

Victorian Government Advertising Report

2015–16



Premier
and Cabinet

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Introduction

This report provides an overview of Victorian Government media advertising expenditure for the period 1 July 2015 to 30 June 2016.

Media advertising 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). Examples include the 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 the [MAMS page on the Victorian Government Purchasing Board website](#).

Government advertising categories

The Victorian Government classifies paid media advertising into three categories:

1. **Campaign advertising**, which 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**, which is specifically used to inform the public. 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**, which is used to promote a specific job vacancy. Large scale industry recruitment is considered 'campaign' advertising.

Collectively, functional and recruitment advertising may be referred to as 'non-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

Each year, government departments and public bodies publish information within their annual reports about their expenditure on major advertising campaigns, in line with the relevant Financial Reporting Direction.¹

For 2015–16, departments and bodies must provide the following details for each advertising campaign with a total advertising buy of \$100,000 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).

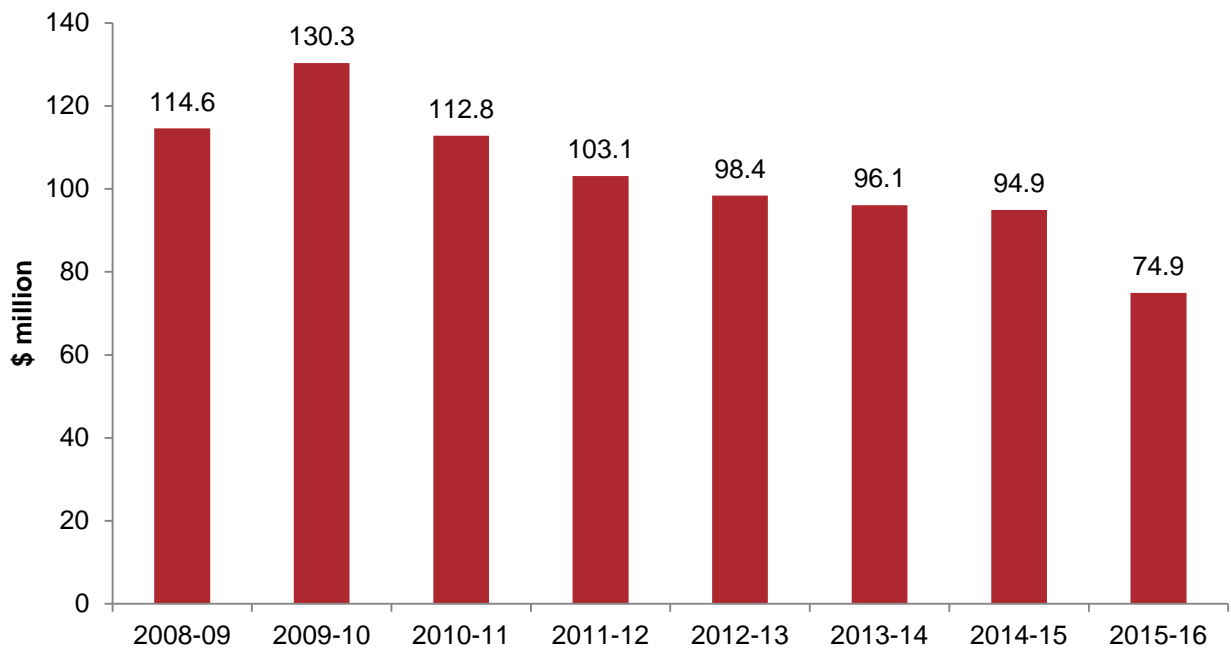
Major government campaigns for 2015–16 are collated and summarised in the *Victorian Government Advertising Campaign Activity Summary 2015–16*, available on the [Department of Premier and Cabinet website](#).

¹ For 2015–16 the relevant Financial Reporting Direction is [FRD 22G Standard disclosures in the report of operations](#).

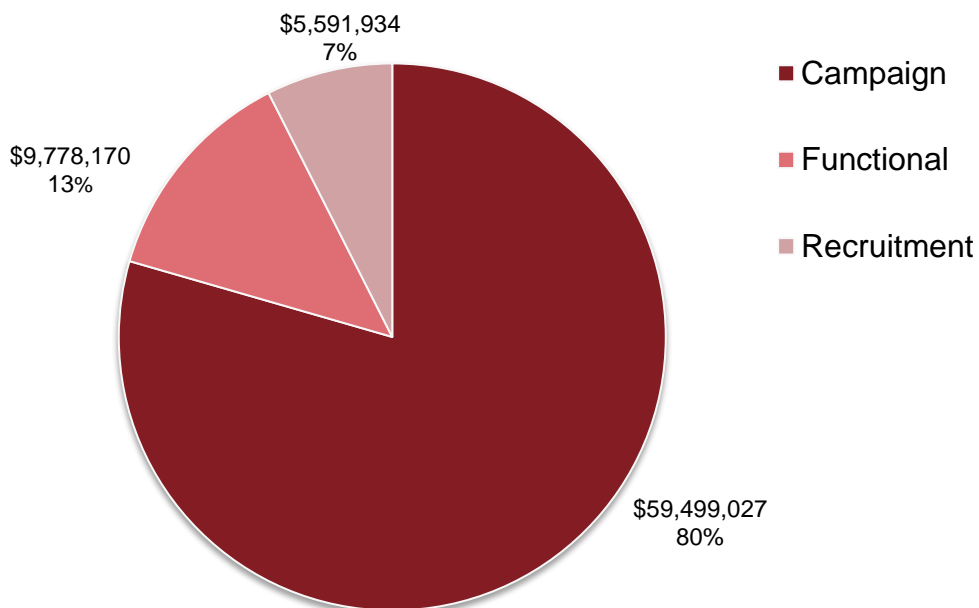
Victorian Government advertising expenditure 2015–16

The Victorian Government spent a total of \$74.9 on media advertising from 1 July 2015 to 30 June 2016.

Total government advertising expenditure – historical comparison

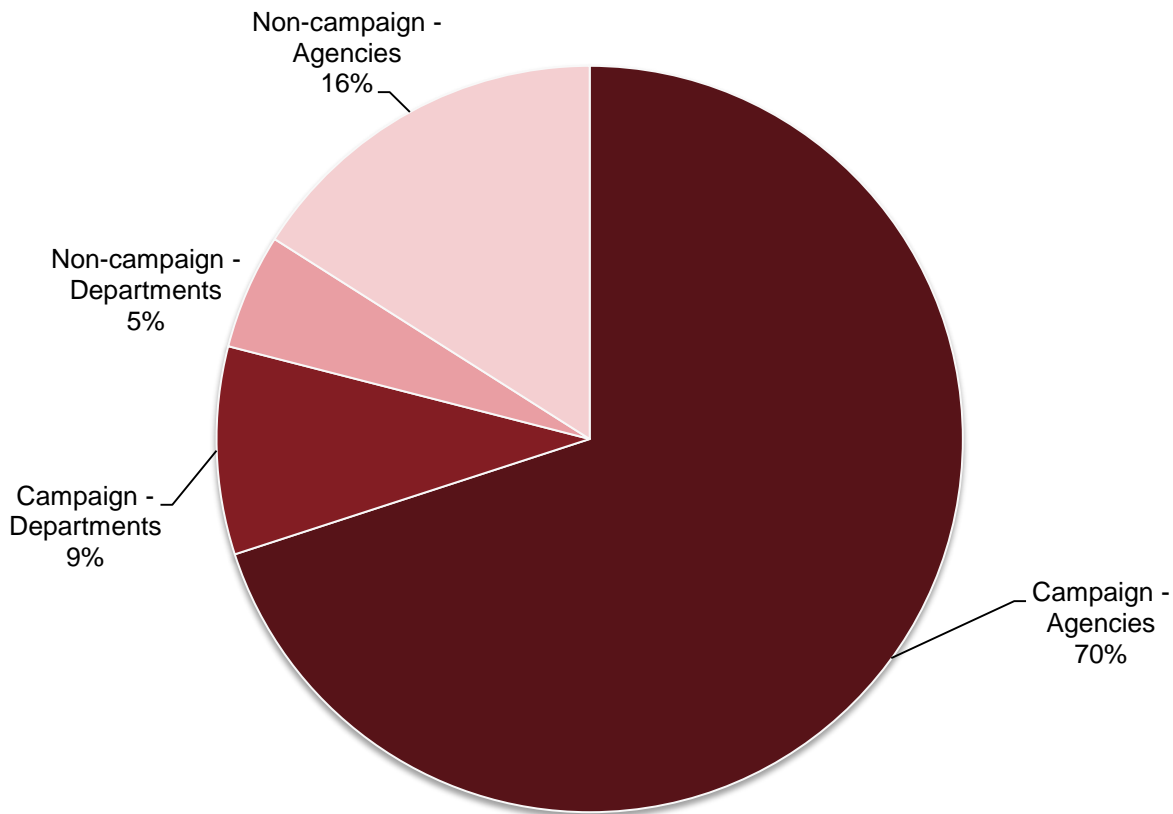


Total advertising expenditure by category – 2015–16



Campaign and non-campaign advertising expenditure by departments and agencies – 2015–16

The chart below shows campaign and non-campaign advertising expenditure as a percentage of the government's total advertising expenditure for 2015–16, for both government departments and agencies.



Note: Non-campaign advertising comprises both functional and recruitment advertising.

Top 10 advertisers by campaign expenditure – 2015–16

Rank	Advertiser	Example campaigns	Expenditure
1	Transport Accident Commission	Large outdoor advertising / AFL media campaigns / Enforcement 'Second Hand Holidays' / Drug Driving: 'Double Bus' / Parental Influence: 'Red Line' & 'Strings' campaigns / Towards Zero campaigns / Drink Driving campaigns	\$16,837,228
2	WorkSafe Victoria	'One Goal' regional sports campaigns / 'Bad Days' enforcement campaign / Mother's Day campaign / Farm Safety / 'Getting Back' return-to-work campaign / 'Safety Values' campaign	\$6,757,437
3	Victorian Responsible Gambling Foundation	'Bet Regret' campaign / 'It's not just gamblers who need help' campaign / 'Many ways to get help' campaign / 'Getting Help Sooner' campaign	\$5,755,627
4	Department of Justice and Regulation	Play it Safe by the Water campaign / YourPlay' electronic gaming pre-commitment system / Summer Fire Campaign 2015–16	\$4,954,901
5	Cancer Council Victoria	Quit campaigns / LiveLighter campaign (year 2) / Sunsmart – UV, It all adds up	\$3,997,774
6	Tourism Victoria	Play Melbourne Live / Wander Victoria (Phase 1) / Melbourne Winter Masterpieces exhibitions / Major events campaigns	\$3,717,844
7	Australian Grand Prix Corporation	2016 Formula 1 Grand Prix / 2015 Australian Motorcycle Grand Prix	\$1,581,081
8	Arts Centre Melbourne	Campaigns for various exhibitions including <i>The Illusionists 1903</i> , <i>North by Northwest</i> , <i>The Secret River</i> and <i>Nederlands Dans Theater</i>	\$1,481,489
9	Public Transport Victoria	Night Network – 24-hour weekend public transport trial / Fare compliance / Myki pass	\$1,413,766
10	Level Crossing Removal Authority	2015–16 campaign providing advance notice of disruptions to communities, including residents, traders, road and rail users	\$1,210,646

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, which may include production and other fees.

Major functional and recruitment advertisers – 2015–16

Functional advertising

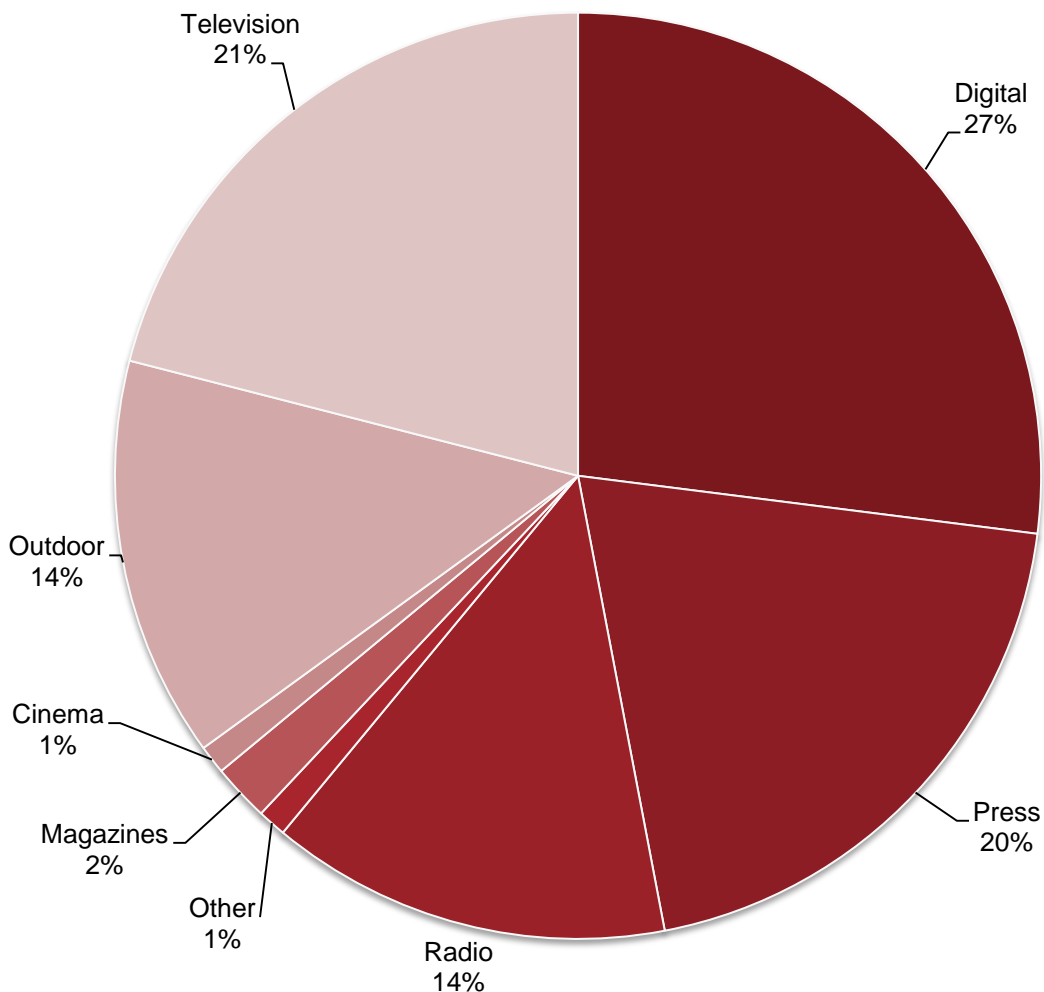
In 2015–16 the highest spending departments and agencies for functional advertising were Public Transport Victoria; Melbourne Polytechnic; Level Crossing Removal Authority; the Department of Economic Development, Jobs, Transport & Resources; and the Melbourne Metro Rail Authority.

Recruitment advertising

In 2015–16 the highest spending departments and agencies for recruitment advertising were the Department of Health and Human Services, the Department of Justice and Regulation, and the Department of Economic Development, Jobs, Transport and Resources.

Government advertising by channel – 2015–16

The chart below shows percentage of total government advertising expenditure for 2015–16 by advertising channel.



Victorian Government communications targets

Regional media campaign advertising expenditure

In 2015–16 the Victorian Government spent \$11,571,397 on campaign advertising through regional and rural media. This is 19.4 per cent of the government's total campaign advertising expenditure for 2015–16, exceeding the 15 per cent target required under the Victorian Government's [Regional Communication Policy](#).

Multicultural media campaign advertising expenditure

In 2015–16 the Victorian Government spent \$2,654,307 on (non-digital) campaign advertising through multicultural media, which includes advertising through print, radio and television. This total does not include expenditure on digital media, as current reporting methods do not support separate reporting of multicultural advertising undertaken through digital channels. The government is reviewing current advertising reporting processes and it is anticipated that this will lead to improved reporting of digital advertising, including through multicultural media.

Government expenditure on non-digital multicultural advertising accounted for six per cent of the government's total (non-digital) campaign advertising expenditure for 2015–16, above the five per cent target required under the Victorian Government's [Multicultural Communication Policy](#).

Government communication policies and guidelines

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

[Current policies and guidelines are located on the Department of Premier and Cabinet website.](#)