

# Victorian Government Advertising Report

## Campaign Activity Summary

2015–16



Premier  
and Cabinet

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# Victorian Government advertising campaigns 2015–16

This summary report provides information about all major Victorian Government advertising campaigns undertaken from 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.

For more information about the MAMS contract visit the [MAMS page on the Victorian Government Purchasing Board website](#).

## Reporting requirements for Victorian Government advertising

Each year, Victorian 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.<sup>1</sup>

For 2015–16, this means departments and bodies must report 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).

## Advertising campaigns included in this report

This summary report includes a short description of each major government campaign for 2015–16 and a breakdown of the expenditure for each. Campaign expenditure is broken down by:

- **Advertising media expenditure** – expenditure arranged through the Victorian Government's MAMS media purchasing contract
- **Creative and campaign development expenditure** – including advertising agency costs, creative development and production costs

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

- **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.

Note that this report only includes details of major government advertising campaigns for 2015–16. For an overview of all Victorian Government media advertising expenditure, including recruitment and functional advertising, refer to the [\*Victorian Government Advertising Report 2015–16\*](#) on the Department of Premier and Cabinet website.

# Summaries of major campaigns for 2015–16

## Ambulance Victoria – Membership Testimonial Campaign

### Summary

Multi-media format campaign to grow Ambulance Victoria's Membership Scheme participation from within the Victorian Community, based upon real patient and member cases as the core 'testimonial' creative.

### Duration

1 July 2015–31 October 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	483,000
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Ambulance Victoria – Questions

### Summary

Multimedia format campaign to grow Ambulance Victoria's Membership Scheme participation from within the Victorian Community, with imagery taken from the patient point-of-view while being attended by paramedics. The campaign included some real patient and member cases as the core 'testimonial' creative.

### Duration

1 November 2015–30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	949,000
Creative and campaign development	225,000 combined costs to creative agency
Research and evaluation	
Print and collateral	
Other campaign costs	

## Australian Centre for the Moving Image – *David Bowie is*

### Summary

A fully integrated marketing campaign to promote the *David Bowie is* exhibition at ACMI, part of the Melbourne Winter Masterpiece exhibition for 2015.

### Duration

July 2015–June 2016 (Campaign continued to November 2016)

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	293,093
Creative and campaign development	N/A
Research and evaluation	6,000
Print and collateral	19,333
Other campaign costs	137,690

## Australian Grand Prix Corporation – 2016 Formula 1 Rolex Australian Grand Prix

### Summary

Television capital cities and regional, print, magazines, radio and outdoor, public relations, communications and digital web.

### Duration

September 2015–March 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,962,000
Creative and campaign development	335,000
Research and evaluation	25,000
Print and collateral	108,000
Other campaign costs	117,000

# Australian Grand Prix Corporation – 2015 Pramac Australian Motorcycle Grand Prix

## Summary

Campaign included television commercials for capital cities and regional areas, and print, magazine, radio, outdoor and digital advertising.

## Duration

July 2015–October 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	428,000
Creative and campaign development	241,000
Research and evaluation	9,000
Print and collateral	10,000
Other campaign costs	43,000

# Arts Centre Melbourne – *The Illusionists 1903*

## Summary

Campaign to promote *The Illusionists 1903* exhibition.

## Duration

December 2015–January 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	254,368
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A



## Arts Centre Melbourne – *North by Northwest*

### Summary

Print, online, television and radio advertising campaign to promote the production of *North by Northwest*.

### Duration

January 2016–February 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	164,393
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Arts Centre Melbourne – *Nederlands Dans Theater*

### Summary

Print, online and television advertising campaign to promote the *Nederlands Dans Theater*.

### Duration

June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	115,479
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Arts Centre Melbourne – *The Secret River*

### Summary

Print and online advertising campaign to promote *The Secret River* production.

### Duration

March 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	102,775
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Bendigo Kangan Institute – 2016 Mid-Year/Open Days Advertising

### Summary

This campaign aimed to drive enrolments for courses with a mid-year intake, as well as to raise awareness of Bendigo Kangan Institute and encourage students to attend Open Days and shortlist the institute as their preferred training provider.

### Duration

March to August 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	258,550
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Bendigo Kangan Institute – End of year advertising campaign

### Summary

Campaign to drive awareness of and enrolments for semester one of the institute's 2016 intake.

### Duration

September to December 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	382,086
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## BreastScreen Victoria – '1 in 9' campaign

### Summary

Continued campaign aimed at increasing breast screen participation among women aged 60 to 74, which included components for regional and culturally and linguistically audiences.

### Duration

October 2015, April–May 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	434,965
Creative and campaign development	N/A
Research and evaluation	10,600
Print and collateral	N/A
Other campaign costs	N/A

## Cancer Council Victoria – LiveLighter campaign, Year 2

### Summary

LiveLighter is an ongoing state-wide social marketing campaign which aims to turn around the growing incidence of obesity and preventable chronic disease among Victorians.

### Duration

1 July 2015–30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,005,764
Creative and campaign development	98,607
Research and evaluation	304,548
Print and collateral	9,679
Other campaign costs	439,671

## Cancer Council Victoria – Quit campaigns

### Summary

Range of campaigns, including the 'Breaking Habits', 'Terrie' and '16 Cancers' campaigns, aimed at educating Victorians about the dangers of smoking and encouraging smokers to quit.

### Duration

1 July 2015 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	2,166,695
Creative and campaign development	200,559
Research and evaluation	381,670
Print and collateral	N/A
Other campaign costs	N/A

# Cancer Council Victoria – SunSmart Summer Campaign: UV, it all adds up

## Summary

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

## Duration

November 2015 to February 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,038,665
Creative and campaign development	189,717
Research and evaluation	47,953
Print and collateral	N/A
Other campaign costs	125,000

# Department of Environment, Land, Water and Planning – Planned Burning awareness campaign 2015–16

## Summary

Campaign to Inform communities about the planned burning work program and how to find further information about the location and time of planned burns. Advertisements and other communications also advised people to be aware of the potential to see or smell smoke as a result of planned burns.

## Duration

14 September 2015 to 31 May 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	222,312
Creative and campaign development	8,285
Research and evaluation	74,249
Print and collateral	N/A
Other campaign costs	165,039

## Department of Economic Development, Jobs, Transport and Resources – Level Crossing Removal Authority (LXRA)

### Summary

Campaign to provide advance notice to communities, including residents, traders, road and rail users of disruptions associated with level crossing removal works. The campaign aims to motivate the public to seek information and make alternative plans.

### Duration

1 July 2015 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,210,646
Creative and campaign development	383,242
Research and evaluation	30,809
Print and collateral	40,472
Other campaign costs	N/A

## Department of Economic Development, Jobs, Transport and Resources – Powerline Bushfire Safety Program

### Summary

A public information campaign to inform Victorians to be prepared for the possibility of power outages in extreme weather conditions.

### Duration

January 2016 to February 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	100,000
Creative and campaign development	2,000
Research and evaluation	8,000
Print and collateral	8,000
Other campaign costs	N/A

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

### Summary

Campaign to promote Small Business Festival Victoria to support small business across Victoria.

### Duration

1 July to 31 August 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	221,687
Creative and campaign development	38,568
Research and evaluation	127,900
Print and collateral	374,623
Other campaign costs	669,071

## Department of Economic Development, Jobs, Transport and Resources – Victorian Energy Compare

### Summary

Campaign to promote the launch of the new Victorian Energy Compare energy price comparison website.

### Duration

October 2015 to March 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	399,024
Creative and campaign development	93,988
Research and evaluation	22,500
Print and collateral	13,505
Other campaign costs	138,992

## Department of Education and Training – Never Leave Kids in Cars

### Summary

Campaign to raise awareness of the dangers of leaving children unattended in cars on hot days and how quickly the temperature doubles inside a parked car. Campaign was conducted in partnership with the Department of Health and Human Services, Ambulance Victoria and KidSafe.

### Duration

December 2015 to February 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	171,884
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	34,640
Other campaign costs	110,010

## Department of Health and Human Services – Foster Carer Attraction Campaign

### Summary

Using the tagline 'It's the little things you do that make you an amazing foster parent', this campaign was aimed at attracting more Victorian foster carers in response to increasing demand for foster care placements in Victoria and a shortage of foster carers.

### Duration

10 January 2016 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	270,000
Creative and campaign development	143,000
Research and evaluation	20,000
Print and collateral	N/A
Other campaign costs	N/A



## Department of Health and Human Services – Heat Health 2015–16

### Summary

Campaign to ensure the community understands the risks of extreme heat to their health and how to manage these risks appropriately.

### Duration

18 December 2015 to 31 March 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	309,148
Creative and campaign development	40,000
Research and evaluation	41,090
Print and collateral	35,000
Other campaign costs	59,846

## Department of Justice and Regulation – ‘Play it Safe by the Water’ campaign

### Summary

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

### Duration

13 December 2015 to 3 April 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	846,458
Creative and campaign development	37,403
Research and evaluation	106,616
Print and collateral	N/A
Other campaign costs	N/A

# Department of Justice and Regulation – Summer Fire Campaign 2015–16

## Summary

The Summer Fire campaign is an annual Victorian bush and grassfire awareness campaign aimed at improving community understanding of fire and fire safety, and prompting people to evacuate early to minimise injury and the loss of life due to fire.

## Duration

Fire Action Week: 1 November 2015 to 8 November 2015

Summer Fire campaign: 1 December 2015 to 26 March 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	3,539,769
Creative and campaign development	253,205
Research and evaluation	163,445
Print and collateral	1,589
Other campaign costs	115,337

# Department of Justice and Regulation – ‘YourPlay’ electronic gaming pre-commitment system

## Summary

The YourPlay pre-commitment system enables players of electronic gaming machines to set limits and track the money and time spent gambling across all venues in Victoria. The scheme is voluntary for players. Advertising, local promotion and venue education activities are essential elements in raising awareness of the YourPlay scheme.

## Duration

1 December 2015 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	822,100
Creative and campaign development	109,814
Research and evaluation	133,885
Print and collateral	224,532
Other campaign costs	N/A

## Energy Safe Victoria – Energy Safe Campaign 2015–16

### Summary

Community and industry education campaigns to raise awareness about safety for electricity, gas and pipeline networks.

### Duration

July 2015 – July 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	689,784
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Infrastructure Victoria – 30-year infrastructure strategy

### Summary

Campaign to raise awareness of, and participation in, development of Victoria's 30-year infrastructure strategy and encourage participation in the consultation program.

### Duration

23 May 2016 to 17 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	140,000
Creative and campaign development	90,000
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Museum Victoria – School holidays advertising

### Summary

Digital and social media advertising campaigns to support Museum Victoria publicity during school holiday periods.

### Duration

July and September 2015; January and March 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	158,000
Creative and campaign development	12,000
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Museum Victoria – Jurassic World: The Exhibition

### Summary

Television, digital, tourism and print media campaign to support *Jurassic World: The Exhibition* at Melbourne Museum

### Duration

November 2015 to October 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	280,000
Creative and campaign development	9,000
Research and evaluation	N/A
Print and collateral	13,000
Other campaign costs	N/A

## National Gallery of Victoria – *Andy Warhol/Ai Weiwei*

### Summary

This major international exhibition of the work of Andy Warhol and Ai Weiwei was supported by an integrated marketing campaign, implemented locally, interstate and overseas. The exhibition was also supported by significant publicity and advertising in international media.

### Duration

11 December 2015 to 24 April 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	335,000
Creative and campaign development	1,000
Research and evaluation	N/A
Print and collateral	39,000
Other campaign costs	125,000

## National Gallery of Victoria – Masterpieces From The Hermitage: The Legacy Of Catherine The Great

### Summary

This Melbourne-exclusive exhibition showcased art collections from the Hermitage Museum in St Petersburg and featured masterpieces by artists such as Rembrandt, Rubens, Velázquez and van Dyck. The marketing campaign received significant support from many corporate, media and tourism partners.

### Duration

31 July 2015 to 8 November 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	362,000
Creative and campaign development	25,000
Research and evaluation	41,000
Print and collateral	81,000
Other campaign costs	N/A

## National Gallery of Victoria – *Degas: A New Vision*

### Summary

This major exhibition of Edgar Degas's work was supported by outdoor and transit advertising and targeted digital activity, as well as a strategic social media campaign. The marketing campaign received significant support from many corporate, media and tourism partners.

### Duration

June 2016 (campaign continued until September 2016)

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	182,000
Creative and campaign development	23,000
Research and evaluation	N/A
Print and collateral	32,000
Other campaign costs	N/A

## Public Transport Victoria – Homesafe: 24-hour weekend public transport trial

### Summary

Campaign to increase awareness of and encourage use of the *Night Network*, the trial of 24-hour public transport on Friday and Saturday nights, commencing 1 January 2016.

### Duration

23 October 2015 to 3 December 2015 (Phase 1)

13 December 2015 to 3 April 2016 (Phase 2)

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	812,739
Creative and campaign development	36,318 (Phase 1) 921,026 (Phase 2)
Research and evaluation	96,732
Print and collateral	45,117
Other campaign costs	N/A

## Public Transport Victoria – Fare compliance/myki pass

### Summary

This campaign promotes the benefits of myki pass to frequent (myki money) travellers of the network. The campaign aims to address accidental and unintentional fare evasion that occurs when customers travel with insufficient funds on their myki by transitioning them to a 'high readiness' or 'prepaid' product.

### Duration

6 June 2016 to 18 September 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	499,734
Creative and campaign development	144,269
Research and evaluation	N/A
Print and collateral	29,722
Other campaign costs	N/A

## Tourism Victoria – Play Melbourne Live

### Summary

In 2015-16, Tourism Victoria implemented the final stage of the Play Melbourne destination marketing campaign. Featuring the live-streaming technology platform, Periscope, the *Play Melbourne Live* campaign invited target audiences globally to experience the real Melbourne in an unfiltered and authentic manner, showcasing a range of events and uniquely Melbourne experiences via a series of live video broadcasts.

### Duration

July 2015 to June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,053,568
Creative and campaign development	560,000
Research and evaluation	Completed in house and through media and creative agency partners
Print and collateral	N/A
Other campaign costs	N/A

## Tourism Victoria – Wander Victoria (Phase 1)

### Summary

Wander Victoria is major new integrated marketing campaign designed to inspire, educate and engage Victorians and to encourage them to visit regional Victoria. The campaign forms part of a long-term marketing strategy to activate intrastate travel, primarily from the Melbourne market and positions regional Victoria as a compelling 'spare time' proposition. The launch phase of the campaign was implemented across a range of channels including television, cinema, print, digital and social media, supported by public relations and partnership activity with conversion and media partners.

### Duration

February 2016 to July 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	\$1,805,548
Creative and campaign development	\$1,015,000
Research and evaluation	\$85,000
Print and collateral	N/A
Other campaign costs	N/A

## Tourism Victoria – Melbourne Winter Masterpieces

### Summary

Tourism Victoria partnered with the NGV and ACMI to promote two exclusive exhibitions to key interstate audiences in 2015 - *David Bowie is* at ACMI and *Masterpieces from The Hermitage: the Legacy of Catherine the Great* at NGV International – and reinforce Melbourne's position and reputation as Australia's cultural capital and premier host city for major events/exhibitions. The campaign was implemented across television, magazine, digital and social channels in Sydney, Brisbane, Adelaide and Perth.

### Duration

25 June 2015 to 26 July 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	\$213,933
Creative and campaign development	\$15,000
Research and evaluation	Completed in house and through NGV/ACMI
Print and collateral	N/A
Other campaign costs	N/A



## Tourism Victoria – Major Events Campaign

### Summary

Tourism Victoria delivered a dedicated campaign to the Sydney market in March/April 2016 designed to reaffirm Melbourne's reputation as the leading Australian state for major events and drive interstate ticket sales and visitation. The 'exclusive to Melbourne' events profiled included the Warhol/Weiwei Exhibition at the NGV, Melbourne Food and Wine Festival, Australian Formula 1 Grand Prix, Virgin Australia Melbourne Fashion Festival, Davis Cup Tie, Marilyn Monroe the Exhibition and Jurassic World: The Exhibition.

### Duration

July 2015 to October 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	\$232,491
Creative and campaign development	\$15,000
Research and evaluation	Completed in house and through media agency
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Drug Driving: 'Double Bus'

### Summary

A campaign reminding road users that booze buses are also drugs buses. The original version was edited for this burst of the campaign to place more emphasis on methamphetamine testing to tackle the growing issue of 'ice' use.

### Duration

25 June 2015 to 26 July 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	407,346
Creative and campaign development	9,469
Research and evaluation	42,000
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Cocktail Offence

### Summary

A campaign to announce to the community that the Victorian Government is taking action to address drink driving and encourage positive community support.

### Duration

15 July 2015 to 7 August 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	289,980
Creative and campaign development	21,764
Research and evaluation	42,000
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Parental Influence: ‘Red Line’

### Summary

A campaign addressing the risk factor of newly licensed 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

27 July 2015 to 16 August 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	253,080
Creative and campaign development	47,529
Research and evaluation	42,000
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Towards Zero: ‘Man on the Street’

### Summary

The launch campaign for the new Towards Zero philosophy for Road Safety. This campaign aims to remind Victorians that the ‘road toll’ is more than just a number, it is lives lost.

### Duration

26 August 2015 to 20 September 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	880,062
Creative and campaign development	1,094,998
Research and evaluation	85,000
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Drink Driving: ‘Interlocks’

### Summary

A launch campaign announcing legislation changes for drink driving offences. From 1 October 2014, anyone who loses their license for drink driving will have an alcohol interlock fitted to their vehicle.

### Duration

21 September 2015 to 18 October 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	733,525 (shared with ‘Levels’ campaign)
Creative and campaign development	159,508 (shared with ‘Levels’ campaign)
Research and evaluation	63,450
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Drink Driving: ‘Levels’

### Summary

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

21 September 2015 to 18 October 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	733,525 (shared with ‘Interlocks’ campaign)
Creative and campaign development	159,508 (shared with ‘Levels’ campaign)
Research and evaluation	21,000
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Young Drivers: ‘Urban Spread’

### Summary

Urban Spread is a grassroots music festival that takes music ‘back out to the suburbs’. The objective of the TAC’s partnership with Urban Spread is to support the Victorian youth market by providing easier accessibility to social events in their local area and to discourage drink driving and other youth risk-taking behaviours.

### Duration

21 November 2015 to 29 February 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	108,290
Creative and campaign development	115,265
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Motorcycles: ‘Perfect Ride’

### Summary

A campaign to encourage Victorian recreational motorcyclists to manage their personal risk, providing them with strategies and positive behaviour demonstrations to assist in reducing their level of risk and, ultimately, personal harm.

### Duration

5 October 2015 to 8 November 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	274,483
Creative and campaign development	117,538
Research and evaluation	42,000
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Towards Zero: ‘Then & Now’

### Summary

The second phase of Towards Zero campaigns, ‘Then & Now’ started to talk to the community about how Victoria can reach the goal of a zero road toll through safer roads, speeds, vehicles and people.

### Duration

4 November 2015 to 7 December 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,060,494
Creative and campaign development	281,433
Research and evaluation	65,000
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Enforcement: ‘Second Hand Holidays’, Christmas 2015

### Summary

This launch campaign supporting Victoria Police shows enforcement in a new light. Rather than showing police as ‘punishers’, it reframes their roles as ‘protectors’. The majority of people do the right thing most of the time, and so the role of police is to protect these road users from those few who break the law.

### Duration

7 December 2015 to 10 January 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	973,506
Creative and campaign development	701,209
Research and evaluation	65,000
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Towards Zero ‘Man on the Street’ campaign

### Summary

A repeat of the August 2015 road safety campaign that reminds Victorians that the ‘road toll’ is more than just a number, it is lives lost.

### Duration

4 November 2015 to 7 December 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,060,294
Creative and campaign development	281,433
Research and evaluation	65,000
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Enforcement: ‘Second Hand Holidays’, March 2016

### Summary

A repeat of a Christmas 2015 road safety campaign, supporting Victoria Police and showing enforcement in a new light. Rather than showing police as ‘punishers’, it reframes their roles as ‘protectors’.

### Duration

24 March 2016 to 31 March 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	266,605
Creative and campaign development	988
Research and evaluation	42,000 (shared with ‘SES’ and ‘Pillow’ campaigns)
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Drowsy Driving: ‘SES’

### Summary

A tactical campaign to support the SES Driver Reviver campaign, encouraging all holiday makers to use the stops and take a 15-minute power nap over the Easter period.

### Duration

8 June 2016 to 14 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	113,318
Creative and campaign development	88,881 (shared with ‘Pillow’ campaign)
Research and evaluation	42,000 (shared with ‘Second Hand Holidays’ and ‘Pillow’ campaigns)
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Drowsy Driving ‘Pillow’

### Summary

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, the body’s inability to fight it, highlighting the potential traumatic outcomes of drowsy drivers on the road network.

### Duration

24 March 2016 to 10 April 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	417,625
Creative and campaign development	88,881 (shared with ‘SES’ campaign)
Research and evaluation	42,000 (shared with ‘Second Hand Holidays’ and ‘Pillow’ campaigns)
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Parental Influence: ‘Strings’

### Summary

A launch campaign focusing on positive parental role modelling and the potential this has to influence their child’s future driving behaviour. The long term goal is to contribute to a reduction in road trauma for young drivers in their first months of solo driving and beyond, by instilling safe driving behaviours and attitudes from a young age.

### Duration

13 April 2016 to 1 May 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	536,161
Creative and campaign development	91,453
Research and evaluation	42,000
Print and collateral	N/A
Other campaign costs	N/A



## Transport Accident Commission – Enforcement: ‘Second Hand Holidays’, June 2016

### Summary

A repeat of a Christmas 2015 road safety campaign, supporting Victoria Police and showing enforcement in a new light. Rather than showing police as ‘punishers’, it reframes their roles as ‘protectors’.

### Duration

8 June 2016 to 14 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	249,999
Creative and campaign development	66,537
Research and evaluation	42,000
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Vehicle Safety: ‘AEB’

### Summary

A launch campaign demonstrating the ‘Auto Emergency Braking’ vehicle technology and highlighting the potential to reduce collision trauma outcomes. The campaign directs consumers to the How Safe Is Your Car website for more information and encourages them to choose this technology when purchasing their next new vehicle.

### Duration

2 June 2016 to 26 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	657,587
Creative and campaign development	126,819
Research and evaluation	42,000
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Child Safety: ‘Thingle Toodle’

### Summary

A year-long campaign using five existing executions as part of the Victorian ‘Starting out Safely’ program addressing early childhood education and parental influence around issues such as seatbelts, helmet wearing, crossing the road, etc.

### Duration

1 July 2015 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	221,967
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Drink Driving: ‘Country Racing’

### Summary

A campaign addressing drink driving issues and specifically highlighting the increased police breath-testing activity in the lead up to 60 key regional country racing events throughout regional Victoria. The campaign encourages race goers to plan ahead to avoid drink driving and enforcement detection.

### Duration

1 September 2015 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	162,887
Creative and campaign development	78,378
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Large format outdoor

### Summary

The TAC's extensive outdoor network provides important 'point of sale' messaging to road users at the time it is most relevant to them. The portfolio covers metropolitan Melbourne and regional Victoria.

### Duration

1 July 2015 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	4,555,322
Creative and campaign development	Included in campaign costs
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – Regional Media: Press and Radio

### Summary

With over 50 per cent of road accident deaths in Victoria occurring on regional roads, it is important that TAC continues to engage with these local communities about road safety issues that affect them, by using local radio and press.

### Duration

1 July 2015 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	522,651
Creative and campaign development	Included in campaign costs
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Transport Accident Commission – AFL Media campaign

### Summary

With young men over-represented in road trauma statistics, the AFL's large supporter base provides the perfect opportunity to speak to this target market about issues such as drinking and driving when they are most likely to be taking risks. The campaign provides a range of channels such as TV and radio for the TAC to promote road safety messages.

### Duration

1 July 2015 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,321,198
Creative and campaign development	Included in campaign costs
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Transport Safety Victoria – 2015–16 Summer Boating Safety Campaign

### Summary

A digital, electronic and print advertising campaign with a direct appeal to boaters to make lifejacket wearing a normal part of every boat trip.

### Duration

1 December 2015 to 30 April 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	314,187
Creative and campaign development	19,736
Research and evaluation	25,100
Print and collateral	88,101
Other campaign costs	8,280

## VicRoads – Motorcycle Lane Filtering (Go with the flow)

### Summary

The motorcycle filtering legislation was introduced in November 2015 to legalise lane filtering for motorcyclists. A public awareness campaign was developed to inform and educate Victorians on the new legislation and what it means for all road users.

### Duration

November 2015 to May 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	120,235
Creative and campaign development	120,000
Research and evaluation	20,000
Print and collateral	N/A
Other campaign costs	N/A

## Victorian Responsible Gambling Foundation – ‘Find Your Voice’ youth services campaign – 2015

### Summary

Digital campaign to help people aged 15–18 who have a close family member or friend experiencing issues with gambling or who may have a gambling issue themselves.

### Duration

28 June 2015 to 31 July 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	294,547*
Creative and campaign development	146,770*
Research and evaluation	14,300* (formative research) 115,700* (focus testing, benchmarking and tracking)
Print and collateral	N/A
Other campaign costs	N/A

\* Expenditure may reflect approved marketing campaigns that span the 2014–15 to 2015–16 financial years.

## Victorian Responsible Gambling Foundation – Gambling Awareness Week campaign

### Summary

Campaign targeting the general community, and specifically gamblers aged 25–54, with a secondary audience including the gaming industry.

### Duration

12–18 October 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	242,949*
Creative and campaign development	62,050*
Research and evaluation	66,169 (campaign tracking)
Print and collateral	N/A
Other campaign costs	N/A

\* Expenditure may reflect approved marketing campaigns that span the 2014–15 to 2015–16 financial years.

## Victorian Responsible Gambling Foundation – ‘Bet Regret’ campaign (phase one)

### Summary

Phase one of a campaign targeting people aged 18–39 who display risky gambling behaviour, including those who gamble irregularly and/or display risky behaviour rarely.

### Duration

10 September to 7 November 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	798,490
Creative and campaign development	38,503
Research and evaluation	66,169 (campaign tracking)
Print and collateral	N/A
Other campaign costs	N/A

## Victorian Responsible Gambling Foundation – ‘It’s not just gamblers who need help’ – summer 2015–16 campaign

### Summary

Campaign promoting gambler’s help services targeting people aged 25–54 (female skew) who are the family and friends of a person with a gambling issue.

### Duration

29 November 2015 to 9 January 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	499,644
Creative and campaign development	65,988
Research and evaluation	66,169 (campaign tracking)
Print and collateral	N/A
Other campaign costs	N/A

## Victorian Responsible Gambling Foundation – ‘Find Your Voice’ youth services campaign – 2016

### Summary

Digital campaign to help people aged 15–18 who have a close family member or friend experiencing issues with gambling or who may have a gambling issue themselves.

### Duration

28 January to 25 February 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	250,050
Creative and campaign development	8,905
Research and evaluation	66,169 (campaign tracking)
Print and collateral	N/A
Other campaign costs	N/A

## Victorian Responsible Gambling Foundation – ‘Many ways to get help’ campaign

### Summary

Campaign promoting Gambler’s Help services, targeting people with gambling issues aged 25–39 (primary), and 18–24 and 40–54 (secondary) and their significant others.

### Duration

17 January to 2 April 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	799,607
Creative and campaign development	44,905
Research and evaluation	66,169 (campaign tracking)
Print and collateral	N/A
Other campaign costs	N/A

## Victorian Responsible Gambling Foundation – ‘It’s not just gamblers who need help’ – autumn 2016 campaign

### Summary

Campaign promoting gambler’s help services targeting people aged 25–54 (female skew) who are the family and friends of a person with a gambling issue.

### Duration

10 April to 15 May 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	746,201
Creative and campaign development	4,981
Research and evaluation	66,169 (campaign tracking)
Print and collateral	N/A
Other campaign costs	N/A



## Victorian Responsible Gambling Foundation – ‘Bet Regret’ campaign (phase two)

### Summary

Phase two of a campaign targeting people aged 18–39 who display risky gambling behaviour, including those who gamble irregularly and/or display risky behaviour rarely.

### Duration

1 May to 28 May 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	799,864
Creative and campaign development	3,485
Research and evaluation	66,169 (campaign tracking)
Print and collateral	N/A
Other campaign costs	N/A

## Victorian Responsible Gambling Foundation – ‘Getting Help Sooner’ campaign

### Summary

Campaign promoting Gambler’s Help services, targeting problem gamblers aged 25–39 (primary), and problem gamblers aged 18–24 and 40–54 and their significant others (secondary).

### Duration

1 May to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,097,139
Creative and campaign development	204,176
Research and evaluation	24,336 (concept testing) 66,169 (campaign tracking)
Print and collateral	N/A
Other campaign costs	N/A

## Victorian Responsible Gambling Foundation – Talking to teens about gambling campaign

### Summary

Digital campaign targeting parents of 12 to 15-year-olds to encourage them to have a conversation with their teen about gambling, the risks and how to avoid harm.

### Duration

1 June to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	269,885
Creative and campaign development	19,189
Research and evaluation	22,800 (formative research) 66,169 (campaign tracking)
Print and collateral	N/A
Other campaign costs	N/A

## Victorian Responsible Gambling Foundation – Culturally and linguistically diverse campaign

### Summary

Targeting people from culturally diverse audiences who may be vulnerable to gambling harm and encourage help-seeking behaviour.

### Duration

June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	255,048
Creative and campaign development	Included in above
Research and evaluation	Included in above
Print and collateral	N/A
Other campaign costs	N/A

## Victorian Responsible Gambling Foundation – Search engine marketing for Gambler’s Help information service

### Summary

Search engine marketing undertaken to advertise the Gambler’s Help information service when the community are searching for relevant information. Google advertisements promote a range of help services and direct traffic to either the website or telephone services.

### Duration

1 July 2015 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	250,000
Creative and campaign development	N/A
Research and evaluation	Included in above
Print and collateral	N/A
Other campaign costs	N/A

## Victorian Responsible Gambling Foundation – in-venue advertising for responsible gambling and help services

### Summary

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

### Duration

1 July 2015 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	548,328
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	Included in above
Other campaign costs	N/A

## Victorian Responsible Gambling Foundation – Radio advertisements on AFL Live regional broadcasts

### Summary

Responsible gambling advertising via AFL Live regional radio broadcasts (Croc Media) complemented statewide advertising campaigns and extend the campaign's reach to regional Victoria, a market typically difficult to reach.

### Duration

1 July 2015 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	196 551*
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	Included in above
Other campaign costs	N/A

\* Expenditure may reflect approved marketing campaigns that span the 2014–15 to 2015–16 financial years.

## Victoria Police – Police Custody Officer Recruitment Campaign

### Summary

Advertising, communication and marketing activities for the recruitment of Police Custody Officers.

### Duration

12 October 2015 to 31 May 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	392,140
Creative and campaign development	21,120
Research and evaluation	42,300
Print and collateral	18,074
Other campaign costs	128,840

## WorkSafe Victoria – ‘One Goal’ regional sports campaigns

### Summary

Television, press, radio and digital campaign focused on regional football and netball.

### Duration

3 April to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	391,339
Creative and campaign development	81,053
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## WorkSafe Victoria – ‘Bad Days’ enforcement campaign

### Summary

Television, press, radio, outdoor and digital advertising campaign.

### Duration

21 February 2016 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,795,347
Creative and campaign development	591,765
Research and evaluation	41,380
Print and collateral	N/A
Other campaign costs	82,613

## WorkSafe Victoria – Mother’s Day campaign

### Summary

Press, radio and digital campaign.

### Duration

1 to 8 May 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	176,417
Creative and campaign development	73,155
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## WorkSafe Victoria – Farm Safety campaign

### Summary

Regional Victoria press, radio, outdoor and digital campaign.

### Duration

1 April 2016 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	220,498
Creative and campaign development	510,793
Research and evaluation	49,756
Print and collateral	N/A
Other campaign costs	N/A

## WorkSafe Victoria – ‘Getting Back’ return-to-work campaign

### Summary

Television, cinema, press, radio, outdoor and digital campaign focusing on injured workers returning to work.

### Duration

1 July 2015 to 30 June 2016

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,704,389
Creative and campaign development	171,461
Research and evaluation	26,206
Print and collateral	N/A
Other campaign costs	32,575

## WorkSafe Victoria – ‘Safety Values’ campaign

### Summary

Television, press, radio and digital campaign focusing on Victorians leaving work safely.

### Duration

August to December 2015

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	2,417,060
Creative and campaign development	37,252
Research and evaluation	4,996
Print and collateral	N/A
Other campaign costs	123,877