

Victorian Government Advertising Plan 2016-17



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Foreword

Victorians expect that their government will provide them with the information they need, when they need it.

Whether informing the community about government programs and services, promoting safe and healthy behaviour or making Victorians aware of their rights and obligations, advertising plays an integral role facilitating discussion between government and the community.

Victorian Government agencies have proven themselves, on many occasions, to be world leaders in advertising in areas such as road safety, workplace health and tourism promotion. However, we know that Victorians also expect advertising to be used appropriately, efficiently and with the necessary level of accountability.

To this end, the government has established a rigorous centralised planning, approval and evaluation process to ensure that government advertising campaigns focus on priority areas and are fully planned, well executed and properly evaluated.

We are determined to ensure that all government advertising is effective and represents good value.

The Public Administration Amendment (Public Sector Communication Standards) Bill 2016 was introduced to Parliament in April 2016 and has progressed to the Legislative Council for debate. The Bill will return integrity to government advertising by banning taxpayer-funded political advertising and placing new limitations on government use of television advertising.

The publication of this annual advertising plan is a further demonstration of the government's efforts to improve openness and accountability of government advertising. The plan outlines five priority areas for government communications and details the government's planned investment for each of these areas in 2016-17.

The advertising plan will ensure that government funds are well spent, while continuing to support effective communication with the community about key health, safety and behaviour change activities being undertaken in 2016-17. For comparative purposes, this plan also includes a summary of government advertising expenditure for 2015-16.

This is the first time that the Victorian Government has provided detailed information about its planned advertising. We are pleased to take this step, to improve transparency and accountability.

Gavin Jennings MLC
Special Minister of State



About this plan

The Victorian Government Advertising Plan 2016–17 is part of the government’s new stringent and strategic approach to government advertising.

In developing the plan, all proposed Victorian Government advertising campaigns for 2016–17 were considered and assessed, with priority given to activities that support vital health, safety and community wellbeing objectives, assist Victorians to respond to disruptions or service changes, or support economic or commercial development.

Despite the need to deliver significant public safety messages and keep the public informed about disruptions and service changes arising from major infrastructure works, government anticipates that total advertising expenditure for 2016–17, including non-campaign advertising, will be consistent with spending across recent years.

The plan outlines expenditure on Victorian Government campaign advertising considered necessary in 2016–17. Before individual advertising campaigns are completed, they are subject to a further layer of scrutiny to ensure that final expenditure plans are prudent and represent the minimum required to achieve each campaign’s strategic objectives.

Over the course of the year, government advertising priorities may also change in response to different circumstances or emerging issues. Therefore, some advertising included within the 2016–17 plan may not take place as scheduled, or advertising may be undertaken that has not been anticipated.

Advertising in response to unexpected emergencies (such as severe heat warnings) will be considered on a case-by-case basis and does not form part of this plan.

Following the conclusion of the 2016–17 financial year, the Victorian Government will publish an advertising report showing actual expenditure for the year. Expenditure on advertising campaigns with media advertising costs greater than \$100,000 will also be published in departments’ and agencies’ 2016–17 annual reports.

Reduced government advertising spending in 2015–16

Since their introduction, the government’s advertising reforms have delivered material savings in advertising expenditure – total government advertising spending for 2015–16 was \$74.9 million, a decrease of approximately 25 per cent compared to the average annual expenditure of more than \$100 million for the period 2010–11 to 2013–14.

Government advertising spending for 2015–16 is reported in more detail in *Appendix A* of this plan.



Advertising standards in legislation

The government is further strengthening governance of advertising by legislating new standards to prohibit taxpayer-funded political advertising. These strong measures will guard against wasteful and inappropriate use of public resources.

Importantly, the proposed Public Sector Communication Standards Bill will also restrict government television advertising to five purposes or 'priority areas'. No other government television advertising will be permitted.

All advertising campaigns included in the government's 2016-17 advertising plan have been allocated to one of these five communications priority areas:

- to promote public safety, personal security or behavioural change
- to promote social cohesion, civic pride or community spirit within the general public
- to promote commercial or economic development within the state
- to generate revenue for public sector bodies or for the state through consumption of products or services delivered by or in partnership with public sector bodies
- to promote compliance with legislative requirements.

The Public Sector Communication Standards Bill can be viewed online at www.legislation.vic.gov.au.

Non-campaign advertising

The Victorian Government classifies paid media advertising as either 'campaign' or 'non-campaign' advertising.

Campaign advertising generally involves a series of advertisements intended to communicate a particular message – for example, road safety. Campaign advertising represents the majority of the government's advertising activity.

Non-campaign advertising includes recruitment advertising, as well as functional advertising (such as requests for tender, notifications about community meetings and road closure notices).

Non-campaign advertising is largely non-discretionary; however, the government is committed to undertaking all non-campaign advertising as cost effectively as possible. For example, in March 2016, government departments were directed to cease placing non-campaign advertising in metropolitan newspapers, in favour of using digital channels which can more effectively and efficiently reach the relevant audience.

This direction does not limit government's discretion to place non-campaign advertising in culturally and linguistically diverse and regional publications where necessary.

Government anticipates that non-campaign advertising expenditure for 2016-17 will be similar to the total amount of non-campaign expenditure in 2015-16 (\$15.4 million).



Maintaining critical health, safety and behaviour change communication activities

Reforms to strengthen the governance and integrity of Victorian Government advertising, ban political advertising and ensure government uses the most effective communication channels have improved the efficiency of government advertising and helped ensure good value for money.

At the same time, the government has an obligation to support essential health and safety activities and behaviour change campaigns tackling critical issues such as family violence. These activities are often undertaken by independent government bodies with statutory obligations to educate and inform the community, rather than by core government departments.

In 2016-17 the government will continue effective and timely communications with the community about disruptions and service changes caused by major infrastructure projects such as level crossing removals and Melbourne Metro Tunnel. The community needs timely and accurate information about disruptions that may affect them and alternative transport arrangements.

The government considers that all of this activity is critical to delivering the government's strategic priorities for Victoria while representing an effective investment of public money. Planned advertising against each of the government's five communications priority areas for 2016-17 are covered in detail in the following pages.

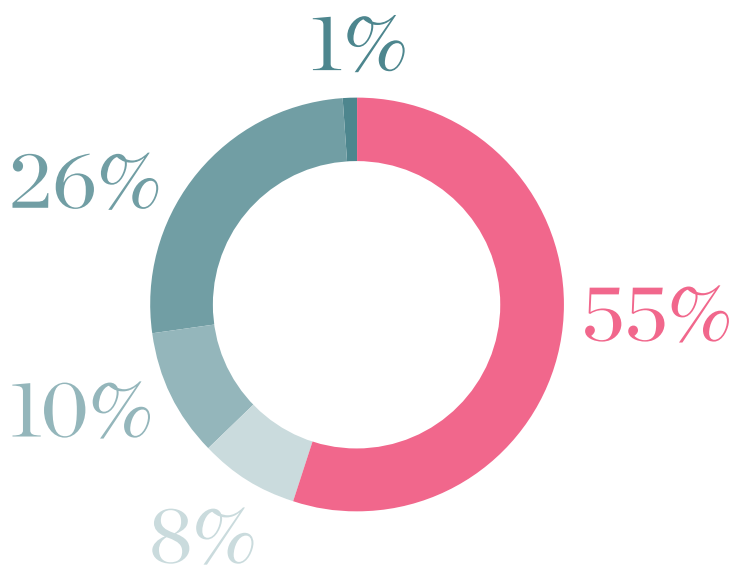


Government campaign advertising for 2016-17

All campaign advertising undertaken by the Victorian Government during 2016-17 will fulfil one of five priority areas for government communications outlined in the Public Sector Communication Standards Bill.

The chart below shows planned spending for each priority area as a proportion of the government's overall expenditure on campaign advertising for 2016-17.

Campaign advertising by priority area – 2016-17



- Public safety and behaviour change (55%)
- Social cohesion (8%)
- Supporting economic investment (10%)
- Generation of revenue to support institutions/events (26%)
- Compliance with laws (1%)

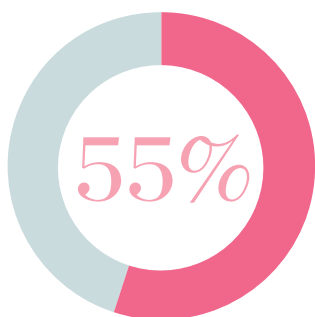
More information about each priority area, including examples of significant advertising campaigns planned for 2016-17, is provided on the following pages.

Priority area 1

PUBLIC SAFETY, PERSONAL SECURITY AND BEHAVIOUR CHANGE

Government invests significantly in this priority area to promote safe and responsible behaviour and support and assistance services, to advise of service disruptions and promote programs that help people stay safe and well.

Priority area 1



■ Public safety, personal security and behaviour change

In 2016-17 this priority area will include advertising to address perennial issues such as road safety and summer fire preparedness, as well as a new campaign focusing on preventing family violence and campaigns to recruit more police, Protective Services Officers and fire fighters.

Road safety and workplace safety

The Transport Accident Commission and WorkSafe Victoria deliver critical safety messages to reduce the risk of deaths or injuries. In 2016-17 this will include promoting responsible behaviours and practices and educating Victorians about how to stay safe on the roads and at work.

Summer fire safety

The Department of Justice and Regulation works with emergency services agencies to improve community understanding of fire and fire safety. In 2016-17 summer fire safety advertising will support Victorians, especially those living in high-risk areas, with advice and information about how to respond in a fire emergency to minimise injury and loss of life. Advertising will also advise the community of planned burning activities.

Level crossing removals and Metro Tunnel rail works

In response to significant infrastructure works in 2016-17, the Level Crossing Removal Authority and Melbourne Metro Rail Authority will inform local communities and travellers about upcoming disruptions and service changes that may affect them. Advertising will encourage travellers to adapt their travel patterns and take advantage of alternative transport arrangements to minimise disruptions.

Family violence

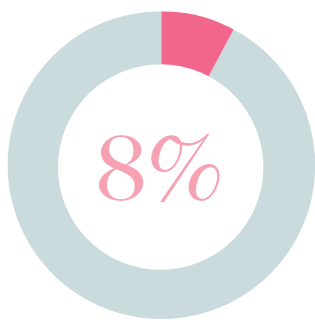
In 2015, the government made a strong commitment to new programs to prevent family violence. During 2016-17, the Department of Premier and Cabinet will undertake communications to support engagement and consultation with the community, services sector and other stakeholders on this important issue, as well as to support the co-design of policy and service delivery responses.

Priority area 2

SOCIAL COHESION, CIVIC PRIDE AND COMMUNITY SPIRIT

Advertising in this priority area supports Victorians to participate in public life, engage with their community, understand their rights and responsibilities and play a part in maintaining Victoria's many cultural, social and natural assets.

Priority area 2



■ Social cohesion, civic pride and community spirit

Australia Day

Australia Day promotes community cohesion and pride by encouraging Victorians to celebrate and show their appreciation for Australia, its strong multicultural community and the many shared values that bring Australians together. This advertising will promote the program of free Australia Day events and activities taking place in 2016-17.

Anzac Centenary program

Acknowledging the service and sacrifice of Victoria's veterans and educating Victorians about the state's significant military history and its lasting legacy helps foster civic pride and community spirit. This targeted advertising will promote key Anzac events and programs taking place in Victoria throughout 2016-17.

'Bring Your Own Bag' campaign

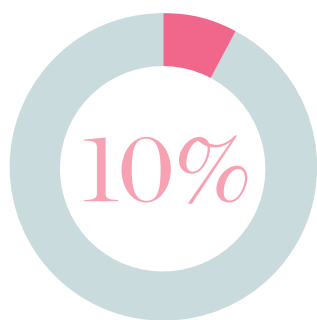
Plastic bags are a leading cause of marine litter endangering wildlife. This advertising campaign run by Sustainability Victoria will promote alternatives to plastic bags to help keep marine life safe.

Priority area 3

COMMERCIAL AND ECONOMIC INVESTMENT IN VICTORIA

This priority area includes advertising campaigns that help grow Victoria's economy and promote investment by driving tourism, increasing employment and career opportunities, promoting business and commercial development, and encouraging regional growth.

Priority area 3



■ Commercial and economic investment in Victoria

Tourism promotion

In 2016-17 Visit Victoria will undertake advertising campaigns to promote intra-state, inter-state and international tourism and attract visitors and business to Melbourne and regional Victoria.

Small Business Festival

Small Business Victoria promotes its annual Small Business Festival to help build business capacity and highlight the contribution of small business to Victoria's economy. This advertising campaign will publicise the festival to small business owners and operators, and highlight the opportunity it presents for small businesses to learn new ideas and tips and establish new networks.

Trade and investment in Victoria

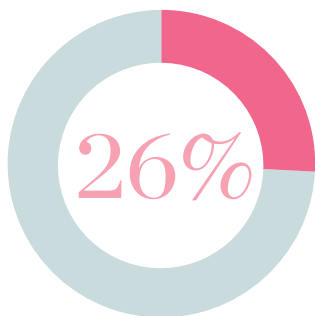
Invest Victoria showcases Victoria to the world to help attract international business and commercial activity. This advertising campaign will promote Victoria's commercial strengths, world-class major events and liveability and position Victoria as a prime destination for international businesses.

Priority area 4

GENERATION OF REVENUE TO SUPPORT INSTITUTIONS AND EVENTS

This priority area supports Victoria's many iconic arts and educational institutions and major events, which offer world-class attractions, events and services for all Victorians and attract interstate and international visitors.

Priority area 4



- Generation of revenue to support institutions and events

Many of these institutions rely on advertising to attract the patronage and attendance that generates revenue for their programs and activities.

Arts agencies

Institutions such as Arts Centre Melbourne, the National Gallery of Victoria and the Australian Centre for the Moving Image will host a diverse range of programs throughout the year. In 2016-17 advertising will help inform Victorians about events at these iconic venues and attract visitors.

TAFE enrolments

Victoria's TAFE institutions provide Victorians with the skills they need for the jobs they want. Advertising in 2016-17 will educate Victorians about what TAFEs have to offer and encourage them to explore the many opportunities for learning, development and advancement offered by Victorian TAFEs.

Zoos

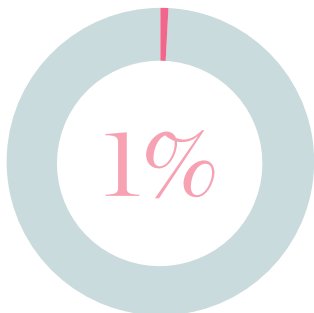
Melbourne Zoo, Healesville Sanctuary and Werribee Open Range Zoo are iconic tourism drawcards, family destinations and centres for learning and conservation. Advertising by Zoos Victoria will publicise new experiences and encourage Victorians to visit, explore and learn about the natural heritage of Australia and the world.

Priority area 5

COMPLIANCE WITH LEGISLATIVE REQUIREMENTS

When there are changes to laws or regulations that affect Victorians, government has a responsibility to communicate the changes to assist the transition to the new arrangements. For wide-ranging changes, advertising provides an essential means of reaching as many affected people as possible.

Priority area 5



■ Compliance with legislative requirements

E-waste in landfill

The Victorian Government has committed to banning e-waste (for example, computers, mobile phones and televisions) from landfill. This campaign will support consultation with industry, business and the community to develop the best approach for this initiative and inform Victorians of their responsibilities.

Tobacco Amendment Bill 2016

In 2016, the government introduced legislation into Parliament to ban smoking in outdoor dining areas and regulate electronic cigarettes from 1 August 2017. This campaign will make businesses and the community aware of the changes should the legislation be passed.

Local council elections

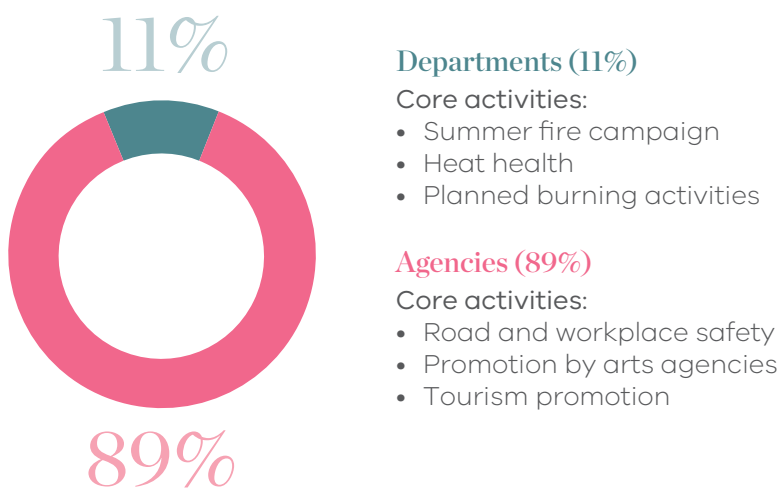
The Victorian Electoral Commission publicises arrangements for voting in local and state government elections to help Victorians exercise their democratic rights and responsibilities. In 2016-17, advertising will support Victorians to participate in local council elections being held across the state.

Department and agency campaign advertising: 2015-16 and 2016-17

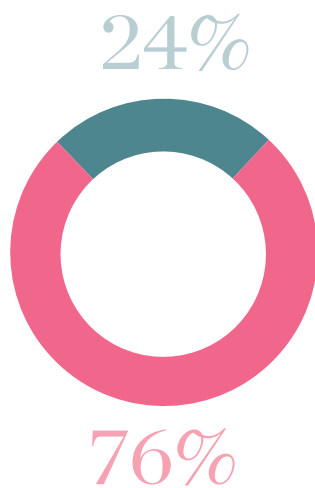
The following charts show the proportion of actual campaign advertising undertaken by government departments and independent agencies for 2015-16 as well as planned campaign expenditure for 2016-17.

Each chart includes examples of significant departmental and agency advertising campaigns, including for major new initiatives in 2016-17.

Total campaign advertising spend – 2015–16



Total planned campaign advertising spend – 2016–17



Departments (24%)

Continuing core activities:

- Summer fire campaign
- Heat health
- Planned burning activities

New initiatives in key areas:

- Family violence
- Trade and investment

Agencies (76%)

Continuing core activities:

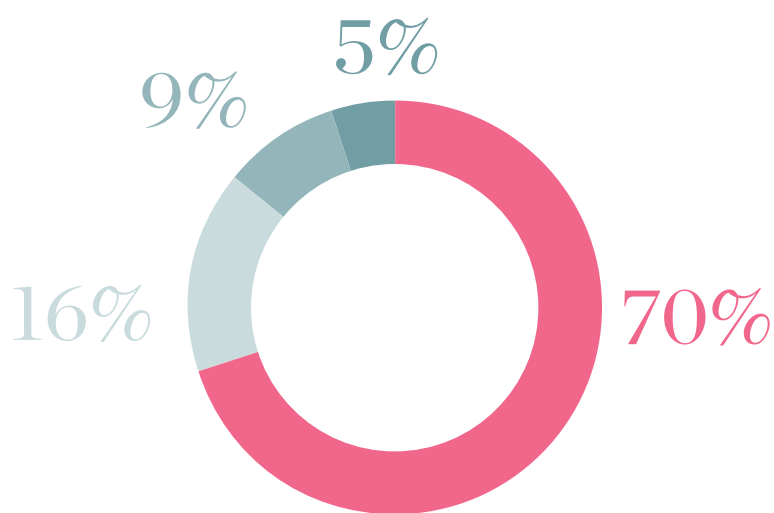
- Road and workplace safety
- Promotion by arts agencies
- Tourism promotion

New initiatives in key areas:

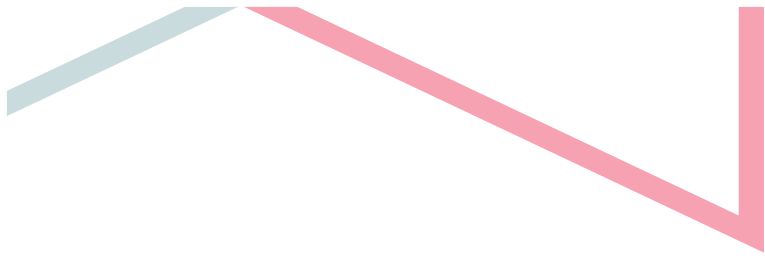
- Level crossing removals
- Police recruitment

Appendix A – Victorian Government advertising in 2015-16

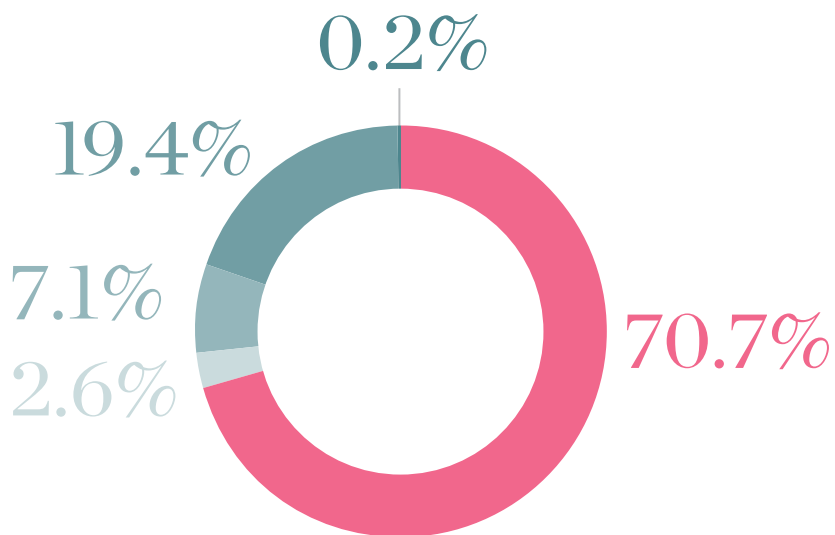
Victorian Government total advertising
expenditure 2015-16 – percentage of campaign
/non-campaign, departments/agencies



- Agency – Campaign
- Agency – Non-campaign
- Department – Campaign
- Department – Non-campaign



Victorian Government campaign
expenditure 2015–16 – percentage
of total by communications priority area



- Public safety and behaviour change (70.7%)
- Social cohesion (2.6%)
- Supporting economic investment (7.1%)
- Generation of revenue to support institutions/events (19.4%)
- Compliance with laws (0.2%)

Victorian Government total advertising expenditure – 2008–09 to 2015–16

