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| Victorian Government  Advertising Report  2021–22 |

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Contents

[Introduction 4](#_Toc125890630)

[Media advertising expenditure 4](#_Toc125890631)

[Government advertising categories 4](#_Toc125890632)

[Expenditure on major government campaigns 5](#_Toc125890633)

[Government advertising plan for 2021–22 5](#_Toc125890634)

[Victorian Government advertising expenditure 2021–22 6](#_Toc125890635)

[Total government advertising expenditure – historical comparison 6](#_Toc125890636)

[COVID-19 public health advertising in 2021-22 7](#_Toc125890637)

[Total advertising expenditure by category – 2021–22 8](#_Toc125890638)

[Victorian Government advertising expenditure   
by departments and agencies – 2021–22 9](#_Toc125890639)

[Top 10 advertisers by campaign expenditure – 2021–22 10](#_Toc125890640)

[Major functional and recruitment advertisers – 2021–22 12](#_Toc125890641)

[Government advertising by channel – 2021–22 13](#_Toc125890642)

[Government campaign advertising by communication priority areas 14](#_Toc125890643)

[Victorian Government communication targets 15](#_Toc125890644)

[Government communication policies and guidelines 16](#_Toc125890645)

# Introduction

**This report provides an overview of Victorian Government media advertising expenditure for the period 1 July 2021 to 30 June 2022.**

## 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 2021–22, Optimum Media Direction Pty Ltd (OMD) was the government’s MAMS supplier for most campaign and non-campaign advertising. The expenditure figures presented in this report include expenditure data supplied by 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 2021–22 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 2021–22

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

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 2021–22

The Victorian Government spent a total of $150.6 million on media advertising from   
1 July 2021 to 30 June 2022, comprising campaign and non-campaign advertising.

As shown below, this total is slightly higher than the amount spent in 2020–21 and continues to reflect the significant amount of campaign advertising undertaken by the government in 2021–22 to communicate important COVID-19 public health messages. The government also undertook advertising campaigns to support the Victorian community and businesses to recover from the effects of the pandemic.

## Total government advertising expenditure – historical comparison

Total government advertising expenditure for 2021–22 and previous years is shown in the chart below.

## COVID-19 public health advertising in 2021-22

As in 2020–21, the government’s campaign advertising expenditure in 2021–22 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 COVID-19 campaign activity is reported in more detail in the departments’ respective annual reports for 2021–22.

The chart below compares government campaign advertising over the past six years, including expenditure on COVID-19 public health campaigns in 2019–20 and 2021–22.

## Total advertising expenditure by category – 2021–22

Campaign advertising accounted for 88 per cent of Victorian Government advertising expenditure in 2021–22. Non-campaign advertising, comprising functional and recruitment advertising, accounted for the remaining 12 per cent of advertising expenditure for the year.

## Victorian Government advertising expenditure by departments and agencies – 2021–22

The chart below shows Victorian Government expenditure by government departments and government agencies, as a percentage of total advertising expenditure for the 2021–22 financial year (comprising campaign, functional, and recruitment advertising).

In 2021–22, government departments (particularly the Department of Health, with COVID-19 public health campaigns) accounted for 50 per cent of total government advertising, while government agencies (such as Visit Victoria, WorkSafe Victoria and the Transport Accident Commission) accounted for the other 50 per cent of total government advertising expenditure.

## Top 10 advertisers by campaign expenditure – 2021–22

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| --- | --- | --- | --- |
| Rank | Advertiser | Example campaigns | Expenditure |
| 1 | Department of Health | Various major COVID-19 health safety campaigns (COVID vaccination and boosters, Worker Support Payments and permits, COVIDsafe behaviours), as well as health and safety campaigns such as Save 000 for Emergencies, Smile Squad and Survive the Heat in Summer. | $35,210,928 |
| 2 | Visit Victoria | Major campaigns to support the Victorian tourism sector, including the ‘Visit Melbourne’ interstate advertising campaign, and the ‘Stay Close, Go Further’ intrastate campaign. | $13,828,545 |
| 3 | Department of Education and Training | Local and interstate 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, apprenticeships, and the Active Schools ‘Get Your Move On’ programs. | $9,876,235 |
| 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 to encourage users back to public transport, and various public transport safety campaigns. | $8,482,554 |
| 5 | Transport Accident Commission (TAC) | Mass-media holiday road safety enforcement campaign, ‘The lucky ones get caught’, which ran over the summer 2021–22 and Easter holiday periods. TAC also undertook dedicated campaigns promoting motorcycle safety, seatbelt wearing, and the dangers of driving while distracted and drink driving. | $7,911,440 |
| 6 | Department of Jobs, Precincts and Regions (DJPR) | Major DJPR campaigns conducted in 2021–22 included campaigns promoting the Jobs Victoria and Sick Pay Guarantee initiatives, campaigns by Small Business Victoria to support Victorian businesses through the COVID-19 pandemic, campaigns promoting COVIDsafe practices for Victorian businesses, and promoting the Study Melbourne brand. | $7,859,520 |
| 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; improve the ‘return to work’ journey for injured workers; reduce gendered violence in the workplace, inform culturally and linguistically diverse and young workers of their rights; and prevent deaths and injuries on farms. | $6,194,288 |
| 8 | Department of Justice and Community Safety | Included two major seasonal campaigns to improve community understanding of fire and fire risk and increase water safety and reduce drowning incidents. | $5,810,037 |
| 9 | Department of Premier and Cabinet | Advertising included significant COVID-19 public health and safety campaigns, including campaigns promoting QR Code ‘Check-in’ requirements, vaccination certificates and COVIDsafe behaviours. | $4,035,867 |
| 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. Also included the Love the Game, Not the Odds campaign, reducing young people's exposure to sport betting advertising. | $2,961,145 |

**Note:** This report contains consolidated advertising expenditure data provided to the Department of Premier and Cabinet by OMD for the 2021–22 financial year. These figures include 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 are required to 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 the costs of production and other fees associated with advertising campaigns.

## Major functional and recruitment advertisers – 2021–22

### Functional advertising

In 2021–22, the highest spending government bodies for functional advertising were the Department of Transport, the Department of Health, the Department of Education and Training, and the Department of Jobs, Precincts and Regions.

### Recruitment advertising

In 2021–22, the highest spending government bodies for recruitment advertising were the Department of Health, Department of Justice and Community Safety and the Department of Education.

## Government advertising by channel – 2021–22

The chart below shows percentage of total government advertising expenditure for 2021–22 per advertising channel. This includes all government advertising: campaign, functional, and recruitment.

Expenditure for 2021–22 showed a significant increase in the proportion of advertising via digital and social media platforms, up to 45 per cent of the government’s total spend, compared to 35.2 per cent in 2020–21.

In 2021–22, expenditure on television advertising decreased to 18.6 per cent of all advertising, compared to 22.0 per cent in 2020–21, while expenditure on radio advertising also decreased to 13.6 per cent in 2021–22 (from 18.8 per cent 2020–21).

Press advertising accounted for 9.6 per cent of total advertising expenditure in   
2021–22, decreasing slightly from 11.7 per cent in 2020–21, while the percentage of outdoor advertising remained steady at 11.6 per cent (compared to 11.9 per cent in 2020–21.

## Government campaign advertising by communication priority areas

All campaign advertising undertaken by the Victorian Government during 2021–22 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 2021–22 expenditure for each communication priority area, as a proportion of the government’s total expenditure on campaign advertising.

In 2021–22, the government continued significant COVID-19 public safety and behaviour change campaigns. However, compared to 2020­–21, there was increased investment in campaigns to support commercial and economic recovery in Victoria, and to generate revenue for Victorian institutions and events.

## 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 Victorian regional or rural audiences. The government also uses digital and social media advertising to reach audiences in regional Victoria.

Developments in expenditure reporting mean that, for 2021–22, advertising expenditure via digital and social media can now be classified as 'regional or rural' media expenditure. Therefore, advertising undertaken via digital and social media has been included when calculating the government’s regional advertising expenditure total for 2021–22.

In 2021–22, the Victorian Government spent $24.6 million on campaign advertising for regional and rural audiences (including via digital and social media). This figure represents **20.7 per cent** of the government’s total campaign advertising budget in Victoria. 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 2021–22, the Victorian Government spent $12.3 million on campaign advertising targeting multicultural audiences in Victoria, across both ‘traditional’ and digital media (including social media platforms).

This expenditure represents **10.4 per cent** of the government’s total campaign advertising budget in Victoria, 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 2021–22, the relevant Financial Reporting Direction was FRD 22 *Standard Disclosures in the Report of Operations* (effective 1 April 2022)*.* [↑](#footnote-ref-1)