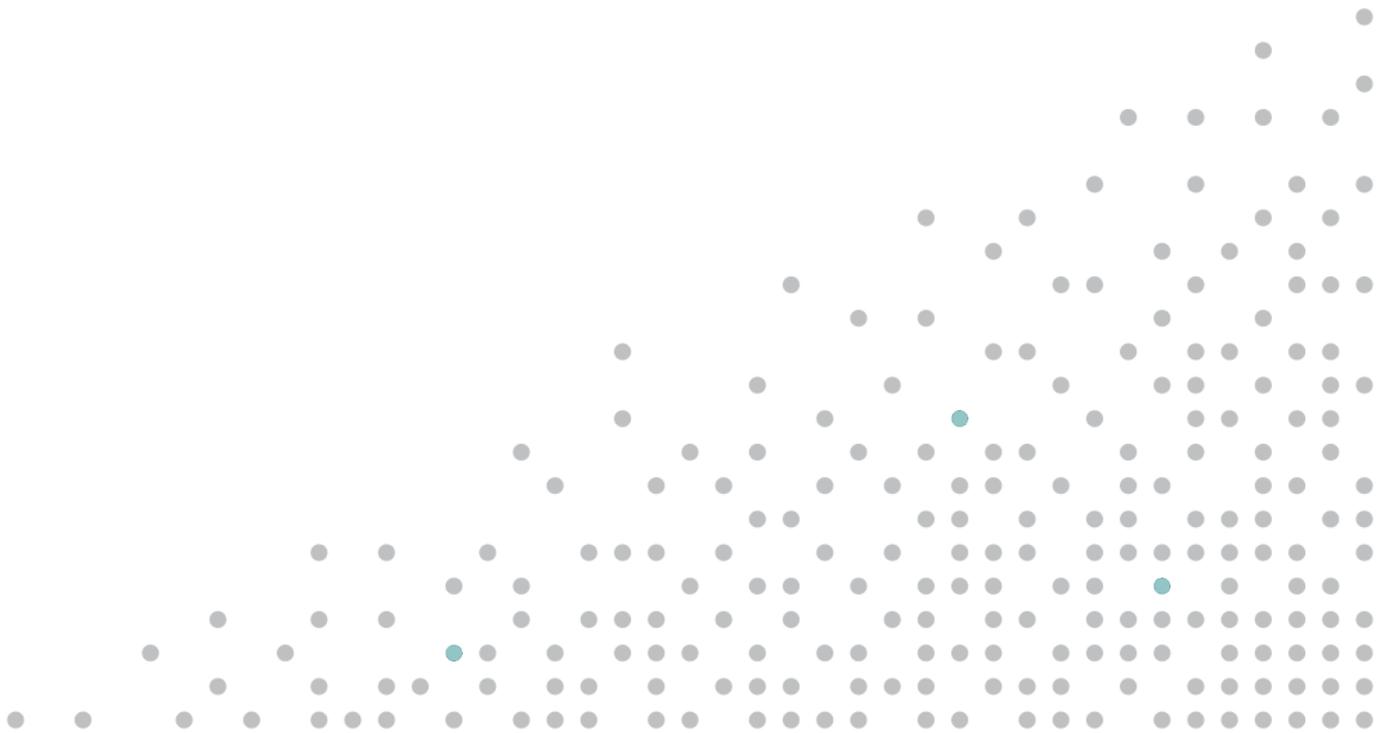




Australian Government
Department of Finance



Campaign Advertising by Australian Government Departments and Agencies

Annual Report 2016–17



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About the Reports on Campaign Advertising

This annual report details campaigns undertaken by departments and agencies (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 period from 1 July 2016 to 30 June 2017 and provides detail of 21 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 reporting') 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 Commonwealth Government 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 agency throughout the campaign development process.

Service Delivery and Coordination Committee

The Service Delivery and Coordination Committee (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 entities prior to them appearing in the media.

Independent Communications Committee

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 the Secretary or Chief Executive (Accountable Authorities) of an entity 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 Chief Executives at an early stage of campaign development. Entities 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 the Chief Executive 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

The Communications Advice Branch (CAB) in Finance provides policy advice, whole-of-government coordination, and assistance to agencies conducting advertising activities. During the reporting period, CAB's functions included:

- providing policy advice related to the framework for information and advertising campaigns and associated processes to the Special Minister of State;
- advising agencies on whether information and advertising activities fall within scope of the campaign advertising Guidelines;
- providing Secretariat services to the ICC;
- managing the Communications Multi-Use List (CMUL);
- as requested, assisting agencies with advice on formative and evaluative research, campaign proposals, communications strategies and associated briefs and shortlists for communications suppliers from the CMUL;
- providing advice on campaign advertising, including indicative costs for campaign elements;

- assisting with the management of the whole-of-government contract for media buying and placement as part of the Central Advertising System (CAS); and
- coordinating annual reports on campaign expenditure.

Central Advertising System

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, Dentsu Mitchell. During the period, Dentsu Mitchell 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.

Communications Multi-Use List (CMUL)

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

Non-corporate Commonwealth entities under the PGPA Act must use the CMUL when developing and implementing advertising and information campaigns valued at \$250,000 or more. The CMUL began operating on 31 March 2009 and 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 CMUL are available at <https://cmul.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 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. The Chief Executive's 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.

Chapter 2: Australian Government Campaign Expenditure from 1 July 2016 to 30 June 2017

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

A total of \$100.1 million was spent on all campaign advertising media placement during the reporting period, including \$3.9 million on ethnic media and \$1.5 million on Indigenous media.

Table 1: Advertising campaigns from 1 July 2016 to 30 June 2017

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	Indigenous
Attorney-General's Department	National Firearms Amnesty	–	0.1	–	–	0.0	–	–	0.1	–	–
Australia Bureau of Statistics	2016 Census	3.8	4.1	3.8	0.0	4.1	2.7	0.7	19.2	0.8	0.5
Australian Taxation Office	Tax Time 2016	–	–	–	–	0.2	–	–	0.2	–	–
	Tax Time 2017	–	–	–	–	0.0	–	–	0.0	–	–
Defence	Defence Force Recruiting	13.2	0.0	–	0.0	15.4	3.2	3.0	34.8	–	0.1
Employment	Jobactive (Restart)	2.1	–	1.4	–	2.0	–	–	5.6	0.0	–
	Parents Next	–	–	–	–	0.1	0.1	–	0.2	0.0	–
Foreign Affairs and Trade	Smarttraveller	1.5	0.1	0.0	0.0	1.2	–	–	2.8	0.2	–
Health	Breastscreen Australia	–	0.3	0.1	0.1	0.3	0.1	–	0.9	0.1	0.1
	Health Star Rating	–	–	0.0	–	1.0	0.3	–	1.3	0.1	0.1
	My Aged Care	–	1.8	0.7	0.1	0.3	–	–	2.9	0.1	0.0
	National Tobacco	3.1	0.1	1.3	0.0	1.5	0.6	–	6.6	–	0.5
	Physical Activity for Young Women	1.3	–	–	–	3.0	0.9	0.2	5.3	0.1	0.2
Immigration and Border Protection	Anti-People Smuggling (offshore)	–	–	–	–	1.7	–	–	1.7	1.7	–
	Anti-People Smuggling (onshore)	–	0.0	0.1	–	0.1	–	–	0.2	0.2	–
Industry, Innovation and Science	Business.gov.au	–	–	–	–	0.3	–	–	0.3	0.0	–
	Country of Origin Labelling for Food	2.3	0.4	0.2	–	1.4	0.4	–	4.7	0.1	0.1
Social Services	Stop It At the Start	–	–	–	–	0.5	0.4	–	0.9	–	–

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	Indigenous
Treasury	Small Business	2.1	0.6	1.1	–	1.9	–	–	5.7	0.2	0.0
	Tax Integrity	0.9	0.5	0.6	0.0	0.8	–	–	2.8	0.1	0.0
Veterans' Affairs	Handling Abuse Claims for Former ADF Personnel	–	0.1	0.2	–	–	–	–	0.3	–	–
-	Other media expenditure including activity less than \$250,000	0.1	0.2	0.1	0.5	2.6	0.0	–	3.6	0.1	0.0
Total		30.5	8.2	9.7	0.9	38.3	8.7	3.9	100.1	3.9	1.5

Notes: Figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.
 All figures are gross media spend (exclusive of GST).
 '–' indicates that no media was placed in this medium.
 '0.0' indicates that media was placed in this medium, though less than \$50,000 was spent.

Source: Central Advertising System

Campaign Summaries and Expenditure

This section provides information on campaign summaries, running dates, contract values, suppliers engaged and, where 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.

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: 16 June 2017

Campaign end date: 30 June 2017

Summary: The National Firearms Amnesty was a joint Commonwealth, state and territory initiative designed to increase public safety by reducing the number of unregistered firearms in Australia.

Exception reporting: Ethnic and Indigenous media did not feature in the initial days of the campaign, but were utilised for the remainder of the campaign that appeared in the following financial year.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	99	99	4	ICON Agency
Market research	34	34	4	Essence Communications
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	105			
Sub-total	238			

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

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

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

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

Australian Bureau of Statistics: 2016 Census

Campaign commencement date: 24 July 2016

Campaign end date: 3 September 2016

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

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	214	322	5	BWM Dentsu
Market research	455	239	5	DBM Consultants
Public relations	263	204	5	Fenton Communications
Multicultural marketing	790	725	5	Ethnic Communications
Indigenous communications	—	—	—	—
Printed materials and direct mail	109			
Other	374			
Sub-total	2,205			

Summary	Expenditure (\$ million)
Consultants, services and other	2.2
Media placement	19.2
<i>Indigenous media</i>	0.5
<i>Ethnic media</i>	0.8
Total	21.4

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.

Australian Taxation Office: *Tax Time 2016*

Campaign commencement date: 1 July 2016

Campaign end date: 31 October 2016

Summary: The purpose of the Tax Time campaign was to remind taxpayers to prepare and lodge their income tax return, on time, and through the Australian Taxation Office's (ATO) preferred channel (online). The target audience was taxpayers who prepare and lodge their own tax returns.

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.

Australian Taxation Office: *Tax Time 2017*

Campaign commencement date: 20 June 2017

Campaign end date: 30 June 2017

Summary: The purpose of the Tax Time campaign was to ensure individuals are able to quickly and easily find all the information they need to lodge confidently. The target audience was all individual taxpayers who need 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	0.0
<i>Indigenous media</i>	—
<i>Ethnic media</i>	
Total	0.0

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 Defence: *Defence Force Recruiting*

Campaign commencement date: 1 July 2016

Campaign end date: 30 June 2017

Summary: This is an ongoing campaign to correct common misperceptions about the Service brands and maintain a flow of applications to fill around 7,800 Officer and General Entry positions in the Navy, Army and Air Force. While advertising aims to reach older candidates and influencers, the key target audience is 16-24 and 25-35 year old males and females nationally. One of Defence Force Recruiting's main focuses this year was diversity candidates.

Exception reporting: A culturally and linguistically diverse campaign aimed at influencers (parents, community leaders, etc.) was intended to launch 2016–17, however launched in the 2017–18 period.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	16,462	5,391	Existing contract	Havas Worldwide
Market research	74	–	Existing standing offer	GfK Australia
	546	–	Existing standing offer	Hall and Partners Open Mind
	73	–	Existing standing offer	Kantar Public
	252	–	Existing standing offer	Chat House Research
	55	–	Existing standing offer	Whereto Research
Public relations	64	–	Existing standing offer	Progressive PR
	322	–	Existing standing offer	Haystac
	150	–	Existing standing offer	Cox Inall Change
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–	–	–	–
Other	839	–	–	–
Sub-total	18,837	–	–	–

Summary	Expenditure (\$ million)
Consultants, services and other	18.8
Media placement	34.8
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	–
Total	53.6

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 Employment: *jobactive*

Campaign commencement date: 5 February 2017

Campaign end date: 30 June 2017

Summary: jobactive is the Australian Government's employment services system that connects job seekers with employers. The jobactive (including Restart) campaign targets employers and aims 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. The campaign directed employers to the jobactive website where they could locate their local jobactive providers. This was the second phase of the jobactive (including Restart) campaign.

Exception reporting: Indigenous specific channels were not required as Indigenous businesses access mainstream media to a high level.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	232	3,449	Existing supplier	J. Walter Thompson
Market research	117	1,110	Existing supplier	Kantar Public
	236	721	Existing supplier	DBM Consultants
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	21			
Other	244			
Sub-total	850			

Summary	Expenditure (\$ million)
Consultants, services and other	0.9
Media placement	5.6
<i>Indigenous media</i>	–
<i>Ethnic media</i>	0.0
Total	6.5

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 Employment: *ParentsNext*

Campaign commencement date: 9 April 2017

Campaign end date: 30 June 2017

Summary: ParentsNext is a pre-employment program that assists parents with young children to identify their education and employment goals, develop a pathway to achieve their goals, and link them to activities and services in the local community. The ParentsNext campaign aims were to raise awareness and encourage take up of ParentsNext by eligible parents residing in the 10 select locations where ParentsNext was in operation.

Exception reporting: Due to the size of the campaign, Indigenous media was not utilised. This audience segment was targeted through social media channels.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	241	300	4	Venus Communications
Market research	178	333	4	Whereto Research
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	27			
Other	35			
Sub-total	481			

Summary	Expenditure (\$ million)
Consultants, services and other	0.5
Media placement	0.2
<i>Indigenous media</i>	–
<i>Ethnic media</i>	0.0
Total	0.7

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

Media figures are drawn from Table 1.

'–' indicates 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: 21 August 2016

Campaign end date: 25 June 2017

Summary: The Smartraveller public information campaign aims to educate Australians to travel safely and securely overseas. Phase IV of the campaign focuses on encouraging greater self-reliance and personal responsibility, 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	–	–	Existing contract	Arnold Furnace
Market research	108	108	Existing contract	Ipsos Public Affairs
Public relations	7	184	Existing contract	N2N
Multicultural marketing	152	153	Existing contract	Ethnic Communications
Indigenous communications	–	–	–	–
Printed materials and direct mail	14			
Other	1			
Sub-total	282			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	2.8
<i>Indigenous media</i>	–
<i>Ethnic media</i>	0.2
Total	3.1

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: *BreastScreen Australia*

Campaign commencement date: 12 February 2017

Campaign end date: 25 March 2017

Summary: The Australian Government has increased its commitment to the early detection of breast cancer by expanding the BreastScreen Australia target age to include women aged 70–74 years. The BreastScreen Australia campaign supports this expansion through activities designed to inform women of the changes and encourage their participation in the program.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	–	–	–	–
Market research	72	72	Existing standing offer	Whereto Research
Public relations	–	–	–	–
Multicultural marketing	1	–	Existing standing offer	Ethnic Communications
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	73			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	0.9
<i>Indigenous media</i>	<i>0.1</i>
<i>Ethnic media</i>	<i>0.1</i>
Total	1.0

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: *Health Star Rating*

Campaign commencement date: 6 February 2017

Campaign end date: 26 March 2017

Summary: The Health Star Rating campaign supports the implementation of the Health Star Rating system, a voluntary front-of-pack labelling system that was introduced by the Australian and New Zealand Ministerial Forum on Food Regulation on 27 June 2014. The fourth phase of the Health Star Rating campaign aimed to increase awareness of the Health Star Rating System to grocery buyers aged 18+, whilst also helping consumers make healthier choices when purchasing packaged food items.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	2	5	Existing standing offer	303 MullenLowe Australia
Market research	12	24	Existing standing offer	Pollinate
Multicultural marketing	25	25	3	Ethnic Communications
Indigenous communications	24	25	3	26 Letters Communications
Printed materials and direct mail	—			
Other	38			
Sub-total	101			

Summary	Expenditure (\$ million)
Consultants, services and other	0.1
Media placement	1.3
<i>Indigenous media</i>	<i>0.1</i>
<i>Ethnic media</i>	<i>0.1</i>
Total	1.4

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

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

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

Department of Health: *My Aged Care*

Campaign commencement date: 1 June 2017

Campaign end date: 30 June 2017

Summary: Phase 2 of the My Aged Care campaign continued to increase awareness of aged care services available and to encourage the target audience to plan ahead before a crisis situation occurs. It targeted people 65 years+ within Australia, with a secondary target audience of families, friends and carers (45–64 years) as influencers.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	510	510	Existing standing offer	303 MullenLowe Australia
Market research	254	510	Existing standing offer	Kantar Public
Multicultural marketing	146	146	Existing standing offer	26 Letters Communications
Indigenous communications	160	160	Existing standing offer	26 Letters Communications
Printed materials and direct mail	42			
Other	55			
Sub-total	1,167			

Summary	Expenditure (\$ million)
Consultants, services and other	1.2
Media placement	2.9
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.1
Total	4.1

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: *National Tobacco*

Campaign commencement date: 29 January 2017

Campaign end date: 25 June 2017

Summary: The National Tobacco Campaign (NTC) forms part of the Australian Government's comprehensive range of initiatives designed to contribute to a reduction in the prevalence of adult daily smoking rates. This phase of the NTC targeted Aboriginal and Torres Strait Islander smokers and recent quitters aged 18–40 years with 'Don't Make Smokes Your Story', and pregnant women and their partners with 'Quit for You, Quit for Two' creative materials.

Exception reporting: The campaign specifically targeted Aboriginal and Torres Strait Islander smokers and recent quitters. This population continues to have the highest rates of smoking. 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	251	800	Existing standing offer	Carbon Creative
Advertising	60	60	1	BCM Partnership
Market research	151	162	Existing standing offer	ORC International
Multicultural marketing	–	–	–	–
Indigenous communications	6	8	Existing standing officer	Carbon Creative
Printed materials and direct mail	25			
Other	568			
Sub-total	1,061			

Summary	Expenditure (\$ million)
Consultants, services and other	1.1
Media placement	6.6
<i>Indigenous media</i>	0.5
<i>Ethnic media</i>	–
Total	7.7

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 Health: *Physical Activity for Young Women*

Campaign commencement date: 18 February 2017

Campaign end date: 5 June 2017

Summary: The Australian Government is working to address preventable illness and morbidity through the promotion of healthy lifestyles. The Girls Make Your Move campaign aimed to encourage and support young women aged 12–19 years to be more active and reinforce the many benefits of an active life through recreation, sport or incidental physical activity. The second phase of the campaign focused on positive reinforcement towards an active lifestyle and highlighted the physical, mental and social benefits to young women.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	261	292	Existing standing offer	AJF Partnership
Market research	73	76	Existing standing offer	Kantar Public
	101	102	Existing standing offer	GfK Australia
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	7			
Other	31			
Sub-total	473			

Summary	Expenditure (\$ million)
Consultants, services and other	0.5
Media placement	5.3
<i>Indigenous media</i>	0.2
<i>Ethnic media</i>	0.1
Total	5.8

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.

Department of Immigration and Border Protection: *Anti-People Smuggling (offshore)*

Campaign commencement date: 1 July 2016

Campaign end date: 30 June 2017

Summary: The anti-people smuggling communication campaign aims 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 was not applicable to this campaign

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	71	160	Existing contract	Ensemble
Market research	–	–	–	–
Public relations	–	–	–	–
Multicultural marketing	270	409	Existing contract	LOTE Marketing
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	341			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	1.7
<i>Indigenous media</i>	–
<i>Ethnic media</i>	1.7
Total	2.0

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 Immigration and Border Protection: *Anti-People Smuggling (onshore)*

Campaign commencement date: 21 August 2016

Campaign end date: 30 November 2016

Summary: The anti-people smuggling campaign (onshore) aims to educate diaspora communities in Australia about the Australian Government's border protection policies, to share with their friends and family offshore who may be considering travelling illegally to Australia by boat.

Exception reporting: Indigenous media was 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	152	277	Existing contract	McNair Ingenuity Research
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	152			

Summary	Expenditure (\$ million)
Consultants, services and other	0.2
Media placement	0.2
<i>Indigenous media</i>	—
<i>Ethnic media</i>	0.2
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 Industry, Innovation and Science: *Business.gov.au*

Campaign commencement date: 23 February 2017

Campaign end date: 30 June 2017

Summary: The ‘Visit Us’ campaign was developed to help Small and Medium Enterprises with the tools and resources they need to thrive. The campaign objectives were to increase awareness and visitation to business.gov.au and attract new subscribers.

Exception reporting: Due to the size of the campaign, and the use of only digital channels, no Indigenous specific media was used.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	34	34	–	Dentsu Mitchell
Market research	18	18	–	AMR Interactive
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	52			

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

Department of Industry, Innovation and Science: *Country of Origin Labelling for Food*

Campaign commencement date: 23 April 2017

Campaign end date: 27 May 2017

Summary: The purpose of the campaign was to ensure Australian consumers know about the Australian Government's reforms to country of origin labelling for food so they can make informed choices about the food they buy. It was also to ensure affected businesses are equipped with adequate information about the Australian Government's reforms to country of origin labelling for food to enable them to meet the new requirements under the Information Standard.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	567	2,000	Existing contract	Clemenger BBDO
Market research	95	218	Existing contract	Hall & Partners Open Mind
Public relations	—	—	—	—
Multicultural marketing	220	290	Existing contract	Embrace Society
Indigenous communications	—	—	—	—
Printed materials and direct mail	20			
Other	19			
Sub-total	921			

Summary	Expenditure (\$ million)
Consultants, services and other	0.9
Media placement	4.7
<i>Indigenous media</i>	0.1
<i>Ethnic media</i>	0.1
Total	5.6

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 Social Services: *Stop it at the Start*

Campaign commencement date: 5 March 2017

Campaign end date: 15 April 2017

Summary: The national campaign, Stop it at the Start, aimed 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.

Exception reporting: Indigenous and culturally and linguistically diverse audiences were targeted through the mainstream media buy, in addition to a range of below-the-line activities.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	78	1,213	Existing contract	BMF Advertising
Market research	168	550	1	Kantar Public
	180	408	Existing contract	Hall & Partners Open Mind
Public relations	349	800	Existing contract	Fenton Strategic Communications
Multicultural marketing	309	595	Existing contract	Ethnic Communications
Indigenous communications	336	500	Existing contract	33 Creative
Printed materials and direct mail	45			
Other	–			
Sub-total	1,465			

Summary	Expenditure (\$ million)
Consultants, services and other	1.5
Media placement	0.9
<i>Indigenous media</i>	–
<i>Ethnic media</i>	–
Total	2.4

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.

The Treasury: *Small Business*

Campaign commencement date: 9 April 2017

Campaign end date: 30 June 2017

Summary: The aim of the campaign was to communicate the Australian Government’s small business measures to small business and their advisors. The campaign will also demonstrate the diverse nature of small business and the importance of creating a strong, confident and vibrant sector to the Australian community.

Consultants, services and other costs	Expenditure (\$ thousand)	Contract value (\$ thousand)	No. of potential suppliers invited to tender	Supplier
Advertising	1,474	2,068	4	JWT Australia
Market research	398	411	1	JWS Research
	216	360	5	Pollinate
Public relations	727	1,454	4	N2N Communications
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	91			
Sub-total	2,906			

Summary	Expenditure (\$ million)
Consultants, services and other	2.9
Media placement	5.7
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.2
Total	8.6

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.

The Treasury: *Tax Integrity*

Campaign commencement date: 18 June 2017

Campaign end date: 30 June 2017

Summary: The aim of the campaign was to communicate the Australian 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	940	1,395	3	BMF Advertising
Market research	194	325	1	JWS Research
	136	244	1	Pollinate
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
Indigenous communications	–	–	–	–
Printed materials and direct mail	–			
Other	31			
Sub-total	1.301			

Summary	Expenditure (\$ million)
Consultants, services and other	1.3
Media placement	2.8
<i>Indigenous media</i>	0.0
<i>Ethnic media</i>	0.1
Total	4.1

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

Campaign commencement date: 25 June 2017

Campaign end date: 30 June 2017

Summary: The campaign encouraged men aged 60+ 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	215	215	1	Dentsu Mitchell
Market research	42	42	2	Kantar Public
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
Indigenous communications	—	—	—	—
Printed materials and direct mail	—			
Other	—			
Sub-total	257			

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

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.

Chapter 3: Historical Series of Campaign Advertising Media Expenditure

The table below details campaign advertising media expenditure 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 2017

Period	Half Year (\$ million)	Calendar Year (\$ million)	Financial Year (\$ million)
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	
Jul-Dec 2009	38.5		
2008-09			130.1
Jan-Jun 2009	76.9		
2008		86.6	

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

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.

Source: Central Advertising System

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

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

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

Source: Central Advertising System

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;
 - a. directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
 - b. include party political slogans or images;
 - c. be designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or
 - d. 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.