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| Victorian Government Advertising Report Campaign Activity Summary 2019–20 |

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# Victorian Government advertising campaigns in 2019–20

This report provides a summary of major Victorian Government advertising campaigns undertaken from 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 ‘Buying For Victoria’ website](https://buyingfor.vic.gov.au/master-agency-media-services-mams-contract).

## 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 accordance with the relevant Financial Reporting Direction.[[1]](#footnote-1)

For 2019–20, this means departments and public 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 reported for 2019–20 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
* **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 includes details of major government advertising campaigns for 2019–20. For an overview of all Victorian Government media advertising expenditure, including recruitment and functional advertising, refer to the *Victorian Government Advertising Report 2019–20* at [www.vic.gov.au](https://www.vic.gov.au/advertising-plans-and-spend).

# Summaries of major campaigns undertaken in 2019–20

## Australian Grand Prix Corporation – 2020 Formula 1 Rolex Australian Grand Prix

### Summary

Campaign supporting the 2020 Formula 1 Australian Grand Prix that was to be held at Albert Park from 12-15 March. Unfortunately, due to the Covid-19 Pandemic the event was cancelled on 13 March after just one day of activity. Campaign included television in capital cities and regional, print, magazine, radio and outdoor and digital web advertising.

### Duration

September 2019 – March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,037,000 |
| Creative and campaign development | 343,000 |
| Research and evaluation | 0,000 |
| Print and collateral | 73,000 |
| Other campaign costs | 58,000 |

## Australian Grand Prix Corporation – 2019 Australian Motorcycle Grand Prix

### Summary

Campaign supporting the 2019 Australian Motorcycle Grand Prix held at Phillip Island from 25-27 October 2019. Campaign included television in capital cities and regional, print, magazine, radio and outdoor and digital web advertising.

### Duration

July – October 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 562,000 |
| Creative and campaign development | 168,000 |
| Research and evaluation | 15,000 |
| Print and collateral | 7,000 |
| Other campaign costs | 50,000 |

## Bendigo Kangan Institute – 2020 semester 1 advertising

### Summary

Campaign to meet student enrolments and student retention goals for semester 1, 2020.

### Duration

Jan – Apr 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,055,335 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Bendigo Kangan Institute – 2020 semester 2 advertising

### Summary

Campaign to meet student enrolments and student retention goals for semester 2, 2020.

### Duration

May – Jul 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 397,049 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Box Hill Institute – Let Passion Guide Your Future, Semester Two, 2019–20

### Summary

Mid-yearstudentenrolmentcampaign

### Duration

1 May – 31 July 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 364,706 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Box Hill Institute – Let Passion Guide Your Future, Semester Two, 2019–20

### Summary

Mid-year student enrolment campaign

### Duration

1 May – 31 July 2020\*

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 364,706 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Chisholm Institute – January 2020 acquisition campaign

### Summary

Chase Your Calling recruitment campaign executed across television, cinema, out of home, radio, print and digital channels.

### Duration

### January – March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 655,822 |
| Creative and campaign development | 131,082 |
| Research and evaluation | 16,035 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Chisholm Institute – Chase Your Calling - Mid-year acquisition campaign

### Summary

### Chase Your Calling recruitment campaign executed across out of home, radio and digital channels.

### Duration

### April – July 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 112,088 |
| Creative and campaign development | 154,199 |
| Research and evaluation | 16,035 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## City West Water – Make Every Drop Count

### Summary

### Joint campaign with Melbourne Water, South East Water and Yarra Valley Water to increase household action to reduce water use

### Duration

### 1 December 2019 – 30 March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 374,857 |
| Creative and campaign development | 140,142 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Education and Training – TAFE Teacher Recruitment

### Summary

Campaign was developed to increase the number of teachers following the introduction of Free TAFE. The campaign increased awareness of job availability across Victoria’s TAFE network and drove traffic to the Jobs website.

### Duration

25 August – 29 September 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 200,000 |
| Creative and campaign development | 13,350 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Education and Training – Teacher recruitment

### Summary

The campaign aimed to increase enrolments in initial teacher education courses to address the anticipated shortfall in teacher numbers over the next three to five years.

### Duration

1 December 2019 – 30 June 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,680,687 |
| Creative and campaign development | 1,523,305 |
| Research and evaluation | 207,020 |
| Print and collateral | 0 |
| Other campaign costs | 50,000 |

## Department of Education and Training – Three-Year-Old Kindergarten Parent Enrolment

### Summary

The campaign raised awareness and encouraged families to enrol their child in Three-Year-Old Kindergarten programs

### Duration

7 June – 30 June 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 180,000 |
| Creative and campaign development | 17,500 |
| Research and evaluation | 0 |
| Print and collateral | 5,500 |
| Other campaign costs | 37,110 |

## Department of Education and Training – Three-Year-Old Kindergarten Teacher Recruitment

### Summary

The rollout of Three-Year-Old Kindergarten is expected to create more than 6,000 new early childhood teacher and educator roles in Victoria by 2029. The campaign raised awareness and promoted kindergarten teaching as a career

### Duration

22 September 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,480,186 |
| Creative and campaign development | 373,655 |
| Research and evaluation | 37,800 |
| Print and collateral | 0 |
| Other campaign costs | 1,222 |

## Department of Environment, Land, Water and Planning – Energy Affordability Phase 1

### Summary

Encouraged Victorians to check that they were on the cheapest available energy offer to reduce bills during winter. The campaign promoted the Victorian Government’s free and independent Victorian Energy Compare website as the key tool for finding and switching to a cheaper energy deal to reduce bills and prompted Victorians to compare energy offers on the site to claim the $50 power saving bonus.

### Duration

7 June – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 297,793 |
| Creative and campaign development | 42,744 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health and Human Services – Coronavirus (Covid-19) Managing This Together

### Summary

In response to the coronavirus pandemic, the ‘Managing This Together’ campaign helped people understand the crucial behaviours required to protect themselves and the community during the pandemic.

### Duration

21 March 2020 – 10 May 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 4,134,480 |
| Creative and campaign development | 1,854,430 |
| Research and evaluation | 17,000 |
| Print and collateral | 15,070 |
| Other campaign costs | 0 |

## Department of Health and Human Services – Disability Worker Regulation Scheme

### Summary

Campaign to promote the new regulations including compliance obligations for Victorian disability workers commencing 1 July 2020.

### Duration

5 June – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 310,000 |
| Creative and campaign development | 214,050 |
| Research and evaluation | 12,350 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health and Human Services – SafeScript

### Summary

Campaign to promote community awareness of the SafeScript real-time prescription monitoring system.

### Duration

1 March – 17 May 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 299,280 |
| Creative and campaign development | 3,640 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 21,940 |

## Department of Health and Human Services – School Dental Program Smile Squad

### Summary

Campaign to develop brand and imagery for Smile Squad school dental program election commitment and building community awareness in advance of January 2020 commencement.

### Duration

31 May 2019 – 31 March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 291,430 |
| Creative and campaign development | 278,350  |
| Research and evaluation | 0 |
| Print and collateral | 4,700 |
| Other campaign costs | 3,420 |

## Department of Health and Human Services – Seasonal Influenza

### Summary

Campaign to promote seasonal flu immunisation and other prevention measures to help reduce the impacts of seasonal influenza.

### Duration

1 July 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 486,880 |
| Creative and campaign development | 28,350 |
| Research and evaluation |  0 |
| Print and collateral | 111,960 |
| Other campaign costs | 60,630 |

## Department of Health and Human Services – Supercare Pharmacies

### Summary

Campaign to promote community awareness of Supercare Pharmacy locations, opening hours and services provided.

### Duration

1 July 2019 – 15 October 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 129,350 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health and Human Services – Survive the Heat 2019-20

### Summary

Campaign to promote community awareness of health impacts of extreme heat and behaviour change to reduce risks to vulnerable community members.

### Duration

01 December 2019 – 31 March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 489,230 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 4,240 |
| Other campaign costs | 9,190 |

## Department of Jobs, Precincts and Regions – Small Business Victoria – Year-Long Engagement

### Summary

Campaign to raise awareness and uptake of business support initiatives and resources available from Business Victoria. The campaign supports the department’s priorities of driving inclusive economic and jobs growth in Victoria.

### Duration

1 July 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 115,329 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – Study Melbourne – Service Awareness - Domestic

### Summary

A campaign to increase engagement with recently arrived international students to support them to access Study Melbourne support services, activities and information channels such as the International Student Emergency Relief Fund, Study Melbourne website and Student Centre, the Unlock Melbourne app, employability initiatives and social connectedness opportunities.

### Duration

1 July 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 116,074 |
| Creative and campaign development | N/A |
| Research and evaluation | N/A |
| Print and collateral | N/A |
| Other campaign costs | N/A |

## Department of Jobs, Precincts and Regions – Study Melbourne – Destination Brand - International

### Summary

An international campaign to grow Victoria’s reputation and brand awareness as a destination of choice for international students from priority growth markets and regions, as well as key established markets.

**Duration**

01 July 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 232,835 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral |  0 |
| Other campaign costs | 0 |

## Department of Justice and Regulation – Emergency Worker Harm Prevention Campaign

### Summary

Emergency workers often face challenging and violent situations in their everyday work. This can have profound physical, mental and behavioural consequences. This campaign aimed to raise awareness that violence against emergency workers is never acceptable, no matter the situation. The very nature of emergency services work means that providing a safe working environment is critical. That is why new laws are now in place to protect them from harm.

### Duration

29 December 2019 – 1 February 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 136,969 |
| Creative and campaign development | 58,750 |
| Research and evaluation | 87,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Justice and Regulation – Fire Rescue Victoria

### Summary

The Fire Rescue Victoria campaign was implemented to inform the community of the commencement of Fire Rescue Victoria on 1 July 2020 and the reforms to how fire services are delivered in Victoria

### Duration

22 June – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 250,668 |
| Creative and campaign development | 198,194 |
| Research and evaluation | 48,700 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Justice and Regulation – Fire Season campaign 2019–20

### Summary

The Victorian Fire Season campaign is an annual Victorian bush and grassfire awareness campaign that aims to improve community understanding of fire and fire risk, encourage Victorians to take responsibility for their own safety and prompt people to leave early to minimise injury and loss of life due to fire.

### Duration

27 October 2019 – 30 March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 7,797,413 |
| Creative and campaign development | 2,517,113 |
| Research and evaluation | 205,462 |
| Print and collateral | 176 |
| Other campaign costs | 187,376 |

## Department of Justice and Regulation – Water Safety - Play it Safe by the Water 2019–20

### Summary

Established in 1998, Play it Safe by the Water is a public education and awareness program that aims to increase awareness of safety issues around water and reduce the number of fatal and non-fatal drowning incidents in Victoria. The 2019-20 Water Safety advertising campaign targeted mend aged 45-64 years as a priority audience, and mend aged 25-44 years from Chinese and Indian communities

### Duration

15 December 2019 – 30 March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 601,514 |
| Creative and campaign development | 228,598 |
| Research and evaluation | 140,000 |
| Print and collateral | 0 |
| Other campaign costs | 1,132 |

## Department of Premier and Cabinet – Staying Apart Keeps Us Together

### Summary

A strategic campaign in response to the coronavirus (COVID-19) pandemic to support the sustainment of social inclusion and wellbeing within the community, as well as promoting ongoing adherence to restrictions in place.

### Duration

March – June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 4,536,000 |
| Creative and campaign development | 1,764,200 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 6,600 |

## Department of Premier and Cabinet – Treaty. It’s Time

### Summary

Promotion to engage and mobilise and facilitate as many Aboriginal Victorian people as possible to run, enrol and vote in the First Peoples’ Assembly of Victoria election.

### Duration

July – October 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 303,000 |
| Creative and campaign development | 229,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – 2019 AFL Partnership

### Summary

The second year of the AFL and PTV partnership. This partnership continued to provide PTV with the opportunity to target AFL fans with specific travel related messages using AFL’s major marketing channels such as the AFL record, app and website. The campaign also focused on mitigating the potential effects of disruptions on customer journeys – encouraging passengers to plan their journey to the footy using a dedicated campaign landing page.

### Duration

30 June 2019 – 6 October 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 443,000 |
| Creative and campaign development | 9,650 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Autumn Disruptions

### Summary

Campaign to inform the community about disruptions due to works on the transport network and enable people to make informed travel plans.

### Duration

8 – 23 March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 108,846 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Level Crossing Removal Project

### Summary

Campaign to inform Melbourne’s travelling community, residents and businesses about disruptions associated with the level crossing removal works. Key messaging enables people to make informed travel plans to ensure they can get to where they need to go as quickly and as efficiently as possible whilst these works are undertaken.

### Duration

1 July 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,255,575 |
| Creative and campaign development | 25,479 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Metro Tunnel

### Summary

Campaign to inform Melbourne’s travelling community, residents and businesses about disruptions associated with Metro Tunnel. The key messaging enables people to make informed travel plans to ensure they can get to where they need to go as quickly and as efficiently as possible whilst these works are undertaken.

### Duration

1 July 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,789,966 |
| Creative and campaign development | 229,834 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Safety You Can See (SYCS)

### Summary

Phase 3 of the SYCS campaign aimed to increase perceptions of safety and improve confidence to travel on public transport, particularly at night. It aimed to improve how safe people feel by highlighting the range of staff across the public transport network that are here to help them travel safely (i.e. PSOs, Transit Police, Authorised Officers etc.) On mode and at station interventions such as CCTV, Safety Zone, Emergency Assistance buttons were also highlighted

### Duration

16 March – 17 May 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 439,028 |
| Creative and campaign development | 120,854 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Safest Way To Cross – Motorists (Trams)

### Summary

This campaign targeted motorist behaviour and metropolitan rail crossings where ‘queuing’ under boom gates is an issue and regional rail crossings where motorists are unsafe at passive crossings.

### Duration

17 November – 21 December 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 198,863 |
| Creative and campaign development | 180,874 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Staying Apart Keeps Us Together

### Summary

Phase 1 of the Staying Apart Keeps Us Together – Transport campaign provided information about changes on the transport network and how people can change the way they travel to help slow the spread of coronavirus (COVID-19).

### Duration

9 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 189,612 |
| Creative and campaign development | 106,721 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Victoria’s Big Build

### Summary

Campaign to deliver coordinated messaging to Victorians relating to disruptions associated with major transport infrastructure projects which covers all Victoria’s Big Build Projects, as well as a centralised phone number and website. The campaign highlights the scope and magnitude of current and future infrastructure projects over the coming years, assisting Victorians to prepare for all road and rail disruptions happening near them and keeping them informed of the best travel options. The campaign website also provides a jobs portal, promoting employment opportunities across all projects.

### Duration

1 July 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,027,515 |
| Creative and campaign development | 1,977,998 |
| Research and evaluation | 63,500 |
| Print and collateral | 0 |
| Other campaign costs | 0 |
| Other campaign costs | 0 |

## Development Victoria – Alfie (Altona North)

### Summary

Alfie is a townhouse development in Altona North. Marketing activity, including advertising, was undertaken to drive property sales.

### Duration

July 2019 – to continue into 2020-21

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 135,764 |
| Creative and campaign development | 37,441 |
| Research and evaluation | 2,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Development Victoria – LUMA, Sunshine North

### Summary

LUMA is a townhouse development in Sunshine North. Marketing activity, including advertising, was undertaken to drive property sales.

### Duration

January 2020 – to continue into 2020-21

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 125,928 |
| Creative and campaign development | 202,264 |
| Research and evaluation | 2,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Development Victoria – Riverwalk Werribee

### Summary

Riverwalk is a land development in Werribee. Marketing activity, including advertising, was undertaken to drive property sales.

### Duration

July 2020 – to continue into 2020-21

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 147,481 |
| Creative and campaign development | 85,576 |
| Research and evaluation | 2,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Energy Safe Victoria – Be Sure - Carbon monoxide awareness

### Summary

Campaign educating Victorians on the dangers of carbon monoxide and encouraging them to take action to reduce their risks.

### Duration

July – August 2019, June – July 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,166,000 |
| Creative and campaign development | 135,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 9,000 |

## Energy Safe Victoria – Be on the Right Side of Power Safety

### Summary

Campaign encouraging people to check household wiring and safety switches.

### Duration

October – November 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 150,000 |
| Creative and campaign development | 17,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Energy Safe Victoria – Don’t Do It Yourself (DDIY)

### Summary

Campaign raising awareness of the dangers of DIY electrical work.

### Duration

November - December 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 150,000 |
| Creative and campaign development | 114,000\* |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## \* includes creative development of DDIY Gas

## Energy Safe Victoria – Know the Drill before you Grill

### Summary

Raising awareness of BBQ gas bottle safety.

**Duration**

November - January 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 150,000 |
| Creative and campaign development | 2,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 4,000 |

## Energy Safe Victoria – Look Up and Live

### Summary

Long-running campaign raising awareness about overhead powerlines.

### Duration

May – June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 100,000 |
| Creative and campaign development | 4,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 23,000 |

## Energy Safe Victoria – Never Work Live / DDIY Gas\*

### Summary

Raising awareness of the dangers of working live and the dangers of DIY Gas.

### Duration

June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 100,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

\*With the onset of coronavirus (COVID-19) the Never Work Live campaign was cancelled for 2019-20 and replaced with a new campaign DDIY Gas. Similar to DDIY Electrical, this campaign warned Victorians against attempting to complete their own repairs or maintenance on gas appliances.

## Essential Services Commission – It’s your energy, Victoria

### Summary

A campaign to empower and educate Victorians to make informed decisions with their current energy provider.

### Duration

October 2019 – June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 558,959 |
| Creative and campaign development | 57,879 |
| Research and evaluation | 36,200 |
| Print and collateral | 3,593 |
| Other campaign costs | 14,762 |

## Holmesglen TAFE – 2020 Semester 1 acquisition campaign

### Summary

Direct student acquisition campaign.

### Duration

1 January 2020 – 31 March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 462,887 |
| Creative and campaign development | 28,325 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Labour Hire Authority – End of transition period information awareness campaign

### Summary

### Six-week campaign to ensure labour hire providers and hosts were aware of the end of the transition period, and that hosts could only use licensed providers from 30 October 2019 or providers that applied before this date.

### Duration

22 September to 29 October 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 304,668 |
| Creative and campaign development | 19,490 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Melbourne Water – Making Every Drop Count

### Summary

### Campaign to raise awareness of water security and promote water efficient user behaviour, delivered in partnership with City West Water, Yarra Valley Water and South East Water.

### Duration

December 2019 – March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 375,000 |
| Creative and campaign development | 120,000 |
| Research and evaluation | 20,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## National Gallery of Victoria – KAWS: Companionship In The Age Of Loneliness

### Summary

### An integrated digital, social media and cinema marketing campaign was developed to attract local, regional, interstate and international audiences to KAWS: Companionship in the Age of Loneliness.

### Duration

December 2019 – March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 125,000 |
| Creative and campaign development | 40,000 |
| Research and evaluation | 23,000 |
| Print and collateral | 19,500 |
| Other campaign costs | 500 |

## National Gallery of Victoria – Winter Masterpieces 2019: Terracotta Warriors

### Summary

### A comprehensive marketing campaign targeted diverse local, regional, interstate and international audiences with an emphasis on negotiated media partnerships to maximise advertising reach.

### Duration

24 May–13 Oct 2019\*

(\*Campaign expenditure for 2019/20 should be read alongside the previous financial year and takes into account the expenditure included in the 2018/19 Annual Report.)

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 132,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 19,000 |
| Print and collateral | 3,000 |
| Other campaign costs | 6,000 |

## National Gallery of Victoria – Keith Haring | Jean-Michel Basquiat: Crossing Lines

### Summary

### The NGV executed an impactful campaign, including out-of-home and transit advertising, to support the world-first exhibition *Keith Haring | Jean-Michel Basquiat: Crossing Lines*.

### Duration

1 December 2019 – 15 March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 421,000 |
| Creative and campaign development | 6,000 |
| Research and evaluation | 22,000 |
| Print and collateral | 10,000 |
| Other campaign costs | 13,000 |

## Portable Long Service Authority – Long Service that moves with you

### Summary

### Campaign to create awareness among employers and workers in community services, contract cleaning and security about Victoria’s new portable long service scheme and encourage compliance with the Portable Long Service Scheme.

### Duration

1-30 September 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 145,000 |
| Creative and campaign development | 15,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Respect Victoria – Respect Women: Call It out (Public Transport

### Summary

Developed in consultation with key representatives from across the family violence and behaviour change sectors including Victoria Police and Public Transport Victoria, this campaign was designed to bring all Victorians into the conversation about sexual harassment on public transport by providing the tools to call out inappropriate behaviours before they escalate.

### Duration

November - December 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 233,920 |
| Creative and campaign development | 31,984 |
| Research and evaluation | 0 |
| Print and collateral | 9,290 |
| Other campaign costs | 23,427 |

## Respect Victoria – Respect Older People: Call It out

### Summary

Focusing on Victoria’s cultural and linguistically diverse (CALD) communities, this campaign aimed to: raise awareness of elder abuse as a form of family violence; demonstrate where and how elder abuse starts; shift the attitudes of entitlement that underpin elder abuse; and promote the critical role of preventing elder abuse.

### Duration

October - November 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 259,125 |
| Creative and campaign development | 118,376 |
| Research and evaluation | 0 |
| Print and collateral | 13,803 |
| Other campaign costs | 23,427 |

## Respect Victoria – Respect Each Other: Call It out (COVID-19)

### Summary

Responding directly to the coronavirus (COVID-19) pandemic, this campaign reinforced the message that there is never an excuse for abuse. It supported Victorians to understand the warning signs of family violence and to be active bystanders and ‘call them out.’ It also encouraged those experiencing family violence to seek professional support, including victims and perpetrators, during this particularly challenging and unprecedented time.

### Duration

May – June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,008,788 |
| Creative and campaign development | 130,777 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 23,427 |

## South East Water – Make Every Drop Count

### Summary

Melbourne-wide water efficiency campaign, in partnership with City West Water, Melbourne Water and Yarra Valley Water, to raise awareness of and influence water use behaviours in the community.

### Duration

December 2019 - March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 374,857 |
| Creative and campaign development | 120,143 |
| Research and evaluation | 20,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Sustainability Victoria – Know Your Recycling

### Summary

This campaign provides general recycling information to all Victorians, as well as targeting specific audiences with relevant information about key contaminants. The Know Your Recycling campaign will prime the Victorian public for larger upcoming changes to kerbside services by encouraging people to start small and put the right thing in their recycling bins.

### Duration

24 May – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 450,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## TAFE Gippsland – 2020 February Recruitment

### Summary

### Continuation of 2019 December student acquisition campaign.

### Duration

1 January 2020 – 29 February 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 166,642 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Distracted Driving –On Your Phone? You’re Driving Blind

### Summary

A third of Victorians admit to using their phone illegally while driving, and the most common behaviour admitted to is reading texts. The first step towards behaviour change is to overcome drivers’ denial that they are putting themselves, and others, in danger with a two second glance at a text. This campaign used TV, radio, outdoor and print to convey this message

### Duration

7 July – 2 August 2019; 19 Apr – 31 May 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,149,242 |
| Creative and campaign development | 463,194 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Drug Driving – More drug tests, more places, more often

### Summary

Police testing numbers remain high (150,000) with the ability to detect drivers and riders with amphetamines and cannabis in their system. Billboards, TV, radio, regional newspapers and out of home advertising conveyed these numbers and the unpredictable nature of enforcement by booze/drug buses, unmarked patrol cars and motorcycles.

### Duration

2 February – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,094,944 |
| Creative and campaign development | 357,155 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Enforcement – Think of us

### Summary

This campaign aims to deter deliberately risky behaviour. Police are portrayed as personal guardians who help us make better decisions about our driving in three different scenarios where drivers consider whether to speed, drink-drive and text-drive. A Christmas-themed commercial reminded us that police do not wish to knock on the doors of our loved ones with bad news.

### Duration

3 November 2019 – 1 February 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,107,496 |
| Creative and campaign development | 463,194 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Infrastructure – Safety Barriers Save Lives

### Summary

This campaign targeted regional Victorians in Mildura, Shepparton and Swan Hill specifically. The campaign was in market to support the upcoming installation of safety barriers in these regional towns. The campaign ran across radio, online and regional press to demonstrate how safety barriers work and contribute to reducing the number of serious injuries and lives lost on Victorian roads.

### Duration

11 August – 15 September 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 103,335 |
| Creative and campaign development | 68,377 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Large Format Outdoor Billboards

### Summary

The TAC's extensive outdoor network provides important 'point of sale' messaging to regional and metropolitan road users at the time it is most relevant to them. Increasingly, new sites with digital capability have been added to TAC's portfolio to enable more efficient changeover of messaging.

### Duration

01 June 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 5,017,490 |
| Creative and campaign development | (Costs included in campaign production spend) |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Motorcycle Safety – Perfect Ride

### Summary

Campaign targeting experienced riders with specific roadcraft messages on how to prepare for rides, the importance of wearing protective gear and refreshing riding skills. The campaign shares information specifically for motorcycle riders. T

### Duration

15 September – 7 November 2019; 2 March – 28 March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 985,746 |
| Creative and campaign development | 210,053 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Seatbelt Safety – Bend Your Knees, Katie

### Summary

This campaign reprised the 1992 ‘Bend Your Knees Katie’ TVC with a refreshed tagline. The campaign questioned the audience as to what’s stopping them from simply wearing a seatbelt. The campaign launched across TV, OOH, digital, press and social channels.

### Duration

14 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 405,683 |
| Creative and campaign development | 186,673 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – SEM (Search Engine Marketing) – Digital Continuity

### Summary

With over half of the lives lost on our roads occurring on regional and rural roads, it is important that local communities are engaged through local radio and newspapers on the road safety issues that affect them.

### Duration

1 June 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 216,662 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Media Partnerships

### Summary

The TAC has a number of annual partnerships that fall outside the traditional media landscape. These partnerships offer communication opportunities to highly targeted audiences and allow us to tailor messages for increased relevancy. Partnerships include: Croc Media, Convenience Advertising in pubs and clubs, Tonic Media in doctors’ surgeries and pharmacies, IGS community supermarkets, AFL stadium signage, Newscorp partnership, Age partnership.

### Duration

1 July 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,222,314 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## VicHealth – This Girl Can

### Summary

A statewide mass media campaign – including sports sponsorships and local area government funding – aimed at increasing physical activity and supporting gender equality. This campaign aims to empower women to be active however, whenever and wherever they want.

### Duration

1 March 2020 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 584,000 |
| Creative and campaign development | 1,143,000 |
| Research and evaluation | 309,000 |
| Print and collateral | 0 |
| Other campaign costs | 1,895,000 |

## Victoria Police – Police Recruitment Campaign

### Summary

### Advertising, communication and marketing activities for the recruitment of police.

### Duration

1 July 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,908,000 |
| Creative and campaign development | 275,000 |
| Research and evaluation | 125,000 |
| Print and collateral | 17,000 |
| Other campaign costs | 86,000 |

## Victoria Police – PAL/OLR Campaign

### Summary

### Advertising, communication and marketing activities for the promotion of the Police Assistance Line and Online Reporting (PAL/OLR) service

### Duration

1 July 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,700,000 |
| Creative and campaign development | 288,000 |
| Research and evaluation | 105,000 |
| Print and collateral | 262,000 |
| Other campaign costs | 0 |

## VRGF – Prevention of Gambling Normalisation – Early intervention: Harm reduction among at-risk gamblers

### Summary

### Targeting people who gamble in a risky way to increase awareness about the negative emotional consequences that gambling can cause

### Duration

13 October – 19 November 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 816.144 |
| Creative and campaign development | 22,759 |
| Research and evaluation | 60,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## VRGF – Early intervention, reducing harm among low-risk gamblers: Gambling Harm Awareness Week – Talk. Share. Support.

### Summary

### Inviting the community to have open discussions about gambling harm.

### Duration

8 October – 14 October 2019

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 113,452 |
| Creative and campaign development | 31,260 |
| Research and evaluation | 30,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## VRGF – Help seeking, CALD communities: ‘Gambling can be an issue in any language’

### Summary

### Local advertising campaign raising awareness of in-language help services in Vietnamese, Chinese (Cantonese and Mandarin) and Arabic, to increase help seeking in these Communities

### Duration

2 February – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 240,642 |
| Creative and campaign development | 25,965 |
| Research and evaluation | n/a (research conducted by MediaCom as part of media buy) |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## VRGF – Help seeking: continuous digital promotion of help services (digital continuity)

### Summary

### Ongoing digital promotion that allows help seeking messages to be served continuously via search engine and social media marketing, paid digital display and content advertising, enabling the Foundation to better reach those who need help.

### Duration

1 July 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 987,651 |
| Creative and campaign development | 37,733 |
| Research and evaluation | n/a (research conducted by MediaCom as part of media buy) |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## VRGF – In-venue convenience advertising

### Summary

### In-venue advertising places responsible gambling and help services messages in the bathrooms in or near gaming rooms in almost all venues in Victoria

### Duration

1 July 2019 – 30 June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 599,973 (print costs included) |
| Creative and campaign development | 33,805 |
| Research and evaluation | n/a (ongoing quarterly reporting provided) |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Enforcement campaigns 2019–20

### Summary

### Major enforcement campaigns to:

### educate employers about their OHS obligations to ensure employees stay safe at work and return home every day,

### enforce the message more WorkSafe inspectors are now out in the field (with a focus on Construction, Agriculture and Manufacturing industries, and

### drive awareness amongst employers of the introduction of the new workplace manslaughter law from July 2020.

### Duration

August 2019 – June 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,510,000 |
| Creative and campaign development | 932,000 |
| Research and evaluation | 82,000 |
| Print and collateral | 0 |
| Other campaign costs | 2,525,000 |

## WorkSafe Victoria – Occupational Violence and Aggression in Healthcare

### Summary

Campaign to combat unacceptable behaviour having a negative impact on the physical and mental wellbeing of healthcare workers. Included COVID-19 response extension campaign due to the higher rates of occupational violence and aggression being committed against healthcare and retail workers.

### Duration

March – May 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,139,000 |
| Creative and campaign development | 214,000 |
| Research and evaluation | 187,000 |
| Print and collateral | 0 |
| Other campaign costs | 1,540,000 |

## Yarra Valley Water – ‘Make Every Drop Count’ water efficiency campaign

### Summary

### A Melbourne-wide water efficiency campaign `Make Every Drop Count' to raise awareness of and influence water use behaviours in the community.

### Duration

December 2019 – March 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 374,857 |
| Creative and campaign development | 120,143 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

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)