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| Victorian Government  Advertising Report  Campaign Activity  Summary 2020–21 |

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# Victorian Government advertising campaigns in 2020–21

This report provides a summary of major Victorian Government advertising campaigns undertaken from 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 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 2020–21 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 2020–21, 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 2020–21 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 2020–21. For an overview of all Victorian Government media advertising expenditure, including recruitment and functional advertising, refer to the *Victorian Government Advertising Report 2020–21* at [www.vic.gov.au](https://www.vic.gov.au/advertising-plans-and-spend).

# Summaries of major campaigns undertaken in 2020–21

## Arts Centre Melbourne – Live at the Bowl

### Summary

### The Live at the Bowl campaign included building a new website, the creation of a visual identity, content creation and marketing of the overall brand and 70 performances across a five-month period.

### Duration

14 December 2020 – 15 May 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 121,778 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Australian Centre for the Moving Image (ACMI) – ACMI reopening campaign

### Summary

### A fully integrated marketing campaign to promote ACMI’s transformation and reopening to attract a broad community of Melburnians, regional Victorians and visitors from interstate.

### Duration

January – April 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 504,429 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## ACMI – Disney: The Magic of Animation

### Summary

### A fully integrated marketing campaign to promote ACMI’s Melbourne Winter Masterpiece exhibition.

### Duration

March – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 187,020 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Bendigo Kangan Institute – Always on

### Summary

Campaign to meet student enrolments and student retention goals.

### Duration

January – December 2021\*

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 707,863 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Bendigo Kangan Institute – 2021 semester 1 advertising

### Summary

Campaign to meet student enrolments and student retention goals for semester 1, 2021.

### Duration

January – April 2021\*

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $ 910,923 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Bendigo Kangan Institute – 2021 semester 2 advertising

### Summary

Campaign to meet student enrolments and student retention goals for semester 2, 2021.

### Duration

May – July 2021\*

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $529,547 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## \*Bendigo Kangan Institute’s annual report covers the 2021 calendar year

## Chisholm Institute – January 2021 acquisition campaign

### Summary

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

### Duration

### January – March 2021\*

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 541,336 |
| Creative and campaign development | 110,580 |
| Research and evaluation | 16,356 |
| 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 2021\*

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 161,921 |
| Creative and campaign development | 118,705 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## \*Chisholm Institute’s annual report covers the 2021 calendar year

## Country Fire Authority (CFA) – Silence is deadly

### Summary

### For several years, CFA and FRV, (previously the Metropolitan Fire Brigade) have run a joint communications and marketing campaign encouraging Victorians to install and maintain smoke alarms in their homes. This year’s campaign encouraged Victorians instal interconnected smoke alarms in all bedrooms and living areas.

### Duration

### 16 August – 13 September 2020 and 16 May – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 175,401 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

Department of Education and Training – More Free TAFE

### Summary

### As part of the Skills for Economic Recovery package, 10,000 new Free TAFE places were made available to those who lost their job as part of the COVID-19 pandemic.

### The campaign aimed to raise awareness of the new Free TAFE places and promote four new courses

### Duration

20 July – 28 August 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 150,000 |
| Creative and campaign development | 234,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Education and Training – Boosting Apprenticeships

### Summary

### The campaign aimed to inform employers and potential apprentices about the Boosting Apprenticeship Commencements Wage Subsidy.

### The Commonwealth scheme supported businesses to take on new apprentices and trainees through a wage subsidy and quarterly payment.

### Duration

27 November 2020 – 17 January 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 99,359 |
| Creative and campaign development | $70,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Education and Training – Learn Local Core Skills

### Summary

### The campaign was developed as part of the COVID-19 recovery to upskill those who may have lost employment due to the pandemic. The campaign promoted pre-accredited training as pathways to employment and further training.

### Duration

12 May – 3 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 190,000 |
| Creative and campaign development | $99,172 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Education and Training – Three-Year-Old Kinder: 2022 statewide roll-out

### Summary

### The advertising campaign aimed to inform families of the statewide roll-out of Three-Year-Old Kindergarten and encourage families of eligible children to enrol in preparation for 2022.

### Duration

18 April – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,439,840 |
| Creative and campaign development | 291,430 |
| Research and evaluation | 0 |
| Print and collateral | 8,214 |
| Other campaign costs | 61,956 |

## Department of Education and Training – Three-Year-Old Kinder: workforce recruitment

### Summary

### The campaign aimed to increase enrolments in workforce pathways by promoting early childhood teaching as a career, and financial support to study. The campaign targeted Year 12 students, recent school leavers, career changers and potential upskillers (existing early childhood educators).

### Duration

16 August 2020 – 26 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,927,616 |
| Creative and campaign development | 24,222 |
| Research and evaluation | 81,652 |
| Print and collateral | 559 |
| Other campaign costs | 17,571 |

## Department of Education and Training – Kinder Tick

### Summary

### The campaign aimed to inform families about the Kinder Tick, and encourage families to enrol in Victorian Government funded and approved kindergarten programs.

### Duration

8 March – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 582,008 |
| Creative and campaign development | 172,247 |
| Research and evaluation | 45,136 |
| Print and collateral | 550,519 |
| Other campaign costs | 55,985 |

## Department of Education and Training – Free Kinder

### Summary

### The campaign aimed to inform families about Free Kinder and encourage them to enrol children for 2021.

### Duration

15 December 2020 – 7 February 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 298,207 |
| Creative and campaign development | 42,885 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 6,129 |

## Department of Education and Training – Teacher Recruitment

### Summary

### The campaign aimed to generate an uplift in enrolments in teaching courses to help meet an anticipated shortfall in new qualified teacher numbers over the coming years. The campaign targeted year 12 school leavers and career switchers.

### Duration

16 August 2020 – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 3,233,790 |
| Creative and campaign development | 801,954 |
| Research and evaluation | 108,685 |
| Print and collateral | 0 |
| Other campaign costs | 255,792 |

## Department of Education and Training – Active Schools ‘Get Your Move On’

### Summary

### The campaign aimed to increase the number of Victorian students participating in physical activity outside school hours.

### Duration

19 April – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 430,305 |
| Creative and campaign development | 429,350 |
| Research and evaluation | 42,680 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

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

### Summary

### The DELWP Energy Affordability campaign ran as part of the Victorian Government’s master campaign: Staying Apart, Keeps Us Together. The campaign raised awareness of Victorians’ rights to assistance with energy bills if they were experiencing financial difficulty.

### Duration

August – November 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 274,009 |
| Creative and campaign development | 59,006 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 57,993  Multi-lingual development and translation of campaign materials. |

## Department of Environment, Land, Water and Planning – Power Saving Bonus

### Summary

### The $250 Power Saving Bonus campaign was developed to inform Victorians may be eligible to receive a one-off Power Saving Bonus of $250 if they visit the Victorian Energy Compare (VEC) website.

### Duration

February – March 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 172,553 |
| Creative and campaign development | 53,810 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Environment, Land, Water and Planning – COVIDSafe Summer

### Summary

### The COVIDSafe Summer campaign provided consistent, effective, and timely information to the community about how to stay safe (led by public health advice) while visiting beaches, lakes, rivers, parks and public spaces during summer.

### Duration

10 December 2020 – 31 March 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 411,867 |
| Creative and campaign development | 55,770 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | $87,000  Multi-lingual development and translation of campaign materials. |

## Department of Environment, Land, Water and Planning – Put the power of the sun in your hands

### Summary

### The campaign developed community awareness of the Solar Homes Program rebate streams (solar PV for owner-occupied and rental households, solar hot water and solar battery rebates), and promoted Solar Victoria’s new Solar for Business Program (small business rebate stream).

### Duration

February – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 336,438 |
| Creative and campaign development | 55,770 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 440. |

## Department of Health – COVID-19 Testing campaign

### Summary

### Encourage Victorians to get tested for COVID-19 at the first sign of any symptom.

### Duration

1 July 2020 – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 24,702,647 |
| Creative and campaign development | 1,517,744 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Families, Fairness and Housing – Family violence and primary prevention workforce recruitment

### Summary

### Campaign to attract and recruit people into the workforce to ensure essential services are delivered and to future-proof the workforce.

### Duration

August 2020 – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 145,310 |
| Creative and campaign development | 119,400 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – COVID-19 Emergency advertising

### Summary

### Support the COVID-19 response by highlighting COVID-19 outbreaks, exposure sites and restrictions in place.

### Duration

1 July 2020 – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 10,526,482 |
| Creative and campaign development | 1,469,943 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Smile Squad

### Summary

### Support the resumption of Smile Squad services by increasing community awareness of the program and driving traffic to the program website for resources and program information.

### Duration

4 April – 31 May 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $1,209,409 |
| Creative and campaign development | $105,610 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 550 |

## Department of Health – Survive the Heat in Summer

### Summary

### Raise awareness of health risks due to extreme heat. Promote behaviour change to reduce illness and death in those most vulnerable on days of extreme heat.

### Duration

1 December 2020 – 28 February 2021

| Campaign advertising expenditure | **$ (excluding GST)** |
| --- | --- |
| Media advertising buy | $327,000 |
| Creative and campaign development | $22,958 |
| Research and evaluation | $30,900 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Seasonal Influenza campaign

### Summary

### Promote seasonal flu immunisation and other prevention measures to help reduce the impacts of seasonal influenza.

### Duration

18 May – 30 June 2021

| Campaign advertising expenditure | **$ (excluding GST)** |
| --- | --- |
| Media advertising buy | $339,844 |
| Creative and campaign development | $140,823 |
| Research and evaluation | $30,900 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Herogram (Wear A Mask COVID-19) campaign

### Summary

### Promote COVID-19 safe behaviours including wearing a mask to help protect the Victorian public and reduce transmission.

### Duration

22 August – 30 September 2020

| Campaign advertising expenditure | **$ (excluding GST)** |
| --- | --- |
| Media advertising buy | $508,724 |
| Creative and campaign development | $27,617 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – COVID-19 Worker Support Payment campaign

### Summary

### Raise awareness of support payments available for those being tested for COVID-19.

### Duration

1 July 2020 – 30 June 2021

| Campaign advertising expenditure | **$ (excluding GST)** |
| --- | --- |
| Media advertising buy | $4,751,829 |
| Creative and campaign development | $153,728 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Save 000 for Emergencies

### Summary

### Raise awareness of the other primary healthcare options for non-emergency cases as an alternative to triple zero ambulance calls.

### Duration

18 May – 30 June 2021

| Campaign advertising expenditure | **$ (excluding GST)** |
| --- | --- |
| Media advertising buy | $1,000,000 |
| Creative and campaign development | $23,467 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – Agricultural Seasonal Workers

### Summary

### This campaign aimed to raise awareness of employment opportunities in agriculture among local jobseekers and encourage them to apply for seasonal roles.

### Duration

20 Nov 2020 – 30 April 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 791,674 |
| Creative and campaign development | 200,100 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – Study Melbourne – Make Melbourne Part of Your Story

### Summary

### International and Domestic campaign supporting ‘always on’ media activities that enable Study Melbourne to increase its reach and engagement with key audiences to support international students in Victoria, and to protect Victoria’s global market share when international students begin to return to Australia.

### Duration

6 May – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 150,908 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – Jobs Victoria – Phase 1

### Summary

Campaign offering information, advice and support to Victorian jobseekers to help them prepare for and secure employment by connecting Victorian businesses with job-ready candidates in their local area and investment in job creation to ensure more Victorians, particularly women, get back to work as the economy rebuilds.

**Duration**

17 – 31 May 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 343,501 |
| Creative and campaign development | 23,345 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – Keep Your Distance COVIDSafe Campaign

### Summary

The campaign was designed to equip businesses with the tools they needed to welcome people safely back into their venues, and enforce COVID-19 restrictions in an approachable way.

**Duration**

18 October – 5 December 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 117,065 |
| Creative and campaign development | 81,656 |
| Research and evaluation | 0 |
| Print and collateral | 61,086 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – Business Victoria Digital Engagement

### Summary

Campaign to raise awareness of Business Victoria’s digital channels to ensure Victorians know where to find accurate information about operating a business and how to access Business Support programs, particularly during volatile periods such as bushfire season and the COVID-19 pandemic.

**Duration**

18 October 2020 – 31 May 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 162,979 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – Partners in Wellbeing

### Summary

This campaign aims to increase awareness and usage of the Partners in Wellbeing Helpline, which is a free, one-on-one service providing immediate access to wellbeing coaching, financial counselling and business advice.

**Duration**

20 December 2020 – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 290,372 |
| Creative and campaign development | 290,372 |
| Research and evaluation | 69,980 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – Small Business Digital Adaptation

### Summary

This campaign aims to raise awareness and encourage applications for the Small Business Digital Adaptation Program

**Duration**

20 December 2020 – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 148,774 |
| Creative and campaign development | 50,257 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Justice and Community Safety– Fire Rescue Victoria campaign

### 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

20 September – 17 October 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 693,955 |
| Creative and campaign development | 122,119 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Justice and Community Safety– Rental Reforms

### Summary

### The Rental Reforms campaign was developed to inform renters and rental providers (landlords) about changes to renting laws and direct them to the Consumer Affairs Victoria website to find out what the changes mean for them.

### Duration

29 March – 30 May 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 346,362 |
| Creative and campaign development | 236,367 |
| Research and evaluation | 0 |
| Print and collateral | 266 |
| Other campaign costs | 45,400 |

## Department of Justice and Community Safety– Victorian Fire Season campaign

## 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

25 October 2020 – 31 March 2021.

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 5,257,978 |
| Creative and campaign development | 715,109 |
| Research and evaluation | 138,215 |
| Print and collateral | 0 |
| Other campaign costs | 191,365 |

## Department of Justice and Community Safety– Water Safety campaign

## Summary

### Public education and awareness program aimed at increasing safety around water and reducing the number of drowning incidents in Victoria. The 2020–21 Water Safety campaign targeted two priority audiences: men aged 45–64 years and men aged 25–44 years, particularly from Chinese, Indian and Vietnamese communities

### Duration

13 December 2020 – 24 April 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 716,250 |
| Creative and campaign development | 190,940 |
| Research and evaluation | 140,000 |
| Print and collateral | 0 |
| Other campaign costs | 966 |

## Department of Premier and Cabinet – Deadly & Proud

### Summary

### Deadly & Proud features 21 Aboriginal storytellers from across the state who share their stories of pride in ancient cultures, resilience, community and the historic path to treaty. It aims to encourage Victorians to feel pride in our rich history and in our progress towards treaty.

### Duration

February – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,957,800 |
| Creative and campaign development | 667,400 |
| Research and evaluation | 109,600 |
| Print and collateral | 40,700 |
| Other campaign costs | 204,800 |

## Department of Premier and Cabinet – Stay Safe Stay Open

### Summary

A strategic campaign in response to COVID-19 to support the sustainment of safe, protective behaviours by the community to help stop the spread of the virus as well as promoting ongoing adherence to restrictions in place.

### Duration

November 2020 – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 4,928,200 |
| Creative and campaign development | 2,856,200 |
| Research and evaluation | 95,300 |
| Print and collateral | 0 |
| Other campaign costs | 12,000 |

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

### Summary

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

### Duration

July – October 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 7,909,600 |
| Creative and campaign development | 2,679,400 |
| Research and evaluation | 121,100 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Staying Apart Keeps Us Together (Rethink how you travel COVID-19

### Summary

### This campaign was under the statewide ‘Staying Apart Keeps Us Together’ marketing program. As various COVID-19 restrictions eased and non-essential travel resumed, this campaign advised Victorians how the public transport network was clean and safe and aimed to build confidence in returning to travel

### Duration

July 2020 – March 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 579,000 |
| Creative and campaign development | 11,323 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – We’re Ready When You Are

### Summary

### This campaign was a series of integrated campaigns designed to build confidence in public transport by demonstrating the improvements PTV had made while Victorians were away from the network due to pandemic restrictions.

### Duration

January – April 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 468,082 |
| Creative and campaign development | 408,467 |
| Research and evaluation | 70,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Major timetable change

### Summary

### This campaign was developed to support promoting the major timetable change in January 2021.

### Duration

January – April 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 909,000 |
| Creative and campaign development | 457,699 |
| Research and evaluation | 0 |
| Print and collateral | 3,699 |
| Other campaign costs | 15,000 |

## Department of Transport – Trams Can't Swerve

### Summary

### The campaign aimed to reduce vehicle-on-tram collisions in Melbourne Targeting drivers, the campaign raises awareness of trams sharing the road with motorists and highlights correct behaviour when turning or merging

### Duration

November – December 2020 and February – March 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $177,859 |
| Creative and campaign development | 0 |
| Research and evaluation | $3,018 |
| Print and collateral | $10,655 |
| Other campaign costs | $1,700 |

## Department of Transport – Stagger Your Travel

### Summary

### The campaign was designed to introduce passengers to new and existing initiatives to support travel options developed in response to COVID-19, specifically the 30% off-peak discount and RideSpace tool.

### Duration

February – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 357,874 |
| Creative and campaign development | 65,458 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Go Cashless

### Summary

### The campaign was designed to inform users of new and existing options for cashless ticketing and payments to support travel during COVID-19

### Duration

May – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 164,658 |
| Creative and campaign development | 47,422 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Online Services

### Summary

### This campaign promoted registration and licencing services able to be done online

### Duration

March – May 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 305,368 |
| Creative and campaign development | 222,004 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Learner Permit Test Online

### Summary

### This campaign was to inform customers that the learner permit test can be taken online.Duration

July 2020 – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $134,139 |
| Creative and campaign development | $89,524 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |
| Other campaign costs | 0 |

## 

## Department of Transport – Victoria’s Big Build

### Summary

### The campaign delivered coordinated messaging to Victorians relating to disruptions associated with major transport infrastructure projects. It covered all Big Build projects, as well as a centralised call centre and a website.

### Duration

July 2020 – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,517,474 |
| Creative and campaign development | 730,319 |
| Research and evaluation | 79,950 |
| Print and collateral | 0 |
| Other campaign costs | 0 |
| Other campaign costs | 0 |

## Department of Transport – Metro Tunnel, Regional Rail Revival, Sunbury Line Upgrade

### Summary

### Campaign To inform Victoria’s traveling community, residents and businesses about disruptions associated with the Metro Tunnel, Regional Rail Revival and Sunbury Line Upgrade projects

### Duration

July 2020 – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $1,501,363  BY PROJECT:  Metro Tunnel Project  $554,272  Regional Rail Revival  $187,638  Sunbury Line Upgrade  $759,453 |
| Creative and campaign development | 60,401 |
| Research and evaluation | 0 |
| Print and collateral | $1,175 |
| Other campaign costs | 0 |
| Other campaign costs | 0 |

## Department of Transport – Level Crossing Removal Project

### Summary

### Informed Melbourne’s travelling community, residents and businesses about disruptions associated with level crossing removal works. Key messaging enabled people to make informed travel plans, ensuring they got to where they needed to as quickly and as efficiently as possible while these works were undertaken.

### Duration

July 2020 – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $1,605,540 |
| Creative and campaign development | $244,426 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |
| Other campaign costs | 0 |

## Department of Transport – North East Link Project

## Summary

### Informed Melbourne’s travelling community, residents and businesses about disruptions associated with the North East Link Project.

### Duration

July 2020 – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,340,695 |
| Creative and campaign development | $87,854 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |
| Other campaign costs | 0 |

## Department of Transport – West Gate Tunnel Project

## Summary

### Informed Melbourne’s travelling community, residents and businesses about disruptions associated with the West Gate Tunnel Project.

### Duration

July 2020 – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 529,191 |
| Creative and campaign development | $31,063 |
| Research and evaluation | 0 |
| 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 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 159,593 |
| Creative and campaign development | 103,398 |
| 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

July 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 211,012 |
| Creative and campaign development | 64,065 |
| 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

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 321,205 |
| Creative and campaign development | 141,886 |
| 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

1 July – 30 August 2020, 15 May – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $343,416 |
| Creative and campaign development | $70,000 |
| Research and evaluation | $15,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

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

### Summary

Campaign encouraging people to check household wiring and safety switches.

### Duration

11 October – 8 November 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $81,142 |
| Creative and campaign development | 15,000 |
| Research and evaluation | 15,000 |
| 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

12 September – 25 October 2020, 20 March – 2 May 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $195,893 |
| Creative and campaign development | $20,000 |
| Research and evaluation | 15,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

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

### Summary

Raising awareness of BBQ gas bottle safety.

**Duration**

1 November 2020 – 30 January 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $164,344 |
| Creative and campaign development | $10,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Energy Safe Victoria – Look Up and Live

### Summary

Long-running campaign raising awareness about overhead powerlines.

### Duration

10 April – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 89,438 |
| Creative and campaign development | $10,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Energy Safe Victoria – Never Work Live

### Summary

Raising awareness of the dangers of working live with electricity

### Duration

10 April – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $84,240 |
| Creative and campaign development | 10,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 5,000 |

## Essential Services Commission – It’s your energy, Phase 3

### Summary

### A campaign to increase awareness and understanding by Victorians of their energy rights and importantly their willingness to engage with the energy market to result in better financial outcomes

### Duration

November – December 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 168,410 |
| Creative and campaign development | 99,937 |
| Research and evaluation | 9,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Holmesglen TAFE – 2020 Mid-year campaign

### Summary

Campaign with a focus on remote and online study.

### Duration

1 May – 31 July 2020\*

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $194,192 |
| Creative and campaign development | 37,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Holmesglen TAFE – Open Days campaign

### Summary

Direct student acquisition campaign.

### Duration

1 January – 30 November 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 |

## \*Holmesglen TAFE’s annual report covers the 2021 calendar year

## Melbourne Polytechnic – Midyear Campaign 2020

### Summary

### Enrolment and Brand Campaign

### Duration

10 June – 4 September 2020\*

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 245,665 |
| Creative and campaign development | 51,975 |
| Research and evaluation | 0 |
| Print and collateral | 1,025 |
| Other campaign costs | 15,777 |

## Melbourne Polytechnic – Summer Campaign (2020 EOY)

### Summary

### Enrolment and Brand Campaign

### Duration

9 November – 31 December 2020\*

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 181,088 |
| Creative and campaign development | 27,765 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 25,268 |

## \*Melbourne Polytechnic’s annual report covers the 2021 calendar year

## National Gallery of Victoria – NGV TRIENNIAL 2020

### Summary

### NGV’s marketing campaign contributed to attracting close to 550,000 local, regional and interstate visitors to the 2020 NGV Triennial.

### Duration

19 December 2020 – 18 April 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 732,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 24,000 |
| Other campaign costs | 12,000 |

## National Gallery of Victoria – She-Oak and Sunlight: Australian Impressionism

### Summary

### An integrated marketing campaign was developed to attract local and regional audiences to She-Oak and Sunlight: Australian Impressionism at The Ian Potter Centre: NGV Australia.

### Duration

2 April – 22 Aug 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 317,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 32,000 |
| Other campaign costs | 0 |

## NGV – Melbourne Winter Masterpieces 2021 French Impressionism From The Museum Of Fine Arts, Boston

### Summary

### A marketing campaign targeted diverse local, regional and interstate markets, with an emphasis on negotiated media partnerships to maximise audience reach

### Duration

25 Jun – 3 Oct 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 492,000 |
| Creative and campaign development | 21,000 |
| Research and evaluation | 21,000 |
| Print and collateral | 46,000 |
| Other campaign costs | 3,000 |

## Respect Victoria – Respect Older People:

### Summary

### The coronavirus (COVID-19) pandemic magnified concerns around an increase in elder abuse. As more Victorians stay at home, for older people this can mean ending up isolated or without usual supports. For others, it may mean moving back in with relatives and those most likely to perpetrate acts of elder abuse. For this reason, a further tranche of the campaign was undertaken across October 2020.

### Duration

October 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 347,796 |
| Creative and campaign development | 42,938 |
| Research and evaluation | 30,091 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Respect Victoria – Respect Women: (Respect Is) – 16 Days

### Summary

### Coinciding with the UN Women’s 16 Days of Activism Against Gender-based Violence (2020), this phase of the Respect Women: ‘Call It Out’ campaign deliberately focused on gender inequality as one of the primary drivers of family violence and violence against women. The campaign illustrated what respect can and does look like in equal relationships, families, and workplaces.

### Duration

November – December 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 335,350 |
| Creative and campaign development | 0 |
| Research and evaluation | 30,091 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Respect Victoria – Pride, Respect, Equality (LGBTIQ+)

### Summary

### The key objective behind this campaign was to inspire people (specifically family members) to call out violence in all of its guises against LGBTIQ+ people within the familial setting. Respect Victoria’s ‘Pride, Respect, Equality (LGBTIQ+)’ campaign was aired for the first time in 2020-21, resulting in higher creative and development costs (when compared to other Respect Victoria campaigns, re-aired this financial year using existing advertisements and creative).

### Duration

April – May 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 506,341 |
| Creative and campaign development | 268,491 |
| Research and evaluation | 30,091 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Respect Victoria – ‘Call It Out’ (Respect Is)

### Summary

### The coronavirus (COVID-19) pandemic exacerbated and brought into focus some of the ways that women are facing disrespect and violence across the country and globe. This phase of the campaign focused on encouraging Victorian communities to unpack what respect looks like and how to put it into practice in relationships, families, workplaces, and broader society.).

### Duration

April – May 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,785,419 |
| Creative and campaign development | $327,050 |
| Research and evaluation | 120,364 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Sustainability Victoria – Know Your Recycling Wave 2 (2020)

### Summary

This campaign provides general recycling information to all Victorians, as well as targeting specific audiences with relevant information about key contaminants.

### Duration

23 August – 30 September 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 367,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 45 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Sustainability Victoria – Know Your Recycling Wave 3 (2021)

### Summary

This campaign provides general recycling information to all Victorians, as well as targeting specific audiences with relevant information about key contaminants.

### Duration

14 March – 10 April 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 297,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 19 |
| Print and collateral | 70 |
| Other campaign costs | 0 |

## TAFE Gippsland – 2020 February Recruitment

### Summary

### Continuation of 2019 December student acquisition campaign.

### Duration

1 January – 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 |

## \*TAFE Gippsland’s annual report covers the 2021 calendar year

## 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

1 July – 19 July 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 587,924 |
| 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

15 October – 17 November 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 689,962 |
| Creative and campaign development | 103,012 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Holiday Enforcement –‘The lucky ones get caught’ – Summer Holidays

### Summary

### The campaign addresses three key risky driving behaviours, speed, mobile phone use and drinking while driving. The campaign launched across TV, OOH, radio, digital, press and social media.

### Duration

21 December 2020 – 31 January 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 967,882 |
| Creative and campaign development | 1,460,269 |
| Research and evaluation | 102,100 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Cycling ‘Give the space for cyclists to ride safely’

### Summary

This campaign reprised the ‘Drivers, give cyclists the space to ride safely’ campaign to inform the community of the new law and to inform the community of the safe passing distances. This campaign used TV, radio, regional press, road-side billboards, small format ooh, digital activity and social media to share this information with the community.

### Duration

8 March – 9 May 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 800,000 |
| Creative and campaign development | 399,271 |
| Research and evaluation | 22,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Young drivers – night-time driving ‘Parental Control’

### Summary

### This campaign supports the legislated increase from 10 to 20 night-time driving hours required of learner drivers before receiving their probationary licence. The campaign reached parents via catch-up TV, radio, small format OOH, digital activity, social media and a direct mail-out letter.

### Duration

12 April – 9 May 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 230,142 |
| Creative and campaign development | 285,036 |
| Research and evaluation | 27,400 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Holiday Enforcement –‘The lucky ones get caught’ – Easter 2021

### Summary

### The campaign addresses three key risky driving behaviours, speed, mobile phone use and drinking while driving. The campaign launched across TV, OOH, radio, digital, press and social media.

### Duration

22 March – 18 April 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 569,904 |
| Creative and campaign development | 232,294 |
| 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.

### Duration

1 June 2020 – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 5,049,985 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

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

### Summary

### This ‘always on’ online activity drives traffic to TAC’s owned websites and landing pages to help educate road users about safe driving practices and road laws. Search Engine Marketing helps increase the search ability and accessibility of road safety information provided online by TAC. The activity utilises an ongoing program of search marketing/Google AdWords activity for road safety issues.

### Duration

1 June 2020 – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 250,000 |
| 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, IGA community supermarkets, AFL stadium signage and a TLA partnership.

### Duration

1 June 2020 – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,256,413 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## VicHealth – This Girl Can – Victoria

### Summary

### A statewide mass media campaign 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

28 February – 26 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 497,000 |
| Creative and campaign development | 122,000 |
| Research and evaluation | 110,000 |
| Print and collateral | 0 |
| Other campaign costs | 349,000 |

## Victoria Police – Police Recruitment Campaign

### Summary

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

### Duration

1 July 2020 – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,915,000 |
| Creative and campaign development | 151,000 |
| Research and evaluation | 118,000 |
| Print and collateral | 0 |
| Other campaign costs | 114,000 |

## Victorian Disability Worker Commission – Disability Worker Regulation Scheme Public Awareness Campaign – Phase 3 (Registration)

### Summary

### Campaign to build awareness and understanding about registration and how to register

### Duration

2 – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 197,234 |
| Creative and campaign development | 97,287 |
| Research and evaluation | 45,639 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Victorian Electoral Commission – Local Government Elections 2020

### Summary

### Local Government Elections 2020

### Duration

1 August – 31 October 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 644,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

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

### Summary

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

### Duration

18 October – 24 October 2020

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 149,959 |
| Creative and campaign development | 43,200 |
| Research and evaluation | 11,500 |
| 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 2020 – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,011,366 |
| Creative and campaign development | 34,412 |
| 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 – Gambler’s Help promotion

### Summary

### Campaign tagline: “To change the way you think about gambling, call someone who gets it.”

### Duration

18 April – 22 May 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 697,557 |
| Creative and campaign development | 232,473 |
| Research and evaluation | 73,500 |
| 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 conveniences in or near gaming rooms in almost all venues in Victoria.

### Duration

18 April – 22 May 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | $380 728  (print costs included) |
| Creative and campaign development | 2,380 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Occupational Violence and Aggression in Healthcare

### Summary

### This 'It's never OK' campaign works to shift attitudes about the unacceptability of violence and aggression faced by healthcare workers. As per recommendations from stakeholders, the campaign messaging was extended to include pharmacists and staff working in chemists. The campaign ran across TV, radio, social, digital and outdoor.

### Duration

October – November 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 678,000 |
| Creative and campaign development | 199,000 |
| Research and evaluation | 5,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Work-related Violence

### Summary

### The campaign 'Too many workers face this every day. It's never OK', aims to raise awareness within the community about the prevalence of work-related violence; shift attitudes so that these behaviours are seen as unacceptable and ensure that employers are aware of their obligations. Campaign messaging runs across TV, radio, print, outdoor, digital and social.

### Duration

March 2021 – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 968,000 |
| Creative and campaign development | 1,047,000 |
| Research and evaluation | 109,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Return to Work

### Summary

### 'The sooner, the better' campaign messaging is aimed at the general public, but with a special message targeting employers and duty-holders in Victorian workplaces - reach out and start the return-to-work conversation early. The campaign runs across TV, radio, press, digital, social, and includes a conversation guide available for download on the WorkSafe website.

### Duration

March – April 2021 and June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,400,000 |
| Creative and campaign development | 154,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Agriculture Change

### Summary

### This campaign aims to drive industry-wide cultural change and promote a safety mindset that believes deaths and injuries on farm are preventable, not inevitable. The campaign runs across regional television, print, radio, digital, social.

### Duration

March – April 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 499,000 |
| Creative and campaign development | 1,104,000 |
| Research and evaluation | 20,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Culturally and linguistically diverse (CALD) workers

### Summary

### WorkSafe's CALD campaign shares OHS information in various community languages, to ensure culturally and linguistically diverse workers understand their rights, and where to go to get advice. The campaign reached Vietnamese, Cantonese, Mandarin, Dari, Burmese, Khmer, Korean, Arabic, Dinka, Punjabi, Italian, Indonesian, Malay and Thai workers in Victoria, using digital, radio, press and outdoor platforms.

### Duration

September 2020 and March – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 945,000 |
| Creative and campaign development | 130,000 |
| Research and evaluation | 39,000 |
| Print and collateral | 0 |
| Other campaign costs | 89,000 |

## WorkSafe Victoria – Workplace Manslaughter

### Summary

### This 'Tougher laws. Safer workplaces' campaign drives mass awareness about the new Workplace Manslaughter law, and sends a strong message to all Victorian employers that putting people's lives are risk in the workplace will not be tolerated, and tougher consequences now apply. The campaign ran on TV, radio print, digital and social channels.

### Duration

September 2020 and March – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 943,000 |
| Creative and campaign development | 42,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Young Workers

### Summary

### WorkSafe research shows that young workers aged 15 – 24 years are one of the most vulnerable groups in the workforce. The campaign’s aim is to increase awareness among employers that young workers are a higher risk of injury, as well as empower young workers to take action, know their rights in the workplace and speak up. This campaign was run online.

### Duration

March – June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 573,000 |
| Creative and campaign development | 91,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Sexual Harassment

### Summary

### This campaign was developed to help increase community awareness of what constitutes sexual harassment, and improve employers' awareness of their responsibility to prevent it in the workplace. Campaign messaging ran across radio, social and print.

### Duration

March – April 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 199,000 |
| Creative and campaign development | 79,000 |
| Research and evaluation | 61,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

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)