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

Department of Education and Training: *Vocational Education and Training*

Campaign commencement date: 8 March 2018

Campaign end date: 30 June 2018

Summary: The Vocational Education and Training (VET) Information Strategy Campaign aimed to raise awareness of the range of VET opportunities and career pathways available to youth aged 16–25 .

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

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

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

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

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

Department of the Environment and Energy: *Energy for the Future*

Campaign commencement date: 30 September 2017

Campaign end date: 30 June 2018

Summary: The Energy for the Future campaign, known as Powering Forward, is a communications campaign developed to inform Australians about the energy challenges facing the nation, and provide practical information to consumers on how they can better manage their energy and reduce their energy bills. The campaign primarily targeted households and businesses in the National Energy Market states and territory.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,119	1,1216	5	TBWA and Partners
Market research	46	50	5	JWS Research
	161	182	5	ORIMA Research
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	1,326			

Summary	Expenditure (\$ million)
Consultants, services and other	1.3
Media placement	6.9
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.2
Total	8.1

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

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

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

Department of Foreign Affairs and Trade: *Smartraveller*

Campaign commencement date: 2 July 2017

Campaign end date: 30 June 2018

Summary: The Smartraveller public information campaign aimed to educate Australians to travel safely and securely overseas. Smartraveller educates Australians to make informed decisions about their security, safety and wellbeing when travelling overseas by promoting safe travel messages and accurate and timely travel advisories. Phase IV of the campaign focused on encouraging greater self-reliance and personal responsibility when Australians travel overseas, as well as highlighting the Smartraveller subscription service and the importance of the right travel insurance.

Exception reporting: Smartraveller Phase IV exploratory research did not identify a need for specific Indigenous communications.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	–	–	–	–
Market research	258	258	5	Kantar Public
	109	109	Existing contract	IPSOS Public Affairs
Public relations	–	–	–	–
Multicultural marketing	122	122	Existing contract	Ethnic Communications
Indigenous communications	–	–	–	–
Printed materials and direct mail	9			
Other	78			
Sub-total	576			

Summary	Expenditure (\$ million)
Consultants, services and other	0.6
Media placement	2.7
<i>Indigenous media</i>	–
<i>Ethnic media</i>	0.2
Total	3.3

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

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

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

Department of Health: *Childhood Immunisation*

Campaign commencement date: 13 August 2017

Campaign end date: 14 April 2018

Summary: The Childhood Immunisation Education campaign aimed to address misconceptions about vaccination, explain the benefits of childhood vaccinations for both the individual and the community and encourage timely completion of the childhood immunisation schedule. The campaign targeted expectant parents and parents of children aged 0–5 years.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	587	645	Existing standing offer	Carbon Creative
Market research	49	186	1	Snapcracker Research and Strategy
	138	152	Existing standing offer	Bastion Latitude
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	44			
Other	369			
Sub-total	1,187			

Summary	Expenditure (\$ million)
Consultants, services and other	1.2
Media placement	2.1
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.1
Total	3.3

Notes: All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1.
 '—' indicates no expenditure against this line item.
 '0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Health: *Healthy Ageing*

Campaign commencement date: 17 May 2018

Campaign end date: 30 June 2018

Summary: The Healthy Ageing campaign targeted people over 45 years to encourage them to plan and act for a healthy future and connect them to a range of support resources to assist with health, finances, career planning and social connections.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,647	1,677	4	BMF Advertising
Market research	368	368	4	Bastion Latitude
	55	78	5	Where-to Research
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	70			
Sub-total	2,140			

Summary	Expenditure (\$ million)
Consultants, services and other	2.1
Media placement	5.9
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.4
Total	8.0

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

'–' indicates no expenditure against this line item.

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

Department of Health: *National Drugs*

Campaign commencement date: 24 September 2017

Campaign end date: 20 January 2018

Summary: The National Drugs campaign aimed to raise awareness of the harms associated with illicit drug use and encourages and supports decisions not to use them. The activity included three streams of advertising: prevention and help messages for 18–25 year-olds currently using ice; prevention messages for 14–17 year-olds at risk of using party drugs; and information for parents to empower them to talk about illicit drugs with their children.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,996	2,000	Existing standing offer	BCM Partnership
Market research	62	137	Existing contract	Snapcracker Research and Strategy
	147	150	5	Stacombe Research and Planning
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	3			
Other	119			
Sub-total	2,327			

Summary	Expenditure (\$ million)
Consultants, services and other	2.3
Media placement	5.7
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.1
Total	8.0

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

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

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

Department of Health: *National Tobacco*

Campaign commencement date: 25 May 2018

Campaign end date: 30 June 2018

Summary: The National Tobacco campaign forms part of the Australian Government’s comprehensive range of initiatives designed to contribute to a reduction in smoking. This phase of activity targeted Aboriginal and Torres Strait Islander smokers and recent quitters aged 18–40 years.

Exception reporting: The campaign specifically targeted Aboriginal and Torres Strait Islander smokers and recent quitters. People who identify as ethnically diverse did not form part of the target audience for this phase.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	178	850	Existing standing offer	Carbon Creative
Market research	106	106	Existing standing offer	ORC International
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	28			
Other	1,016			
Sub-total	1,328			

Summary	Expenditure (\$ million)
Consultants, services and other	1.3
Media placement	5.8
<i>Indigenous media</i>	1.3
<i>Ethnic media</i>	–
Total	7.1

Notes: All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1.
‘–’ indicates no expenditure against this line item.
‘0.0’ indicates that media was placed, though less than \$50,000 was spent.

Department of Health: *Physical Activity for Young Women*

Campaign commencement date: 25 March 2018

Campaign end date: 30 June 2018

Summary: The Girls Make Your Move campaign aimed to encourage and support young women aged 12–21 years to be more active and reinforce the many benefits of an active life whether through recreation, sport or incidental physical activity. This phase of the campaign focused on positive reinforcement towards an active lifestyle, introduced how to get involved and participate, as well as why physical activity and sport are important for young women.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	132	150	Existing standing offer	AJF Partnership
Market research	69	70	Existing standing offer	Kantar Public
	88	88	3	ORIMA Research
Public relations	18	24	2	Screencraft
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	255			
Sub-total	562			

Summary	Expenditure (\$ million)
Consultants, services and other	0.6
Media placement	3.9
<i>Indigenous media</i>	0.2
<i>Ethnic media</i>	0.4
Total	4.5

Notes: All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1.
'–' indicates no expenditure against this line item.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

Department of Home Affairs: *Border Watch*

Campaign commencement date: 11 February 2018

Campaign end date: 30 June 2018

Summary: The aim of the campaign was to increase awareness of Border Watch and to encourage the community to report illegal or suspicious customs, immigration and border-related activity.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,103	1,187	5	Saatchi & Saatchi
Market research	155	469	Existing contract	Essence Communications
	163	163	4	JWS Research
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	3			
Other	39			
Sub-total	1,463			

Summary	Expenditure (\$ million)
Consultants, services and other	1.5
Media placement	3.0
<i>Indigenous media</i>	<i>0.0</i>
<i>Ethnic media</i>	<i>0.2</i>
Total	4.5

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

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

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

Department of Immigration and Border Protection: *You Will Be Turned Back (offshore)*

Campaign commencement date: 1 July 2017

Campaign end date: 30 June 2018

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

Exception reporting: Indigenous media is not applicable to this campaign.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	–	–	–	–
Market research	–	–	–	–
Public relations	–	–	–	–
Multicultural marketing	30	409	Existing standing offer	LOTE Marketing
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	30			

Summary	Expenditure (\$ million)
Consultants, services and other	0.0
Media placement	1.7
<i>Indigenous media</i>	–
<i>Ethnic media</i>	0.8
Total	1.7

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

'–' indicates no expenditure against this line item.

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

Department of Jobs and Small Business: *jobactive*

Campaign commencement date: 29 October 2017

Campaign end date: 18 November 2017

Summary: jobactive is the Australian Government's employment services system that connects job seekers with employers. The jobactive campaign targeted employers and aimed to raise awareness of jobactive for the recruitment of staff, promote increased use of the jobactive service, positive employer attitudes towards hiring mature age job seekers, and raise awareness and encourage take up by employers of the Restart wage subsidy.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	160	3,449	Existing contract	J. Walter Thompson
Market research	73	1,110	Existing contract	Kantar Public
	110	851	Existing contract	DBM Consultants
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	4			
Other	51			
Sub-total	398			

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

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

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

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

Department of Jobs and Small Business: *Jobs*

Campaign commencement date: 27 May 2018

Campaign end date: 30 June 2018

Summary: The overarching aim of the Jobs campaign is to encourage the take-up of Australian Government employment programs and incentives to hire staff amongst employers, thus providing more opportunities for job seekers to move from welfare into employment, and increasing workforce participation. The campaign targeted small to medium sized employers as those most open to hearing about and accessing these programs. The campaign also targeted job seekers (including those wanting to enter or return to the workforce, looking for a new job or looking to increase their hours), large businesses and the general public, as influencers of these audiences.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,194	1,708	4	BMF Advertising
Market research	210	507	1	JWS Research
	109	297	1	DBM Consultants
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	59			
Sub-total	1,571			

Summary	Expenditure (\$ million)
Consultants, services and other	1.6
Media placement	3.9
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.2
Total	5.5

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

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

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

Department of Jobs and Small Business: *Youth Jobs PaTH*

Campaign commencement date: 19 November 2017

Campaign end date: 5 May 2018

Summary: Youth Jobs PaTH is the Australian Government's approach to address youth unemployment, encouraging young job seekers to participate in training and/or internship placements to improve their job-readiness, and helping employers to trial and hire young jobseekers. The Youth Jobs PaTH campaign aimed to increase awareness of, and participation in, the program by shifting employers' attitudes towards employing young people. The campaign had a further aim of empowering young job seekers to proactively enquire about the program and become involved.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	920	1,462	4	J. Walter Thompson
Market research	233	233	1	Kantar Public
	144	144	1	DBM Consultants
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	41			
Other	335			
Sub-total	1,673			

Summary	Expenditure (\$ million)
Consultants, services and other	1.7
Media placement	2.5
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.1
Total	4.2

Notes: All expenditure in the consultancy, service and other costs table is exclusive of GST. In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding. Media figures are drawn from Table 1.
'—' indicates no expenditure against this line item.
'0.0' indicates that media was placed, though less than \$50,000 was spent.

National Health and Medical Research Council: *Australian Clinical Trials*

Campaign commencement date: 16 May 2018

Campaign end date: 30 June 2018

Summary: The National Health and Medical Research Council developed a national marketing campaign to raise awareness of the role and value of clinical trials throughout the community and boost recruitment into clinical trials.

Exception reporting: Due to the size of the campaign, ethnic and Indigenous media were not utilised, with these audience segments expected to be captured by the broader campaign.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	152	190	4	One Small Step Collective
Market research	36	41	4	Horizon Research
Public relations	59	127	4	Think HQ
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	7			
Other	9			
Sub-total	263			

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

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

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

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

Department of Social Services: *Stop it at the Start*

Campaign commencement date: 5 November 2017

Campaign end date: 2 December 2017

Summary: Stop it at the Start is a multi-phase, \$30 million national campaign, jointly funded by the Australian, State and Territory governments. It launched in April 2016 and aims to help break the cycle of violence against women by encouraging adults to reflect on their attitudes, and have conversations about respect with young people.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,274	2,504	Existing contract	BMF Advertising
Market research	452	452	Existing contract	Kantar Public
	40	454	Existing contract	Hall & Partners
Public relations	332	1,207	Existing contract	Fenton Strategic Communications
	117	117	4	Think HQ
Multicultural marketing	260	956	Existing contract	Ethnic Communications
Indigenous communications	244	802	Existing contract	33 Creative
Printed materials and direct mail	—			
Other	—			
Sub-total	2,719			

Summary	Expenditure (\$ million)
Consultants, services and other	2.7
Media placement	5.3
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.3
Total	8.0

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

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

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

Department of the Treasury: *Housing Affordability*

Campaign commencement date: 18 March 2018

Campaign end date: 21 April 2018

Summary: The aim of the Housing Affordability campaign was to build awareness of the Housing Affordability Plan with the broader Australian community and highlight the specific measures relevant to individuals and families according to their life stage.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,332	1,363	1	BMF Advertising
Market research	388	402	4	Pollinate
	205	227	4	Whereto Research
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	1,925			

Summary	Expenditure (\$ million)
Consultants, services and other	1.9
Media placement	6.3
<i>Indigenous media</i>	0.2
<i>Ethnic media</i>	0.3
Total	8.2

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

'–' indicates no expenditure against this line item.

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

Department of the Treasury: *Tax Integrity*

Campaign commencement date: 22 October 2017

Campaign end date: 19 November 2017

Summary: The aim of Phase 2 Tax integrity campaign was to communicate the Government's key tax integrity and multinational tax avoidance measures to the Australian community and small businesses.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	298	454	Existing contract	BMF Advertising
Market research	131	131	Existing contract	JWS Research
	107	107	Existing contract	Pollinate
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	3			
Sub-total	539			

Summary	Expenditure (\$ million)
Consultants, services and other	0.5
Media placement	6.8
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.3
Total	7.3

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

'—' indicates no expenditure against this line item.

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

Department of Veterans' Affairs: *Handling Abuse Claims for Former ADF Personnel*

Campaign commencement date: 1 July 2017

Campaign end date: 31 July 2017

Summary: The campaign sought to inform men aged 60 years and over, who are former serving members of the ADF and who may be socially and/or geographically isolated that the handling of claims for sexual and physical abuse has become less onerous. The campaign encouraged those who have experienced abuse in the ADF to claim compensation and to seek help if needed.

Exception reporting: Due to the size of the campaign, ethnic and Indigenous media were not utilised, with these audience segments expected to be captured by the broader campaign.

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

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

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

'—' indicates no expenditure against this line item.

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

Other Advertising Activity

1. The Department of Health placed three low value campaigns outside of the CAS for the 2017–18 period. While this report focuses on campaign advertising activity placed through the CAS, for completeness and transparency, the activity is captured in the report.
2. The media used to deliver the campaigns included digital television screens and panels, and brochure boards in targeted health environments, such as GP surgeries, allied health, specialist and hospital waiting areas.
3. The total expenditure across the three campaigns was \$0.9 million. These costs relate to media expenditure only; no consultant, services or other costs were incurred. The campaign details are:

Head to Health campaign

The Head to Health communications were designed to promote the mental health website that supports Australians looking for online and telephone mental health and wellbeing advice, information, and treatment services specific to their needs. The website brings together vital information from trusted sources – providing confidential mental health support when and where it is needed.

Timing: October 2017 – April 2018.

Cost details: \$278,492 (GST exclusive).

Pregnancy and Flu campaign

The ‘pregnancy and flu’ communications targeted pregnant women to educate them about the benefits of influenza vaccination during pregnancy, and to encourage an increased uptake of the vaccine.

Timing: June and September 2017, and May 2018.

Cost details: \$286,471 (GST exclusive).

Cervical campaign

The Cervical screening communications were designed to inform women of changes to the National Cervical Screening Program which came into effect from 1 May 2017 and to encourage women to participate in the Program.

Timing: November 2017 to July 2018

Cost details: \$288,404 (GST exclusive).

Chapter 3: Historical Series of Campaign Advertising Media Expenditure

The table below details campaign advertising media expenditure placed through the CAS on half year, calendar year and financial year bases. This information is only available from January 2004, as different information was recorded prior to that time.

Table 2: Campaign Advertising Media Expenditure—January 2004 to June 2018

Period	Half Year (\$ million)	Calendar Year (\$ million)	Financial Year (\$ million)
2017–18			157.0
Jan–Jun 2018	80.4		
2017		135.8	
Jul–Dec 2017	76.7		
2016–17			100.1
Jan–Jun 2017	59.2		
2016		170.0	
Jul–Dec 2016	41.0		
2015–16			174.7
Jan–Jun 2016	129.1		
2015		113.7	
July–Dec 2015	45.6		
2014–15			107.1
Jan–Jun 2015	68.0		
2014		73.3	
July–Dec 2014	39.1		
2013–14			106.5
Jan–Jun 2014	34.2		
2013		170.8	
July–Dec 2013	72.3		
2012–13			138.9
Jan–Jun 2013	98.5		
2012		111.9	
July–Dec 2012	40.5		
2011–12			139.7
Jan–Jun 2012	71.4		
2011		148.7	
Jul–Dec 2011	68.4		
2010–11			116.9
Jan–Jun 2011	80.3		
2010		112.8	
Jul–Dec 2010	36.6		
2009–10			114.7
Jan–Jun 2010	76.2		
2009		115.3	

Period	Half Year (\$ million)	Calendar Year (\$ million)	Financial Year (\$ million)
Jul–Dec 2009	38.5		
2008–09			130.1
Jan–Jun 2009	76.9		
2008		86.6	
Jul–Dec 2008	53.2		
2007–08			185.3
Jan–Jun 2008	33.4		
2007		254.0	
Jul–Dec 2007	151.9		
2006–07			170.1
Jan–Jun 2007	102.1		
2006		116.5	
Jul–Dec 2006	68.0		
2005–06			120.5
Jan–Jun 2006	48.5		
2005		116.5	
Jul–Dec 2005	72.0		
2004–05			70.6
Jan–Jun 2005	44.5		
2004		78.8	
Jul–Dec 2004	26.1		
Jan–Jun 2004	52.7		

Source: Central Advertising System

Notes: Figures are rounded to one decimal place. Discrepancies are due to rounding. Expenditure for the 2004 calendar year differs between Table 2, which only includes expenditure by *Financial Management and Accountability Act 1997* (FMA Act) agencies and Table 3, which also includes expenditure by bodies subject to the *Commonwealth Authorities and Companies Act 1997* (CAC Act) and Territory Governments. From July 2014 onwards, the reporting relates to non-corporate Commonwealth entities under the PGPA Act.

In 2017-18 the Department of Health placed \$0.9 million in advertising activity outside of the CAS. 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

Calendar Year (\$ million)		Financial Year (\$ million)	
2004	94.4	2003–04	97.8
2003	63.9	2002–03	51.8
2002	60.4	2001–02	83.9
2001	117.3	2000–01	133.2
2000	177.6	1999–00	186.8
1999	91.4	1998–99	54.0
1998	57.6	1997–98	55.1
1997	50.3	1996–97	29.4
1996	36.1	1995–96	47.6
1995	54.9	1994–95	43.1

Source: Central Advertising System

Notes: Figures are rounded to one decimal place. Expenditure for the 2004 calendar year differs between Table 2, which only includes expenditure by FMA Act agencies, and Table 3, which also includes expenditure by bodies subject to the CAC Act and Territory Governments. From July 2014 onwards, the reporting relates 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. Agencies should seek advice from Finance if they are unsure whether an activity is an advertising campaign.
10. Simple, informative advertising that generally appears only once or twice, contains factual statements and typically has a low creative content is not an advertising campaign. This category of advertising is non-campaign advertising and includes, but is not limited to:
- » recruitment for specific job vacancies;
 - » auction and tender notices;
 - » invitations to make submissions or apply for grants;
 - » notification of date and/or location specific information (for example, notification of a public meeting at a particular time and place); and
 - » other public notices.

Campaign Review and Certification

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

- 4 of the Guidelines. Entities will be responsible for providing a report to their Chief Executive on campaign compliance with Principle 5 of the Guidelines.
- » Following consideration of the reports on campaign advertising compliance, the Chief Executive will certify that the campaign complies with the Guidelines and relevant Government policies.
 - » The Chief Executive will give the certification to the relevant Minister who may launch the campaign or approve its launch.
 - » The Chief Executive's certification will be published on the relevant entity's website when the campaign is launched.
 - » The conclusions of the Independent Communications Committee will be published on Finance's website after the campaign is launched.
15. Information campaigns of \$250,000 or more are not subject to review by the Independent Communications Committee or certification by the Chief Executive but must comply with these Guidelines and other relevant policies and processes as outlined in clause 4.
16. The Government will provide reports to the Parliament that detail expenditure on all advertising campaigns with expenditure in excess of \$250,000 commissioned by PGPA Act agencies.
17. Chief Executives will ensure that:
- » research reports for advertising campaigns with expenditure of \$250,000 or more are published on their entity web site following the launch of a campaign where it is appropriate to do so; and
 - » details of advertising campaigns undertaken will be published in entity annual reports.

Information and Advertising Campaign Principles

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

Principle 1: Campaigns should be relevant to government responsibilities

18. The subject matter of campaigns should be directly related to the Government's responsibilities. As such, only policies or programs underpinned by:
- » legislative authority; or
 - » appropriation of the Parliament; or
 - » a Cabinet Decision which is intended to be implemented during the current Parliament should be the subject of a campaign.

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

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

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

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

26. Campaigns must be presented in objective language and be free of political argument.

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

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

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

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

34. The manner of presentation and the delivery of campaigns must comply with all relevant laws including:
 - a. laws with respect to broadcasting and media;
 - b. privacy laws;
 - c. intellectual property laws;
 - d. electoral laws;
 - e. trade practices and consumer protection laws; and
 - f. workplace relations laws.
35. Procurement policies and procedures for the tendering and commissioning of services and the employment of suppliers are to be followed, and there must be a clear audit trail regarding decision making.