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| Victorian Government Advertising Report  2014-15 |

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## Introduction

This report provides an overview of Victorian Government media advertising expenditure for the period 1 July 2014 to 30 June 2015.

### Media expenditure

The Victorian Government purchases media through the Whole-of-Victorian-Government Master Agency Media Services (MAMS) State Purchase Contract. Victorian Public Sector organisations that are eligible to use the MAMS contract qualify for significantly discounted government media rates. These include:

* all Victorian Government departments
* 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, VicRoads, public hospitals, public schools and the Victorian Electoral Commission.

For more information about the MAMS contract visit **http://www.procurement.vic.gov.au/State-Purchase-Contracts/Master-Agency-Media-Services-MAMS**.

### Government advertising categories

The Victorian Government classifies paid media advertising into three categories:

1. **Campaign** advertising is designed to inform, educate, motivate or change behaviour. It requires strategic planning of creative and media services to achieve set objectives.
2. **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.
3. **Recruitment** advertising is the promotion of a specific job vacancy. Large scale industry recruitment is considered 'campaign' advertising.

Under the government’s media purchasing contract, Dentsu Mitchell is the service provider for campaign advertising and Zenith Optimedia is the service provider for functional and recruitment advertising. This report presents data provided to the Department of Premier and Cabinet by these suppliers.

### Major campaign expenditure

Information about expenditure on major advertising campaigns is published in the annual reports of government departments and public entities in line with the relevant Financial Reporting Direction. For 2014/15, departments and entities must provide the following details for each advertising campaign with a total media buy of $150,000 or greater (exclusive of GST):

* the name of the advertising campaign
* the start and end date of the campaign
* a campaign summary
* details of campaign expenditure for the reporting period (exclusive of GST).

## Victorian Government Media Expenditure 2014-15

A total of $94,862,399 was spent on media placements from 1 July 2014 to 30 June 2015.

### Government media expenditure – historical comparison

### Media expenditure by category 2014-15

### Media expenditure by inner and outer budget 2014-15

Inner budget agencies are departments or administrative offices as defined in the *Public Administration Act 2004.* Outer budget agencies are all other public bodies.

### Top 10 advertisers by campaign media expenditure 2014-15

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| **Rank** | **Advertiser** | **Example campaigns** | **Expenditure** |
| 1 | Transport Accident Commission | Drink Drive “Levels”/ Vehicle Safety “Auto Emergency Braking” / Police Enforcement “Party’s Over” | $15,945,635 |
| 2 | Victorian Responsible Gambling Foundation | Bet Regret / Many Ways to Get Help | $7,226,092 |
| 3 | Department of Transport, Planning and Local Infrastructure / Department of State Development, Business and Innovation / Department of Economic Development, Jobs, Transport and Resources \* | Moving Victoria / If You See Something Say Something / Switch On! | $6,860,723 |
| 4 | WorkSafe Victoria | Homecomings / Return to Work / Insurance Protection | $5,369,659 |
| 5 | Department of Justice/ Department of Justice and Regulation \* | Summer Fire Campaign / Play It Safe By The Water / Law and Order | $5,008,581 |
| 6 | Cancer Council Victoria | SunSmart / Live Lighter / Quit | $4,516,120 |
| 7 | Department of Human Services / Department of Health / Department of Health and Human Services \* | Building a Healthier Victoria / What Are You Doing On Ice? / Smoking ban - *Tobacco Amendment Act 2014* | $3,761,477 |
| 8 | Public Transport Victoria | Summer events / On the spot penalty fares / Model commuters | $3,300,268 |
| 9 | Tourism Victoria | Play Melbourne and Beyond / Marysville Bushfire Recovery Program | $2,973,881 |
| 10 | Victorian Electoral Commission | 2014 Victorian State Election | $2,876,827 |

\*Department(s) subject to machinery-of-government changes during 2014/15

Note: Media expenditure figures exclude GST, production costs and other fees. Figures presented in this report may differ from those in departments’ and public bodies’ annual reports that may include production and other fees.

### Functional and recruitment advertisers

#### Functional

Highest spenders on functional advertising included Public Transport Victoria, Northern Melbourne Institute of TAFE, and Chisholm Institute of TAFE.

#### Recruitment

Highest spenders on recruitment advertising included the Department of Human Services, Department of Justice, and the Department of Health.

### Advertising channels

#### Victorian Government advertising spend by channel 2014-15

### Compliance with policy targets

#### Regional campaign media expenditure

In 2014-15, the Victorian Government spent $13,936,456 on campaign advertising through regional and rural media. This is 17.1 per cent of total net campaign media expenditure, exceeding the 15 per cent target required under the existing Regional Communication Policy.

#### Multicultural campaign media expenditure

In 2014-15, the Victorian Government spent $4,245,318 on campaign advertising through multicultural media. This is 5.2 per cent of total net campaign media expenditure, exceeding the five per cent target required under the existing government’s Multicultural Communication Policy.

## Government communication policies and guidelines

Victorian Government communication policies and guidelines ensure the government’s communication is effective, well managed and responsive to the diverse needs of the Victorian community. Policies and guidelines are reviewed from time to time as needed.

Current policies and guidelines are located on the DPC website at [**dpc.vic.gov.au**](http://dpc.vic.gov.au/index.php/communication/policies-and-guidelines)**/commspolicies**