Government advertising expenditure

Campaigns with a media spend of $100,000 or greater (excluding GST) during 2021–22

| Campaign | **Summary** | **Start/end** | **Advertising (media)**  | **Creative and campaign development** | **Research and evaluation** | **Print and collateral** | **Other** | **Total** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Boosting Apprenticeships  | 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. | 18 May – 30 June 2022 | 394,974 | 255,480 | 21,608 | – | – | 672,062 |
| TAFE Brand | The campaign aimed to challenge perceptions of TAFE and the TAFE Victorian brand by showcasing the high quality of Victoria’s TAFE courses, qualifications and successful outcomes of learners.  | 1 July 2021 – 31 May 2022 | – | 549,690 | 57,960 | – | – | 607,650 |
| TAFE Boost | The campaign aimed to support existing TAFE enrolment campaigns through a departmental investment boost. | 21 March – 30 June 2022 | 150,000 | – | – | – | – | 150,000 |
| Free TAFE | The campaign aimed to support the Free TAFE initiative by promoting the range of courses available and encouraging enrolments. It included targeted social media to address local needs. Key messages included being job-ready and financially rewarding. | 1 – 30 June 2022 | – | 170,544 | 45,000 | – | – | 215,544 |
| Skills Set Skills First  | The campaign sought to raise awareness among industry experts about the opportunity to be a TAFE teacher by raising awareness of the teaching vacancies and encouraging industry experts or other audiences to consider a career change, or a return to work.  | 1 July 2021 – 31 December 2021 | 331,310 | 12,310 | – | – | 16,500 | 360,120 |
| Career Quickstarter | The campaign aimed to raise awareness about the introduction of Skills First Skill Sets and the Funded Skills Set List. It also sought to inform providers, students, employers and industry about policy settings (including eligibility), available training and the process. | 30 September 2021 – 31 May 2022 | – | 37,580 | 29,940 | – | – | 67,520 |
| Three-Year-Old Kinder: public awareness and enrolment  | The 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 and 2023.A dedicated campaign aimed to raise awareness of Three-Year-Old Kindergarten and to encourage enrolment among culturally and linguistically diverse groups and families.  | 21 July 2021 – 30 June 2022 | 1,755,471 | 211,780 | 11,000 | 109,436 | 375,676 | 2,463,365 |
| Three-Year-Old Kinder: workforce recruitment  | The campaign aimed to increase enrolments in workforce pathways by promoting early childhood teaching as a career, and financial support to study. It also sought to promote the financial incentives available for qualified early childhood teachers in both Victoria and interstate (excluding New Zealand) to take up a position at priority services across Victoria.  | 5 September 2021 – 30 June 2022 | 3,941,570 | 162,485 | 46,723 | 15,656 | 482,008 | 4,648,443 |
| Kinder Tick  | The campaign aimed to inform families about the Kinder Tick and encouraged families to enroll in Victorian Government funded and approved kindergarten programs. The Kinder Tick brand helps families identify Victorian Government-funded and approved kindergarten programs in both long day care and standalone (sessional) kindergarten settings. | 3 September 2021 – 30 June 2022 | 542,349 | 19,098 | – | 18,746 | 1,776 | 581,969 |
| Teacher Recruitment ‘Teach the Future’ | 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. | 1 August 2021 – 30 June 2022 | 2,721,836 | 460,323 | 184,264 | 1,420 | 186,950 | 3,554,793 |
| Senior Secondary Pathways (Many talents One VCE) | The campaign aimed to raise awareness of the new VCE Vocational Major replacing VCAL from 2023. The campaign targeted students, parents/guardians, and people from diverse cultural communities. | 22 May – 30 June 2022 | 277,000 | 51,157 | 69,850 | – | – | 398,007 |
| Active Schools ‘Get Your Move On’  | The campaign aimed to increase the number of Victorian students participating in physical activity outside school hours. It also sought to inspire students and young people to participate in physical activity and increase family awareness of the value of physical education and activity. This campaign launched in April 2021 and will continue until June 2023.  | 1 July 2021 – 30 June 2022 | 705,115 | 23,272 | 49,990 | 30,160 | 482,835 | 1,291,373 |
| Keeping our schools and early childhood services COVID Safe campaign  | The campaign aimed to raise awareness of the return to face-to-face learning in Term 1, 2022 and the promotion of RATs, wearing face masks as required, and staying home if unwell.  | 31 January – 25 April 2022 | 167,073 | 50,199 | – | – | – | 217,272 |