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| Victorian Government  Advertising Report  2020–21 |

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# Introduction

**This report provides an overview of Victorian Government media advertising expenditure for the period 1 July 2020 to 30 June 2021.**

## 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 is managed by the Department of Treasury and Finance, and covers media planning and buying on behalf of all Victorian Government public sector bodies, including:

* 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 (TAC), 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 intended 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 bodies – such as that undertaken by Victoria Police – is usually considered 'campaign' advertising.

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

For the majority of 2020–21, MediaCom provided campaign and non-campaign advertising services to government. From June 2021 onwards, Optimum Media Direction Pty Ltd (OMD) took over as the government’s MAMS supplier for most campaign and non-campaign advertising. The expenditure figures presented in this report combine data supplied by both MediaCom and OMD.

## 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 the 2020–21 financial year, departments and government 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).

## Government advertising plan for 2020–21

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 Plans are available on the [vic.gov.au website](https://www.vic.gov.au/advertising-plans-and-spend).

# Victorian Government advertising expenditure 2020–21

The Victorian Government spent a total of $147.3 million on media advertising from   
1 July 2020 to 30 June 2021, comprising campaign and non-campaign advertising. As shown below, this total is significantly higher than in previous years, and reflects significant campaign advertising undertaken by the government in 2020–21, communicating crucial public health messaging about the COVID-19 pandemic, and the importance of testing and vaccinations. The government also undertook campaigns to support community and business resilience during the pandemic.

## Total government advertising expenditure – historical comparison

Total government advertising expenditure for 2020–21 and previous years is shown in the chart below.

## COVID-19 public health advertising in 2020-21

The government’s campaign advertising expenditure in 2020–21 included a high proportion of campaign advertising communicating crucial COVID-19 public health messaging, undertaken by the Department of Health and the Department of Premier and Cabinet.

This campaign activity is reported in more detail in the departments’ respective annual reports for 2020–21.

The chart below compares government campaign advertising over the past five years, including expenditure on COVID-19 public health campaigns in 2019–20 and 2020–21.

## Total advertising expenditure by category – 2020–21

Campaign advertising accounted for 92 per cent of Victorian Government advertising expenditure in 2020–21. Non-campaign advertising, comprising functional and recruitment advertising, accounted for the remaining 8 per cent of advertising expenditure for the year.

## Campaign and non-campaign advertising expenditure by departments and agencies – 2020–21

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 2020–21.

In 2020–21, government departments (particularly the Department of Health, with COVID-19 public health campaigns) accounted for 59 per cent of total government advertising, while government agencies (such as Visit Victoria, WorkSafe Victoria and the Transport Accident Commission) accounted for the remaining 41 per cent of total government advertising expenditure.

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

## Top 10 advertisers by campaign expenditure – 2020–21

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| --- | --- | --- | --- |
| Rank | Advertiser | Example campaigns | Expenditure |
| 1 | Department of Health | Various major COVID-19 health safety campaigns (COVID Testing, COVID Emergency advertising, Worker Support Payment campaign, Herogram – Wear a Mask), as well as seasonal health and safety campaigns such as Save 000 for Emergencies, Seasonal Influenza, Smile Squad and Survive the Heat in Summer. | $45,547,393 |
| 2 | Visit Victoria | Major campaigns to support the Victorian tourism sector to recover from the impact of COVID-19, including the ‘Stay Close, Go Further’, ‘Click for Vic’, and ‘Visit Melbourne’ intrastate and interstate campaigns. | $18,531,535 |
| 3 | Department of Premier and Cabinet | Two significant COVID-19 public health and safety campaigns, ‘Staying Apart Keeps Us Together’ and ‘Stay Safe, Stay Open’, and the 2020–21 Deadly & Proud campaign, encouraging Victorians to feel pride in the state’s rich history and progress towards treaty. | $15,209,438 |
| 4 | Department of Transport | Various campaigns under the Victoria’s Big Build brand, informing the travelling community about disruptions associated with major transport infrastructure projects, such as The Metro Tunnel, Regional Rail Revival, Level Crossing Removal Project, North East Link Project and the West Gate Tunnel Project.  Also included campaigns welcoming Victorians back to public transport, promoting safety on the public transport network, and promoting the range of driver registration and licensing services that can be completed online. | $9,568,043 |
| 5 | Department of Education and Training | Recruitment campaigns to attract teachers to the early childhood and primary and secondary school sectors. Campaigns also promoted the Free Kinder and Kinder Tick programs, Free TAFE courses, and the Boosting Apprenticeships, Learn Local and Active Schools ‘Get Your Move On’ programs. | $8,086,854 |
| 6 | Department of Justice and Community Safety | Includes two major seasonal campaigns to improve community understanding of fire and fire risk, and increase water safety and reduce drowning incidents. Also includes campaigns to inform the community of the commencement of Fire Rescue Victoria, and inform renters and landlords about changes to renting laws. | $6,931,601 |
| 7 | WorkSafe Victoria | Various campaigns to improve workplace safety in Victoria, including campaigns to: raise community awareness of work-related violence, including in the healthcare sector; prevent deaths and injuries on farms; inform culturally and linguistically diverse and young workers of their rights; improve the ‘return to work’ journey for injured workers; and raise employer awareness of Workplace Manslaughter laws. | $5,769,624 |
| 8 | Transport Accident Commission (TAC) | Mass-media holiday road safety enforcement campaign, ‘The lucky ones get caught’, which ran over the summer 2020–21 and Easter holiday periods. TAC also undertook dedicated campaigns promoting seatbelt wearing, the dangers of driving while distracted by mobile phones, road safety for cyclists, and the importance of night-time driving practice for learner drivers. | $3,904,772 |
| 9 | Victoria Police | Recurring ‘Be a Force for Good’ campaign, to recruit new police officers. | $2,846,409 |
| 10 | Victoria Responsible Gambling Foundation | Campaigns to prevent and reduce gambling harm in the community, including Early Intervention campaigns, convenience advertising at gambling venues, and campaigns to promote Gambling Awareness Week and Gamblers help support services. | $2,138,565 |

**Note:** This report contains consolidated advertising expenditure data provided to the Department of Premier and Cabinet by MediaCom Australia and Optimum Media Direction Pty Ltd (OMD) for the 2020–21 financial year, and includes all paid campaign advertising undertaken via the government’s MAMS contract, including expenditure on campaigns with a media buy of less than $100,000.

Expenditure figures presented in this report may differ from those published in the annual reports of government departments and public bodies, which report on campaigns with a media value of $100,000 or more. Expenditure in annual reports may also include the value of media partnerships/sponsorships, and production and other fees associated with advertising campaigns.

## Major functional and recruitment advertisers – 2020–21

### Functional advertising

In 2020–21, the highest spending departments and agencies for functional advertising were the Department of Transport, the Victorian Electoral Commission, the Department of Jobs, Precincts and Regions, Worksafe Victoria, Bushfire Recovery Victoria and the Gordon TAFE.

### Recruitment advertising

In 2020–21, the highest spending departments and agencies for recruitment advertising were the Department of Health, Department of Justice and Community Safety, the Department of Education and the Department of Environment, Land, Water and Planning.

## Government advertising by channel – 2020–21

The chart below shows percentage of total government advertising expenditure for 2020–21 per advertising channel.

Expenditure for 2020–21 showed an increase in the proportion of advertising via digital platforms to 35.2 per cent of the total, compared to 32.8 per cent in 2019–20.

In 2020–21, the proportion of television advertising decreased to 22.0 per cent of all government advertising, compared to 23.4 per cent in 2019–20, while expenditure on press advertising also decreased from 14.7 per cent of advertising expenditure in 2019–20, to 11.7 per cent in 2020–21.

Radio accounted for 18.8 per cent of total advertising expenditure in 2020–21, increasing from 14.3 per cent in 2019–20, while outdoor advertising decreased to 11.9 per cent (compared to 13.3 per cent in 2019–20).

## Government campaign advertising by communication priority areas

All campaign advertising undertaken by the Victorian Government during 2020–21 fulfilled one of five ‘priority areas’ for government communication:

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

The chart below shows 2020–21 expenditure for each communication priority area, as a proportion of the government’s total expenditure on campaign advertising. The focus on COVID-19 public health and safety advertising during 2020–21 meant this type of campaign advertising accounted for a large proportion of government campaign advertising.

## 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 2020–21 expenditure via these channels could not be accurately be classified as 'regional or rural' media expenditure. For this reason, expenditure on internet and digital advertising was not included when calculating the government’s regional advertising expenditure total for 2020–21.

In 2020–21, the Victorian Government spent $21.5 million on campaign advertising through ‘non-digital’ regional and rural media (that is, press, radio and outdoor advertising).

This figure represents 24 per cent of the government’s total campaign advertising expenditure undertaken through non-digital media. This result is well 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 2020–21, the Victorian Government spent $13 million on campaign advertising in multicultural media, across both ‘traditional’ and digital media (including social media platforms).

This expenditure represents 9.6 per cent of the government’s total campaign advertising expenditure during 2020–21, 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 2020–21, the relevant Financial Reporting Direction was [*FRD 22I – Standard disclosures in the Report of Operations (July 2021)*](https://www.dtf.vic.gov.au/financial-reporting-policy/financial-reporting-directions-and-guidance)*.* [↑](#footnote-ref-1)