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| Victorian Government  Advertising Report  2019–20 |

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# Introduction

**This report provides an overview of Victorian Government media advertising expenditure for the period 1 July 2019 to 30 June 2020.**

## Media advertising expenditure

The Victorian Government purchases media through the whole of Victorian Government Master Agency Media Services (MAMS) state purchase contract.

The MAMS contract covers media planning and buying on behalf of government and is managed by the Department of Treasury and Finance.

Victorian Public Sector organisations that used the MAMS contract during 2019–20 qualified for significantly discounted government media rates. These included:

* all Victorian Government departments
* public bodies (which include, but are not limited to, statutory authorities, public entities, special bodies and other users). Examples include the Transport Accident Commission, Visit Victoria, WorkSafe Victoria and TAFE institutions.

For more information about the MAMS contract visit the [MAMS page on the Victorian Government procurement website](https://buyingfor.vic.gov.au/master-agency-media-services-mams-contract).

## Government advertising categories

The Victorian Government classifies paid media advertising into three categories:

1. **Campaign advertising**, which is designed to inform, educate, motivate or change behaviour. It requires strategic planning of creative and media services to achieve set objectives.
2. **Functional advertising**, which is specifically used to provide the public with information and is generally simple and informative and only appears for a short time. Examples include public notices, notifications of public meetings, requests for tender, enrolment notices, statutory or regulatory notices, and emergency or safety announcements.
3. **Recruitment advertising**, which is used to promote a specific job vacancy or a limited number of roles. Larger scale, industry-wide recruitment by government is usually classed as 'campaign' advertising.

Collectively, functional and recruitment advertising are referred to as ‘non-campaign’ advertising.

During the 2019–20 financial year, MediaCom provided campaign advertising as well as functional and recruitment advertising services to government.

## Expenditure on major government campaigns

Each year, government departments and public bodies publish information within their annual reports about their expenditure on major advertising campaigns, as required by the relevant Financial Reporting Direction.[[1]](#footnote-1)

For 2019–20, departments and bodies are required to report on advertising campaigns with a total media spend of $100,000 or greater (exclusive of GST), including:

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

This reporting is collated and summarised in the *Victorian Government Advertising Campaign Activity Summary 2019–20*, available on the [vic.gov.au website](https://www.vic.gov.au/advertising-plans-and-spend).

## Government advertising plan for 2019–20

Each year the Victorian Government publishes an annual advertising plan, which provides an overview of government advertising campaigns planned for that year.

The Victorian Government Advertising Plan for 2019–20 is available on the [vic.gov.au website](https://www.vic.gov.au/advertising-plans-and-spend).

# Victorian Government advertising expenditure 2019–20

The Victorian Government spent a total of $84.6 million on media advertising from   
1 July 2019 to 30 June 2020, comprising campaign and non-campaign advertising. This total is significantly lower than the previous year’s total of $102.8 million.

The second half of the year particularly focused on coronavirus/public safety and behaviour change advertising, meaning lower amounts were spent on other types of advertising during this period

## Total government advertising expenditure – historical comparison

Total government advertising expenditure for 2019–20 and previous years is shown in the chart below.

## Total advertising expenditure by category – 2019–20

Campaign advertising accounted for 86 per cent of Victorian Government advertising expenditure in 2019–20. Non-campaign advertising, comprising functional and recruitment advertising, accounted for the remaining 14 per cent of advertising expenditure for the year.

## Campaign and non-campaign advertising expenditure by departments and agencies – 2019–20

The chart below shows Victorian Government expenditure by government departments and government agencies, for campaign and non-campaign advertising, as a percentage of total advertising expenditure for 2019–20.

In 2019–20, government agencies (such as WorkSafe Victoria and the Transport Accident Commission) accounted for 58 per cent of total government advertising expenditure, while government departments (such as the Department of Justice and Community Safety) accounted for the remaining 42 per cent of expenditure.

The [*Victorian Government Advertising Campaign Activity Summary 2019–20*](https://www.vic.gov.au/advertising-plans-and-spend) provides a summary of major government campaigns undertaken in 2019-20.

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

## Top 10 advertisers by campaign expenditure – 2019–20

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| **Rank** | **Advertiser** | **Example campaigns** | **Expenditure** |
| 1 | Department of Justice and Community  Safety | 2019–20 Summer Fire safety and awareness campaign, Fire Action Week and the Play it Safe by the Water campaign. | $8,484,330 |
| 2 | Department of Health and Human Services | Covid-19, Smile Squad, Influenza, Safescript and Heat Health/Extreme Heat Warnings campaigns. | $6,603,101 |
| 3 | Visit Victoria | Various intrastate and interstate campaigns to promote Victoria as a tourist destination, including promoting Melbourne to interstate visitors. Other campaigns promoted tourism in regional Victoria and Melbourne’s schedule of major events in 2019–20. | $5,599,908 |
| 4 | Victoria Police | Police Assistance Line Promotion, and advertising, communication and marketing activities for the recruitment of Victoria Police Officers and Protective Services Officers including the ‘Be a Force for Good’ campaign, | $5,469,803 |
| 5 | Transport Accident Commission (TAC) | Numerous road safety campaigns targeting excessive speed and drink and drug driving, mobile phone distractions, improving road safety for motorcyclists, and seatbelts. | $5,406,394 |
| 6 | WorkSafe Victoria | Numerous campaigns, including the ‘Getting back’ return-to-work and ‘Bad Days’ enforcement campaigns, and the launch of a campaign promoting awareness of industrial manslaughter laws. Ongoing campaigns also targeted quad bike farm safety, asbestos and violence against healthcare workers. | $5,285,469 |
| 7 | Department of Premier and Cabinet | ‘Staying Apart, Keeps Us Together’ COVID-19 campaign, Australia Day and Cultural Diversity Week. | $4,932,935 |
| 8 | Major Transport Infrastructure Authority | Various campaigns to raise awareness of disruptions caused by Level Crossing Removals, Big Build and West Gate Tunnel, Metro Rail and Regional Transport development projects | $4,650,760 |
| 9 | Department of Education and Training | Various campaigns to promote the Victorian education sector, including a major school teacher recruitment campaign, campaigns promoting 3-year old kindergarten, a TAFE teacher recruitment campaign, a campaign in support of the Victorian State Schools Spectacular. | $4,536,096 |
| 10 | Victorian Responsible Gambling Foundation | Campaigns to reduce harm caused by gambling, including help and early intervention campaigns for gamblers,  100 Day Challenge and the ‘Love the game, not the odds’ campaign targeting the normalisation of gambling in sport. | $2,593,775 |

**Note:** This report contains advertising expenditure data provided to the Department of Premier and Cabinet by MediaCom Australia for the 2019–20 financial year, and includes all paid advertising undertaken via the government’s MAMS contract. Expenditure figures presented in this report may differ from those published in the annual reports of government departments and public bodies, which may also include the value of media partnerships/sponsorships, and production and other fees associated with advertising campaigns.

## Major functional and recruitment advertisers – 2019–20

### Functional advertising

In 2019–20, the highest spending departments and agencies for functional advertising were Public Transport Victoria, VicRoads, Department of Transport, Worksafe Victoria, Major Road Projects Victoria, Victorian Electoral Commission, Major Transport Infrastructure Authority, Essential Services Commission, Department of Jobs, Precincts and Regions and Goulburn Ovens TAFE.

### Recruitment advertising

In 2019–20, the highest spending departments and agencies for recruitment advertising were Department of Justice and Community Safety, Department of Health and Human Services, Department of Environment, Land, Water and Planning, Department of Education and Training, and the Department of Transport.

## Government advertising by channel – 2019–20

The chart below shows percentage of total government advertising expenditure for 2019–20 per advertising channel.

Expenditure for 2019–20 showed a slight increase in the proportion of advertising via digital platforms to 32.8 per cent of the total, compared to 32.7 per cent in 2018–19.

In 2019–20, the proportion of television advertising decreased to 23.4 per cent of all government advertising, compared to 26.2. per cent in 2018–19, while expenditure on press advertising increased compared to the previous year – in 2019–20 press advertising represented 14.7 per cent of advertising expenditure, an increase from 13.2 per cent in 2018–19.

Radio accounted for 14.3 per cent of total advertising expenditure in 2019–20, unchanged from 14.3 per cent in 2018–19, while outdoor advertising increased to 13.3 per cent (compared to 11.0 per cent in 2018–19).

## Government campaign advertising by communication priority areas

All campaign advertising undertaken by the Victorian Government during 2019–20 fulfilled one of five ‘priority areas’ for government communication. These priority areas are outlined in the [*Victorian Government Advertising Plan 2019–20*](https://www.vic.gov.au/victorian-government-advertising-plan-2019-20):

* Public safety and behaviour change
* Building social cohesion and community spirit
* Supporting commercial and economic investment in Victoria
* Generation of revenue to support Victorian institutions and events
* Ensuring compliance with legislation.

The chart below shows 2019–20 expenditure for each communication priority area, as a proportion of the government’s total expenditure on campaign advertising. The focus on coronavirus advertising in the second half of the year meant public safety/behaviour change advertising was a larger proportion than in previous years, at 79 per cent.

## Victorian Government communication targets

The Victorian Government is committed to communicating with all Victorians and has advertising expenditure targets for regional and multicultural media to help ensure effective communication with these audiences.

### Regional media campaign advertising expenditure

The [*Victorian Government Regional Communication Policy*](https://www.vic.gov.au/advertising-government-communications)requires that government departments and agencies place 15 per cent of their annual campaign media expenditure with regional and rural media.

This includes, but is not limited to, dedicated regional press, radio and outdoor media buys for regional or rural audiences. The government also uses internet and digital advertising to reach regional audiences; however, during 2019–20 these channels were not consistently classified as 'regional or rural' media. For this reason, expenditure on internet and digital advertising was not included when calculating the government’s regional advertising expenditure total for 2019–20.

In 2019–20, the Victorian Government spent $9,583,058 on campaign advertising through ‘non-digital’ regional and rural media (that is, press, radio and outdoor advertising).

This figure represents 19.0 per cent of the government’s total campaign advertising expenditure undertaken through non-digital media. This result is above the 15 per cent regional media expenditure target for government campaign advertising.

### Multicultural media campaign advertising expenditure

The [*Victorian Government Multicultural Communication Policy*](https://www.vic.gov.au/advertising-government-communications)requires that government departments and agencies commit a minimum of five per cent of their total campaign media expenditure towards multicultural media.

In 2019–20, the Victorian Government spent $5,547,702 on campaign advertising in multicultural media, across both ‘traditional’ and digital media (including social media platforms).

This expenditure represents 7.6 per cent of the government’s total campaign advertising expenditure during 2019–20, well above the government’s five per cent multicultural campaign advertising expenditure target.

# Government communication policies and guidelines

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

[Current policies and guidelines are located on the vic.gov.au website](https://www.vic.gov.au/advertising-government-communications).

1. For 2019–20, the relevant Financial Reporting Direction was [*FRD 22H Standard disclosures in the Report of Operations (May 2017)*](http://www.dtf.vic.gov.au/Publications/Government-Financial-Management-publications/Financial-reporting-policy/Financial-reporting-directions-and-guidance). [↑](#footnote-ref-1)