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| Victorian Government Advertising Report  Campaign Activity Summary  2014-15 |

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# Victorian Government Advertising Campaigns 2014-15

This report provides information on advertising campaigns that were completed in 2014-15 with Master Agency Media Services (MAMS) expenditure valued at $150,000 (ex-GST) or more.

For each campaign, a short description and a breakdown of expenditure are provided. Expenditure data has been provided by the department or public body that conducted the campaign, and advertising expenditure figures may include fees and charges not included in reporting by MAMS suppliers.

Campaign advertising expenditure is broken down by:

* **Advertising media expenditure** – expenditure through the Victorian Government’s MAMS media purchasing contract
* **Creative and campaign development expenditure** – including advertising agency costs, creative development and production costs
* **Research and evaluation expenditure** – including formative research, concept testing, benchmarking and tracking research, evaluation research and analysis
* **Print and collateral expenditure** – includes design, printing, production, postage, distribution and warehousing costs
* **Other campaign expenditure** – activity not included in the above categories.

A number of departments were subject to machinery of government changes in 2014-15. Campaigns are listed according to the department or agency that reported on them.

#### Ambulance Victoria: Membership Subscription Scheme – Testimonial Campaign 2014–2015

##### Summary

This was advertising of the Ambulance Victoria Membership Subscription Scheme to increase acquisition and reduce attrition. Campaign creative highlighted low cost of membership compared to potentially high cost of ambulance service fees using real patient testimonials.

##### Duration

July 2014 – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 2,287,000 |
| Creative and campaign development | 296,022 |
| Research and evaluation | 117,500 |
| Print and collateral | 2,500 |
| Other campaign costs | 20,687 |

#### Arts Centre Melbourne: The Illusionists 2.0

##### Summary

This campaign promoted the 20-show season of *The* *Illusionists 2.0* magic entertainment show.

##### Duration

November 2014 – January 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 291,196 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Arts Centre Melbourne: Le Noir

##### Summary

This campaign promoted the 13-show season of *Le Noir* circus stage production.

##### Duration

February – April 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 234,522 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Australian Grand Prix Corporation: 2015 Formula 1 Rolex Australian Grand Prix

##### Summary

This campaign promoted the 2015 Formula 1 Rolex Australian Grand Prix.

##### Duration

September – March 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,531,000 |
| Creative and campaign development | 603,000 |
| Research and evaluation | 34,000 |
| Print and collateral | 75,000 |
| Other campaign costs | 114,000 |

#### Australian Grand Prix Corporation: 2014 Tissot Australian Motorcycle Grand Prix

##### Summary

This campaign promoted the 2014 Tissot Australian Motorcycle Grand Prix.

##### Duration

July – October 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 458,000 |
| Creative and campaign development | 269,000 |
| Research and evaluation | 20,000 |
| Print and collateral | 12,000 |
| Other campaign costs | 62,000 |

#### Box Hill Institute: 2015 Mid-Year

##### Summary

This was a student recruitment campaign for mid-year entry.

##### Duration

May – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 187,332 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### BreastScreen Victoria: ‘One in nine….book a breast screen today’

##### Summary

This campaign aimed to increase breast screen participation among women aged 60 to 74.

##### Duration

October 2014 – May 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 742,060 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Cancer Council Victoria: Quit Victoria

##### Summary

This campaign aimed to change smokers’ idea of quitting from something they “just do” to something they consider ahead of time and be prepared for.

##### Duration

July 2014 - June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 2,595,534 |
| Creative and campaign development | 334,000 |
| Research and evaluation | 543,000 |
| Print and collateral | N/A |
| Other campaign costs | 235,000 |

#### Cancer Council Victoria: Live Lighter

##### Summary

This was a state-wide social marketing campaign which aimed to turn around the growing burden of obesity and preventable chronic disease amongst the Victoria population.

##### Duration

August 2014 - June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,667,551 |
| Creative and campaign development | 327,213 |
| Research and evaluation | 290,289 |
| Print and collateral | 18,300 |
| Other campaign costs | 493,389 |

#### Cancer Council Victoria: SunSmart Summer Campaign – U.V. it all adds up

##### Summary

This campaign aimed to increase understanding of the severity of melanoma as a health issue.

##### Duration

November 2014 - March 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,072,000 |
| Creative and campaign development | 180,000 |
| Research and evaluation | 50,000 |
| Print and collateral | N/A |
| Other campaign costs | 156,000 |

#### Consumer Affairs Victoria: RentRight tenant campaign

##### Summary

RentRight is Consumer Affairs Victoria’s smartphone app that provides information and functionality to help first time Victorian tenants with their renting rights and responsibilities. The 2015 RentRight tenant campaign was the second phase in Consumer Affairs Victoria’s renting communications strategy, focusing on driving downloads of RentRight

##### Duration

February – April 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 199,683 |
| Creative and campaign development | 13,367 |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | 6,795 |

#### Consumer Affairs Victoria: Retirement Villages Campaign

##### Summary

The retirement villages campaign was launched to educate and inform retirees how to make a confident and informed retirement lifestyle decision.

##### Duration

March – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 185,727 |
| Creative and campaign development | 47,677 |
| Research and evaluation | 22,600 |
| Print and collateral | 11,449 |
| Other campaign costs | 26,824 |

#### Council of Adult Education: Summer Course Guide Campaign and Boost

##### Summary

This campaign promoted CAE short courses for summer.

##### Duration

January - May 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 159,930 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Department of Economic Development, Jobs, Transport and Resources: Good Move

##### Summary

This campaign promoted regional and rural Victoria as an aspirational relocation and career change destination.

##### Duration

July 2014 – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 554,664 |
| Creative and campaign development | 21,700 |
| Research and evaluation | 34,130 |
| Print and collateral | 9,291 |
| Other campaign costs | 311,665 |

#### Department of Economic Development, Jobs, Transport and Resources: Moving Victoria

##### Summary

This campaign provided information on transport infrastructure investments across Victoria.

##### Duration

July – October 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 4,956,327 |
| Creative and campaign development | 326,971 |
| Research and evaluation | 39,655 |
| Print and collateral | (Included in advertising media expenditure) |
| Other campaign costs | 64,075 |

#### Department of Economic Development, Jobs, Transport and Resources: 2015 Regional Victoria Living Expo

##### Summary

This campaign promoted regional and rural Victoria as a place of unique opportunity for a better quality of life.

##### Duration

July 2014 – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 696,306 |
| Creative and campaign development | 45,000 |
| Research and evaluation | 59,787 |
| Print and collateral | 41,095 |
| Other campaign costs | 47,750 |

#### Department of Economic Development, Jobs, Transport and Resources: See something, say something

##### Summary

##### This campaign increased awareness of the national terrorism public alert level being raised from medium to high for public transport users across the network.

##### Duration

October – November 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 508,850 |
| Creative and campaign development | (Included in advertising media expenditure) |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Department of Economic Development, Jobs, Transport and Resources: Small Business Festival Victoria

##### Summary

This campaign promoted the Small Business Festival Victoria to support small business across Victoria.

##### Duration

July 2014 – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 220,092 |
| Creative and campaign development | 220,962 |
| Research and evaluation | 17,472 |
| Print and collateral | 129,068 |
| Other campaign costs | 4,030 |

#### Department of Economic Development, Jobs, Transport and Resources: Support Small Business Day 2014

##### Summary

This campaign promoted Small Business Day to support small business across Victoria.

##### Duration

July 2014 – October 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 598,263 |
| Creative and campaign development | 89,045 |
| Research and evaluation | 26,900 |
| Print and collateral | (Included in creative and campaign development) |
| Other campaign costs | 160,132 |

#### Department of Economic Development, Jobs, Transport and Resources: Switch on

##### Summary

This campaign informed consumers about their energy use and cost, and the opportunities to use energy more efficiently.

##### Duration

September – November 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 472,220 |
| Creative and campaign development | 86,427 |
| Research and evaluation | 26,095 |
| Print and collateral | 30,788 |
| Other campaign costs | 68,861 |

#### Department of Education and Training: Bully Stoppers

##### Summary

This campaign encouraged parents and students to speak up about cyberbullying and informed them on how to deal with cyberbullying by providing information and resources via the Bully Stoppers website.

##### Duration

September – October 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 352,384 |
| Creative and campaign development | 92,494 |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | 1,408 |

#### Department of Education and Training: Education Campaign

##### Summary

##### This campaign raised awareness of, and built confidence in, Victoria’s education system and modern-day schooling. It also supported parents to play an active role in their child’s learning.

##### Duration

August – October 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 614,169 |
| Creative and campaign development | 308,218 |
| Research and evaluation | 54,500 |
| Print and collateral | 2,469 |
| Other campaign costs | 31,588 |

#### Department of Education and Training: No Kids in Hot Cars

##### Summary

##### This campaign was to raise awareness of the dangers of leaving children unattended in cars on hot days and the speed at which the temperature doubles inside a parked car. Provide tips for parents and carers to help them avoid unintentionally leaving a child in a car on a hot day. Campaign in partnership with KidSafe.

##### Duration

November 2014 – March 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 271,925 |
| Creative and campaign development | 41,800 |
| Research and evaluation | 11,000 |
| Print and collateral | N/A |
| Other campaign costs | 20,191 |

#### Department of Education and Training: SchoolMate

##### Summary

##### This campaign was to launch the SchoolMate app and drive downloads. SchoolMate is an app aimed at Victorian parents to help them better understand the key components of the Victorian curriculum so that they can be more involved with their children’s education.

##### Duration

May 2015 – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 144,958 |
| Creative and campaign development | 60,013 |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Department of Education and Training: Skills Week

##### Summary

This campaign was to celebrate Skills Week by featuring local case studies from across the state.

##### Duration

August 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 283,410 |
| Creative and campaign development | 3,425 |
| Research and evaluation | N/A |
| Print and collateral | 457 |
| Other campaign costs | 8,298 |

#### Department of Environment, Land, Water and Planning: Planned Burning

##### Summary

The department implemented an external communications campaign focused on alerting communities to the planned burning work program and how to seek further information about where and when planned burns were taking place.

##### Duration

October 2014 – May 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 423,919 |
| Creative and campaign development | 16,335 |
| Research and evaluation | 71,000 |
| Print and collateral | 28,323 |
| Other campaign costs | 409 |

#### Department of Environment, Land, Water and Planning: Right Water

##### Summary

Right Water was a brand campaign by the former Office of Living Victoria to encourage Victorians to use more alternative water sources. The campaign was aimed at householders with gardens who had yet to take meaningful water-saving action. It encouraged householders to capture and use rainwater from their roof.

##### Duration

September – November 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 670,096 |
| Creative and campaign development | 27,883 |
| Research and evaluation | 30,000 |
| Print and collateral | 40,964 |
| Other campaign costs | 79,446 |

#### Department of Health and Human Services: Building a Healthier Victoria

##### Summary

This campaign was to inform Victorians of the investment in health services.

##### Duration

September – November 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,896,623 |
| Creative and campaign development | 55,722 |
| Research and evaluation | 22,250 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Department of Health and Human Services: Smoking ban – *Tobacco Amendment Act 2014*

##### Summary

This campaign was to promote education and awareness of new smoking bans.

##### Duration

April 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 246,147 |
| Creative and campaign development | 3,832 |
| Research and evaluation | N/A |
| Print and collateral | 138,069 |
| Other campaign costs | 2,209 |

#### Department of Health and Human Services: What are you doing on ice?

##### Summary

This campaign was to raise awareness of the harms and risks associated with using the drug ice.

##### Duration

September – November 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,485,899 |
| Creative and campaign development | 323,465 |
| Research and evaluation | 91,550 |
| Print and collateral | 1,092 |
| Other campaign costs | N/A |

#### Department of Justice and Regulation: Corrections Recruitment Campaign

##### Summary

The Corrections Recruitment campaign aimed to increase the number of prospective applicants for prison officers, community corrections officers and field staff within the Victorian Corrections system. The campaign aimed to encourage a positive shift in attitudes and contemplation of a career in corrections. It also linked with job creation in regional Victoria. The advertising was targeted to areas close to prisons and community corrections offices, but was not linked to specific vacancies.

##### Duration

June – August 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 891,334 |
| Creative and campaign development | 445,988 |
| Research and evaluation | 43,148 |
| Print and collateral | 11,158 |
| Other campaign costs | 108,611 |

#### Department of Justice and Regulation: Law and Order Campaign

##### Summary

The Law and Order campaign informed Victorians of legislative changes such as minimum sentences and the introduction of new laws targeting drug traffickers and crime gangs. The campaign focused on a number of messages, which included the abolition of suspended sentences, reforms to sentencing and tougher laws for offenders who were previously prosecuted for a drug trafficking offence.

##### Duration

August – September 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 962,795 |
| Creative and campaign development | 139,371 |
| Research and evaluation | 73,693 |
| Print and collateral | 15,000 |
| Other campaign costs | 6,009 |

#### Department of Justice and Regulation: Play it Safe by the Water

##### Summary

Play it Safe by the Water was a community safety campaign that aimed to increase safety around water in a bid to reduce the number of fatal and near-fatal drowning incidents in Victoria.

##### Duration

December 2014 – March 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 697,946 |
| Creative and campaign development | 183,510 |
| Research and evaluation | 152,021 |
| Print and collateral | N/A |
| Other campaign costs | 27,650 |

#### Department of Justice and Regulation: Summer Fire Campaign

##### Summary

The Summer Fire Campaign aimed to raise awareness of the risk of fire among high-risk fire communities, prompted people to plan and prepare for fire and encouraged people to leave early in the event of high-risk fire days and in the event of fire.

##### Duration

November 2014 – March 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 2,878,992 |
| Creative and campaign development | 182,876 |
| Research and evaluation | 140,150 |
| Print and collateral | N/A |
| Other campaign costs | 201,431 |

#### Department of Premier and Cabinet: Fire Services Property Levy Phase 2

##### Summary

This campaign aimed to inform/educate the public that a fire service property levy, as from 2013, was collected against each property through annual council rates and not through house insurance premiums.

##### Duration

July - August 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,090,440 |
| Creative and campaign development | 94,989 |
| Research and evaluation | 63,065 |
| Print and collateral | 54,160 |
| Other campaign costs | 247,229 |

#### Department of Premier and Cabinet: Jobs Information Campaign

##### Summary

##### DPC developed an information campaign to inform Victorians of government job creation policies and initiatives. This information campaign directed Victorians to a website containing the six job statements (skills, manufacturing, infrastructure, services, digital economy and international engagement). Also available on this site were links to government tenders, the Industry Capability Network as well as programs to help Victorian businesses.

##### Duration

October – November 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 672,622 |
| Creative and campaign development | 172,500 |
| Research and evaluation | 18,181 |
| Print and collateral | 119,363 |
| Other campaign costs | 17,330 |

#### Department of Treasury and Finance: Back to Work Scheme

##### Summary

This campaign consisted of a public information campaign and website to communicate details of the Back to Work Scheme to employers and eligible employees.

##### Duration

June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 490,539 |
| Creative and campaign development | 108,888 |
| Research and evaluation | 68,376 |
| Print and collateral | 9,180 |
| Other campaign costs | 34,570 |

#### Energy Safe Victoria: Carbon Monoxide Awareness Campaign

##### Summary

##### This campaign aimed to inform the public about the dangers of carbon monoxide.

##### Duration

February – April 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 287,000 |
| Creative and campaign development | 82,200 |
| Research and evaluation | 22,600 |
| Print and collateral | 31,650 |
| Other campaign costs | 13,000 |

#### Energy Safe Victoria: Look Before You Cook

##### Summary

##### This campaign aimed to remind the public to change their BBQ gas bottles on a regular basis and to be safe around BBQs.

##### Duration

February – April 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 157,000 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | 26,000 |
| Other campaign costs | N/A |

#### Kangan TAFE: 2015 Mid-Year and Open Day

##### Summary

This campaign aimed to drive enrolments for all courses with a mid-year intake and segue into promoting Open Days in August 2015.

##### Duration

March – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 150,000 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Kangan TAFE: Semester 1 enrolments

##### Summary

This campaign was to drive enrolments of new students and retention of existing students for Semester 1 for Kangan Institute and Bendigo TAFE.

##### Duration

January – February 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 684,142 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### National Gallery of Victoria: The fashion world of Jean Paul Gaultier: From the sidewalk to the catwalk

##### Summary

The unconventional and playfully irreverent designs of Jean Paul Gaultier were celebrated in the first international exhibition dedicated to this ground breaking French couturier. The NGV collaborated with Maison Jean Paul Gaultier to deliver a striking and contemporary visual identity illustrating a fashion and art experience.

##### Duration

October – February 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 295,516 |
| Creative and campaign development | 51,806 |
| Research and evaluation | 23,325 |
| Print and collateral | 57,365 |
| Other campaign costs | 38,140 |

#### Public Transport Victoria: Fare Evasion, Freeloaders

##### Summary

This campaign aimed to increase fare compliance by increasing awareness of Authorised Officers on the network.

##### Duration

March – April 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 686,663 |
| Creative and campaign development | 57,818 |
| Research and evaluation | 16,400 |
| Print and collateral | 16,676 |
| Other campaign costs | N/A |

#### Public Transport Victoria: Model Commuters #2

##### Summary

This was an etiquette campaign promoting positive customer behaviours.

##### Duration

February – March 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 248,484 |
| Creative and campaign development | 228,125 |
| Research and evaluation | N/A |
| Print and collateral | 12,383 |
| Other campaign costs | 23,782 |

#### Public Transport Victoria: myki Visitor Value Pack

##### Summary

This campaign was to promote the myki visitor value pack to visitors during the busy summer tourist period.

##### Duration

July 2014 – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 309,290 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Public Transport Victoria: On-the-Spot Penalty Fares

##### Summary

This was an education campaign to promote new On-the-Spot Penalty Fares and increase fare compliance.

##### Duration

August – October 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 963,662 |
| Creative and campaign development | N/A |
| Research and evaluation | 19,000 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Public Transport Victoria: Regional Rail Link timetable changes

##### Summary

This campaign promoted and generated awareness of the opening of Regional Rail Link, including two new stations and major train and bus changes in regional areas.

##### Duration

May 2015 – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 399,110 |
| Creative and campaign development | 396,818 |
| Research and evaluation | 110,903 |
| Print and collateral | 13,205 |
| Other campaign costs | N/A |

#### Public Transport Victoria: Summer events

##### Summary

This campaign was to promote additional services to and from a variety of events over the summer.

##### Duration

December 2014 – April 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 304,433 |
| Creative and campaign development | 9,020 |
| Research and evaluation | N/A |
| Print and collateral | 47,953 |
| Other campaign costs | N/A |

#### Transport Accident Commission: Vehicle Safety “AEB”

##### Summary

This was a launch campaign demonstrating the “Auto Emergency Braking” vehicle technology and highlighting the potential to reduce collision/trauma outcomes.

##### Duration

June 2014 - July 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,422,481 |
| Creative and campaign development | 1,115,810 |
| Research and evaluation | 79,384 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Motorcycles “Vice Versa”

##### Summary

A campaign dually addressing drivers and motorcyclists about shared responsibility on the road for the safety of all road users through shared experience and greater respect for all road users.

##### Duration

July - August 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 935,377 |
| Creative and campaign development | 55,557 |
| Research and evaluation | 20,070 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Drug Driving “Double Bus”

##### Summary

This was a campaign reminding road users that booze buses are also drugs buses.

##### Duration

August 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 838,401 |
| Creative and campaign development | 74,789 |
| Research and evaluation | 20,070 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Drink Driving “Levels”

##### Summary

This was a campaign targeting low-level drink drivers and educating road users about the difficulty of judging how much alcohol it takes to put them over the limit.

##### Duration

September 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,675,595 |
| Creative and campaign development | 90,946 |
| Research and evaluation | 20,070 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Drink Driving “Interlocks”

##### Summary

This was a launch campaign announcing legislation changes for drink driving offences.

##### Duration

September - October 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 773,725 |
| Creative and campaign development | 589,456 |
| Research and evaluation | 86,450 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Motorcycles “Perfect Ride”

##### Summary

This was a campaign during the Australian Moto GP targeting returned / recreational riders addressing the risks associated with motor cycling and unexpected dangers on the road.

##### Duration

October 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 400,337 |
| Creative and campaign development | 87,597 |
| Research and evaluation | 20,070 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Parental Influence, P Drivers “Red Line”

##### Summary

This was a campaign addressing the risk factor of newly licence drivers, and aimed at parents of these drivers encouraging them to continue to play a role in the safety and decision making of their young drivers through continued mentoring and role modelling.

##### Duration

October – November 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 401,714 |
| Creative and campaign development | 97,811 |
| Research and evaluation | 20,070 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Police Enforcement “Party’s Over”

##### Summary

This was a multifaceted campaign to support increased on-road police enforcement activity, specifically targeting drink driving, speeding, drug driving, unlicenced drivers and unregistered vehicles.

##### Duration

December 2014 – January 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 661,493 |
| Creative and campaign development | 243,198 |
| Research and evaluation | 20,070 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Distractions “Blind”

##### Summary

This was a campaign addressing the issue of distractions whilst using the road network. The campaign speaks to drivers and riders, as well as other vulnerable road users such as pedestrians and cyclists, and addresses distractions such as mobile phones and other devices, demonstrating the potential traumatic consequences.

##### Duration

January 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 304,173 |
| Creative and campaign development | 420,933 |
| Research and evaluation | 20,070 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Vehicle Safety “AEB”

##### Summary

This was a campaign demonstrating the “Auto Emergency Braking” vehicle technology and highlighting the potential to reduce collision/trauma outcomes..

##### Duration

February 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 682,427 |
| Creative and campaign development | 109,187 |
| Research and evaluation | 20,070 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Drowsy Driving “Pillow”

##### Summary

This was a campaign speaking to all drivers and riders about the issues of “drowsy driving” and educating the community about the science of sleep and ultimately he body’s inability to fight it, highlighting the potential traumatic outcomes of falling asleep at the wheel.

##### Duration

March – April 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 277,595 |
| Creative and campaign development | 86,105 |
| Research and evaluation | 20,070 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Police Enforcement “Party’s Over”

##### Summary

This was a multifaceted campaign to support increased on-road police enforcement activity, specifically targeting drink driving, speeding, drug driving, unlicensed drivers and unregistered vehicles.

##### Duration

April 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 401,714 |
| Creative and campaign development | 97,811 |
| Research and evaluation | 20,070 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Fatigue, SES “Driver Reviver”

##### Summary

This was a tactical campaign to support the SES Driver Reviver campaign, encouraging all holiday makers to use the stops and take a 15 minute powernap over the Easter period.

##### Duration

April 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 207,475 |
| Creative and campaign development | 15,750 |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Parental Role Modelling “Strings”

##### Summary

This was a launch campaign focussing on positive parental role modelling and the potential this has to influence their child’s future driving behaviour.

##### Duration

April – May 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,758,588 |
| Creative and campaign development | 795,388 |
| Research and evaluation | 94,065 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Vehicle Safety “Auto Emergency Braking”

##### Summary

This was a campaign demonstrating the “Auto Emergency Braking” vehicle technology and highlighting the potential to reduce collision/trauma outcomes.

##### Duration

May 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 425,931 |
| Creative and campaign development | 53,605 |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Child Safety “Thingle Toodle”

##### Summary

This was a campaign demonstrating the “Auto Emergency Braking” vehicle technology and highlighting the potential to reduce collision/trauma outcomes.

##### Duration

August 2014 – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 242,204 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Accident Commission: Youth “TAC Cup Future Stars”

##### Summary

Naming rights and content partnership for the TAC Cup Future Stars program addressing a number of road safety issues including learner driving, education surrounding speed and safety, as well as parental influence into the early days of solo driving

##### Duration

July 2014 – September 2014 and May – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 450,000 |
| Creative and campaign development | 8,255 |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Transport Safety Victoria: Summer Boating Safety

##### Summary

In 2005, Victoria introduced new legislation making it mandatory to wear a lifejacket in defined circumstances. While wear rates improved, there has been a decline in recent years. As a result, Transport Safety Victoria undertook a lifejacket safety campaign over summer in 2014-15. The education campaign and supporting compliance and enforcement program aimed to increase awareness of the importance of wearing a lifejacket among key at-risk boating groups and improve safety behaviour.

##### Duration

December 2014 – May 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 298,792 |
| Creative and campaign development | 65,362 |
| Research and evaluation | 42,799 |
| Print and collateral | 21,910 |
| Other campaign costs | N/A |

#### Tourism Victoria: Play Melbourne and Beyond

##### Summary

In 2014-15, Tourism Victoria implemented stage three of the successful Play Melbourne campaign. Play Melbourne and Beyond integrates Melbourne, regional Victoria and events messages – Play Melbourne, Play on after the event and Play beyond Melbourne.

##### Duration

July 2014 – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 2,597,904 |
| Creative and campaign development | 381,540 |
| Research and evaluation | 39,555 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Tourism Victoria: Marysville Bushfire Recovery Program

##### Summary

The $1.7 million Marysville Bushfire Recovery Program 2011-2014 concluded in 2014-15 with a marketing campaign targeting Melbourne that aimed to raise awareness of Marysville as a short break destination.

##### Duration

October 2014 – May 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 190,750 |
| Creative and campaign development | 38,322 |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### VicHealth: Team Up

##### Summary

TeamUp is an innovative app that encourages Victorians to connect with others through local physical activities. TeamUp motivates Victorians to be active, and to stay active.

##### Duration

July 2014 – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 151,000 |
| Creative and campaign development | 248,000 |
| Research and evaluation | 35,000 |
| Print and collateral | N/A |
| Other campaign costs | 1,210,000 |

#### VicHealth: No Excuse Needed

##### Summary

##### The ‘No Excuse Needed’ campaign drove culture change by challenging perceived social norms around drinking. The campaign worked to normalise a more moderate drinking culture among the target audience.

##### Duration

September 2014 – Jan 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 948,000 |
| Creative and campaign development | 284,000 |
| Research and evaluation | 63,000 |
| Print and collateral | 6,000 |
| Other campaign costs | 108,000 |

#### VicHealth: H30 Challenge (Water Initiative)

##### Summary

##### The H30 Challenge encouraged Victorians to switch sugary drinks for water for 30 days and reap the health benefits.

##### Duration

September 2014 – February 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 420,000 |
| Creative and campaign development | 99,000 |
| Research and evaluation | 44,000 |
| Print and collateral | 6,000 |
| Other campaign costs | 933,000 |

#### VicRoads: Travel Happy, Share the Road

##### Summary

##### This was a long-term awareness and behaviour change campaign aimed at getting all Victorian road users (including pedestrians, cyclists, motorcyclists and trucks) to share the road courteously to ensure all road users arrive safely at their destination.

##### Duration

April 2015 – June 2015 (campaign continuing to 2017)

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 200,000 |
| Creative and campaign development | 450,000 |
| Research and evaluation | 20,000 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Victorian Electoral Commission

##### Summary

The aim of this campaign was to inform Victorians about the 2014 state election.

##### Duration

July 2014 - June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 2,943,222 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Victorian Responsible Gambling Foundation: Many Ways To Get Help Problem Gambling Campaign

##### Summary

##### This campaign targeted male and female problem gamblers aged 25-39 (primary), and problem gamblers aged 18-24 and 40-54 and significant others (secondary).

##### Duration

August - September 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 853,960 |
| Creative and campaign development | 17,935 |
| Research and evaluation | 34,500 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Victorian Responsible Gambling Foundation: “Bet Regret”, At-Risk Gambling Campaign – Phase One

##### Summary

##### This campaign targeted men and women aged 18-39 who display risky gambling behaviour, including those who gamble irregularly and/or display risky behaviour rarely.

##### Duration

October - November 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,423,295 |
| Creative and campaign development | 241,868 |
| Research and evaluation | 99,650 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Victorian Responsible Gambling Foundation: Bet Regret At Risk Gambling Campaign Phase One (Re Run) and Phase Two

##### Summary

This campaign targeted men and women aged 18-39 who display risky gambling behaviour, including those who gamble irregularly and/or display risky behaviour rarely.

##### Duration

February - March 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,494,385 |
| Creative and campaign development | 109,262 |
| Research and evaluation | 107,300 |
| Print and collateral | 15,052 |
| Other campaign costs | N/A |

#### Victorian Responsible Gambling Foundation: It’s Not Just Gamblers Who Need Help, Family and Friends Problem Gambling Campaign

##### Summary

This campaign targeted men and women aged 25-54 (female skew) who are the family and friends of a problem gambler.

##### Duration

April - May 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,606,721 |
| Creative and campaign development | 305,348 |
| Research and evaluation | 79,300 |
| Print and collateral | 465 |
| Other campaign costs | N/A |

#### Victorian Responsible Gambling Foundation: Many Ways To Get Help Problem Gambling Campaign

##### Summary

##### This campaign targeted male and female problem gamblers aged 25-39 (primary), and problem gamblers aged 18-24 and 40-54 and significant others (secondary).

##### Duration

May - June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,341,564 |
| Creative and campaign development | 192,149 |
| Research and evaluation | 66,700 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Victorian Responsible Gambling Foundation: Find Your Voice Youth Helpline Campaign

##### Summary

This campaign targeted young people aged 15-18 who are concerned about their own gambling or someone else’s gambling.

##### Duration

June - July 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 298,360 |
| Creative and campaign development | 146,770 |
| Research and evaluation | 130,000 |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Victorian Responsible Gambling Foundation: Search Engine Marketing

##### Summary

Search engine marketing (SEM) ensures the prominence of Gambler’s Help information when the community are searching for information. These Google advertisements promote a range of help services and direct traffic to either the foundation website or telephone services.

##### Duration

July 2014 - June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 178,529 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### Victorian Responsible Gambling Foundation: Convenience Advertising within Gaming Venues

##### Summary

In-venue advertising places responsible gambling and help services messages in all bathroom conveniences in or near gaming rooms in almost all venues in Victoria.

##### Duration

July 2014 - June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 627,377 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### WorkSafe: Insurance Protection

##### Summary

A campaign designed to raise awareness and understanding of the protection offered to employers and workers by the WorkSafe workers compensation insurance scheme.

##### Duration

October – December 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 2,265,823 |
| Creative and campaign development | 266,836 |
| Research and evaluation | 45,928 |
| Print and collateral | N/A |
| Other campaign costs | 58,504 |

#### WorkSafe: Homecomings

##### Summary

A campaign to remind Victorian workers of the importance of workplace safety and support and encourage Victorian industry to focus on health and safety and voluntarily comply with the law.

##### Duration

November – December 2014

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 483,812 |
| Creative and campaign development | 52,940 |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### WorkSafe: Enforcement (Every 12 minutes)

##### Summary

An enforcement-related campaign designed to remind employers that WorkSafe inspectors are out and about enforcing the law.

##### Duration

April 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 805,929 |
| Creative and campaign development | 90,223 |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

#### WorkSafe: Return to work (Getting Back)

##### Summary

A campaign to promote the value of returning to safe work for injured workers.

##### Duration

May – June 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 1,619,236 |
| Creative and campaign development | 813,865 |
| Research and evaluation | 40,480 |
| Print and collateral | N/A |
| Other campaign costs | 29,008 |

#### Zoos Victoria: Summer School Holidays

##### Summary

##### Zoos Victoria’s summer campaign focused on promoting Splash at Healesville Sanctuary, the new Lion Gorge exhibit at Melbourne Zoo and Hippo Beach at Werribee Open Range Zoo, in order to drive visitation and ticket sales for all three zoos.

##### Duration

November 2014 – February 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 180,029 |
| Creative and campaign development | 15,452 |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | 3,794 |

#### Zoos Victoria: Autumn School Holidays

##### Summary

##### Zoos Victoria’s autumn campaign focused on promoting Celebrate Corroboree at Healesville Sanctuary, Wombat’s Secret Maze at Melbourne Zoo, and Gorilla Rangers on Patrol at Werribee Open Range Zoo, in order to drive visitation and ticket sales for all three zoos.

##### Duration

March – April 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 199,951 |
| Creative and campaign development | 10,087 |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | 2,945 |

#### Zoos Victoria: Membership Acquisition

##### Summary

Membership advertising is undertaken in order to increase awareness of the Zoos Victoria membership scheme and its benefits, and drive membership sales and enquiries.

##### Duration

September 2014 – May 2015

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media buy | 289,327 |
| Creative and campaign development | 14,818 |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |