

VICTORIAN
GOVERNMENT
ADVERTISING
REPORT
2012–13



INTRODUCTION

This report provides an overview of Victorian Government advertising for the period 1 July 2012 to 30 June 2013.

The Victorian Government has an obligation to inform Victorians about services, legislation and public policy which may affect them. For example, in 2012/13, Government information and education campaigns have been developed to improve driver safety and reduce road fatalities, to help people prepare in case of emergencies such as bush fires, and to build the economy by promoting Victoria as a tourist destination.

Government also has a responsibility to be open and accountable, ensuring fairness and appropriateness in all of its communication with Victorians. The publication of this report extends the Victorian Government's commitment to promoting transparency and accountability in relation to advertising expenditure.

This section provides information about media expenditure through the whole of Victorian Government Master Agency Media Service (MAMS) contract.

The campaign advertising report provides, for the first time, information about advertising campaigns with media expenditure of \$150,000 or more that were completed in the 2012–13 year. In 2012, the Government committed to publishing the total cost of all advertising campaigns with media expenditure of \$150,000 or more. This is consistent with a finding of the Public Accounts and Expenditure Committee (2008) and practices in other jurisdictions. Information about expenditure on major advertising campaigns is also available in the annual reports of government departments and public bodies from 2012–13.

MEDIA EXPENDITURE

Victorian Government departments and public bodies are obliged to purchase media through the Master Agency Media Service (MAMS) State Purchase Contracts (SPC). MAMS aggregates Victorian Government media expenditure improving value for money through savings, discounts, benefits and strategic service efficiencies.

Approximately 480 organisations are eligible to use the MAMS contracts and qualify for significantly discounted government media rates. In 2012–13, MAMS users included:

1. all nine Victorian Government departments; and
2. public bodies (which include but are not limited to statutory authorities, public entities, special bodies and other users) such as: Transport Accident Commission, Tourism Victoria, WorkSafe Victoria, Ambulance Victoria, TAFE institutes, Cancer Council Victoria, VicRoads, public hospitals, public schools and the Victorian Electoral Commission.

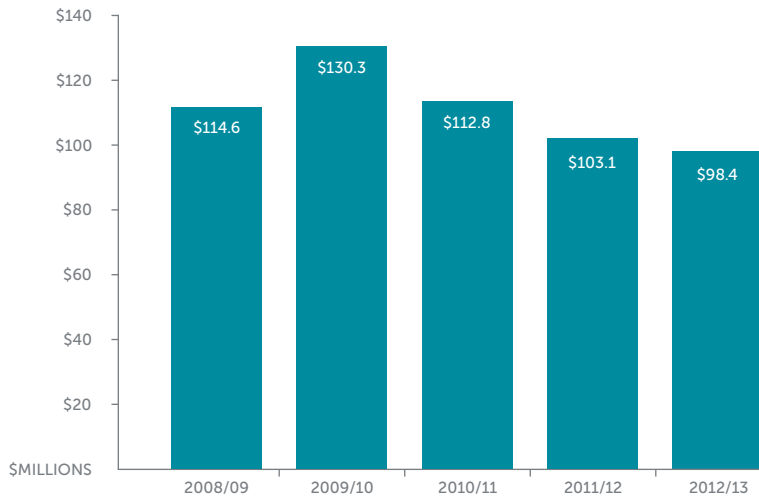
Government media advertising includes three distinct categories.

- › **Campaign** advertising is designed to inform, educate, motivate or change behaviour. It requires strategic planning of creative and media services to achieve set objectives.
- › **Functional** advertising is specifically for public information. Examples include public notices, notifications of public meetings, requests for tender, enrolment notices, statutory or regulatory notices, and emergency or safety announcements.
- › **Recruitment** advertising is the promotion of a specific job vacancy. Large scale industry recruitment is considered 'campaign' advertising.

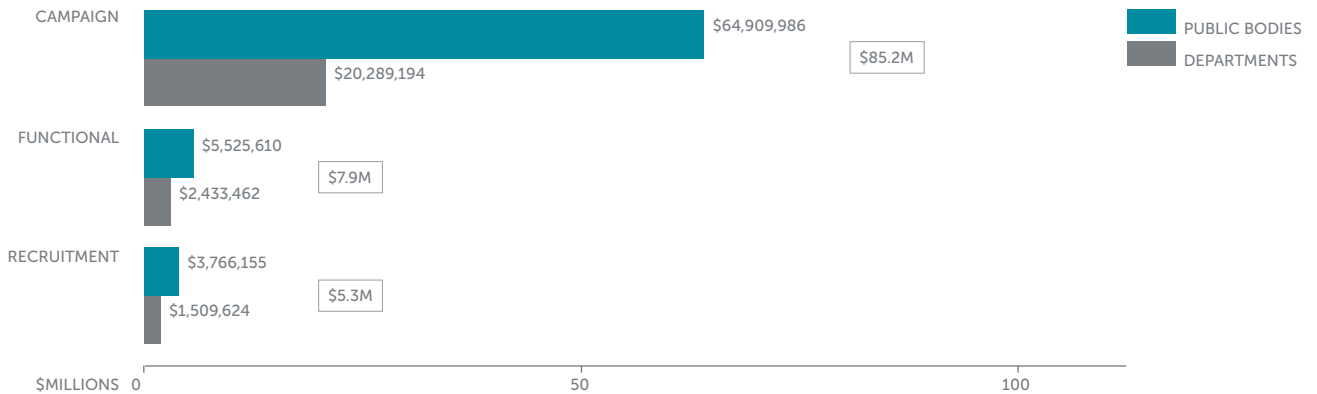
VICTORIAN GOVERNMENT MEDIA EXPENDITURE 2012–13

A total of \$98.4 million was spent on media placements from 1 July 2012 to 30 June 2013.

GOVERNMENT MEDIA EXPENDITURE – HISTORICAL COMPARISON



MEDIA EXPENDITURE BY CATEGORY 2012–13



TOP 10 ADVERTISERS BY CAMPAIGN MEDIA EXPENDITURE 2012–13

ADVERTISER	CAMPAIGN EXAMPLES	TOTAL MEDIA EXPENDITURE
Transport Accident Commission	AFL Sponsorship / Talk the Toll Down / Distractions / Enforcement	\$20.9 million
WorkSafe	Young Workers / Muscular Skeletal Disorders / Valuing Safety / Work Health	\$9.7 million
Department of Justice	Bushfire Awareness / Speed Cameras / Play it Safe by the Water	\$7.4 million
Victorian Responsible Gambling Foundation	The Real You / Easy to Bet / Significant Other	\$5.5 million
Public Transport Victoria	Auto Top Up / Fare Evasion / Myki	\$4.6 million
Cancer Council Victoria	Quit / Sunsmart / Papscreen	\$4.4 million
Tourism Victoria	Melbourne / Events / Melbourne Winter Masterpieces	\$4.3 million
Victoria Police	Protective Service Officers Recruitment	\$2.0 million
Department of Primary Industries	Switch On	\$1.9 million
The Arts Centre	Hamer Hall / Summer Season / Theatre	\$1.9 million

NOTE: MEDIA EXPENDITURE FIGURES EXCLUDE GST, PRODUCTION AND OTHER FEES. FIGURES PRESENTED IN PART 1 OF THIS REPORT MAY DIFFER FROM THOSE IN PART 2 OF THIS REPORT OR ANNUAL REPORTS, WHICH MAY INCLUDE GST, PRODUCTION AND OTHER FEES.

FUNCTIONAL AND RECRUITMENT MEDIA EXPENDITURE 2012–13

Functional media expenditure

- › The highest spenders on functional advertising for 2012–13 included the Victorian Electoral Commission, the Department of Transport, and VicRoads.

Recruitment media expenditure

- › The highest spenders on recruitment advertising included health providers (hospitals), Department of Education and Early Childhood Development and Department of Human Services.

