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| Victorian Government Advertising Report Campaign Activity Summary 2021–22 |

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# Victorian Government advertising campaigns in 2021–22

This report provides a summary of major Victorian Government advertising campaigns undertaken from 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 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 2021–22 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 2021–22, 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 2021–22 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 2021–22. For an overview of all Victorian Government media advertising expenditure, including recruitment and functional advertising, refer to the *Victorian Government Advertising Report 2021–22* at [www.vic.gov.au](https://www.vic.gov.au/advertising-plans-and-spend).

# Summaries of major campaigns undertaken in 2021–22

## Arts Centre Melbourne – Live at the Bowl

### Summary

### The Live at the Bowl campaign included media advertising, venue promotional signage, content creation and visual documentation across a five-month period.

### Duration

30 November 2021 – 25 April 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 292,289 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 18,298 |
| Other campaign costs | 87,827 |

## Australian Centre for the Moving Image (ACMI) – Light: Works from Tate’s Collection

### Summary

### A fully integrated marketing campaign to promote ACMI’s Light: Works from Tate’s Collection exhibition.

### Duration

July 2021 – January 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 153,653 |
| Creative and campaign development | N/A – creativedeveloped inhouse |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## ACMI – Disney: The Magic of Animation

### Summary

### Continuing campaign to promote ACMI’s Disney: The Magic of Animation exhibition.

### Duration

July 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 340,067 |
| Creative and campaign development | N/A – creativedeveloped inhouse |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Australian Grand Prix Corporation – Formula 1® Heineken® Australian Grand Prix 2022

### Summary

Promotional campaign utilising television, regional, print, magazines, radio and outdoor, public relations, communications, and digital web channels.

### Duration

October 2021 – April 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,599,000 |
| Creative and campaign development | 428,000 |
| Research and evaluation | 0 |
| Print and collateral | 103,000 |
| Other campaign costs | 138,000 |

### Australian Grand Prix Corporation – Australian Motorcycle Grand Prix 2021

### Summary

### Campaign and brand strategy, creative development and tactical planning

### Duration

July 2021 – October 2021

| Campaign advertising expenditure \* | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 0 |
| Creative and campaign development | 52,000 |
| Research and evaluation | 17,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## \*Note: campaign expenditure relates to committed and contractual expenses which were required to be paid

## Bendigo Kangan Institute – Always on campaign – 2021

### Summary

‘Always on’ student acquisition campaign.

### 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 – Semester 2 – 2021

### Summary

Semester 2 student acquisition campaign.

### 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 – Semester 1 – 2022

### Summary

Semester 1 (2022) student acquisition campaign.

### Duration

October – December 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 298,957 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Box Hill Institute – Let Passion Guide Your Future, Semester 2 (2021)

### Summary

Mid-Year Student enrolment campaign.

### Duration

14 May – 31 July 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 227,678 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Box Hill Institute – ‘Become’ Campaign, Semester 1 (2022)

### Summary

### VTAC & Direct Entry Phase 1.

### Duration

1 October – 31 December 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 460,336 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Box Hill Institute – Continuity campaign 2021

### Summary

Google Search ‘always on’ campaign.

### Duration

1 January – 30 September 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 172,613# |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## # BHI Continuity (search) budget for June and July included as part of the Mid-Year, S2 campaign, and October to December was included in the S1 Become campaign

## Box Hill Institute – Centre for Adult Education (CAE) Continuity campaign 2021

### Summary

### Google Search ‘always on’ campaign.

### Duration

1 January – 31 December 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 149,140 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Chisholm Institute – January acquisition campaign: Chase Your Calling

### Summary

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

### Duration

November 21 – December 21

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 802,436 |
| Creative and campaign development | 264,865 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Country Fire Authority (CFA) – Winter Fire Safety (Silence is Deadly/A Bedroom Essential)

### Summary

For several years, CFA and FRV have run a joint communications and marketing campaign encouraging Victorians to install and maintain smoke alarms in their homes. This new campaign for 2022, A Bedroom Essential, encourages Victorians to install smoke alarms in all bedrooms and living rooms

### Duration

### 12 July 2021 – 31 August 2021 and 9 June – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 152,352 |
| Creative and campaign development | 0 |
| 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

18 May – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 394,974 |
| Creative and campaign development | 255,480 |
| Research and evaluation | 21,608 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Education and Training – TAFE Boost

### Summary

### The campaign aimed to support existing TAFE enrolment campaigns through a departmental investment boost.

### Duration

21 March – 30 June 2022

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

## Department of Education and Training – Skills Set Skills First

### Summary

### 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.

### Duration

1 July 2021 – 31 December 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 331,310 |
| Creative and campaign development | 12,310 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 16,500 |

## Department of Education and Training – Three-Year-Old Kinder: public awareness and enrolment

### Summary

### 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. Included a dedicated campaign aimed to raise awareness of Three-Year-Old Kindergarten and to encourage enrolment among culturally and linguistically diverse groups and families.

### Duration

21 July 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,755,471 |
| Creative and campaign development | 211,780 |
| Research and evaluation | 11,000 |
| Print and collateral | 109,436 |
| Other campaign costs | 375,676 |

## 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. It also sought to promote the financial incentives available for qualified early childhood teachers in both Victoria and interstate to take up a position at priority services across Victoria.

### Duration

16 August 2020 – 26 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 3,941,570 |
| Creative and campaign development | 162,485 |
| Research and evaluation | 46,723 |
| Print and collateral | 15,656 |
| Other campaign costs | 482,008 |

## Department of Education and Training – Kinder Tick

### Summary

### The campaign aimed to inform families about the Kinder Tick and encouraged families to enrol 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

### Duration

3 September 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 542,349 |
| Creative and campaign development | 19,098 |
| Research and evaluation | 0 |
| Print and collateral | 18,746 |
| Other campaign costs | 186,950 |

## Department of Education and Training – Senior Secondary Pathways (Many Talents One VCE)

### Summary

### 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.

### Duration

22 May – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 277,000 |
| Creative and campaign development | 51,157 |
| Research and evaluation | 69,850 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Education and Training – Teacher Recruitment: Teach the Future

### 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

1 August 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,721,836 |
| Creative and campaign development | 460,323 |
| Research and evaluation | 184,264 |
| Print and collateral | 1,420 |
| Other campaign costs | 186,950 |

## 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. 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

### Duration

1 July 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 705,115 |
| Creative and campaign development | 23,272 |
| Research and evaluation | 49,990 |
| Print and collateral | 30,160 |
| Other campaign costs | 482,835 |

## Department of Education and Training – Keeping our schools and early childhood services COVID Safe campaign

### Summary

### 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.

### Duration

31 January – 25 April 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 167,073 |
| Creative and campaign development | 50,199 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

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

### Summary

### The $250 Power Saving Bonus campaign was developed to inform eligible Victorians they may be able to receive a one-off Power Saving Bonus of $250 if they visit the Victorian Energy Compare (VEC) website, calling the Victorian help line, or reaching out to a Community Outreach Partner.

### Duration

November 2021 – January 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 449,806 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Environment, Land, Water and Planning – Solar Victoria: Home Heating and Cooling Upgrades (HHCU) Program

### Summary

### Solar Victoria delivered a public campaign aimed at building awareness of the Home Heating and Cooling Upgrades (HHCU) Program, encouraging eligible Victorians to replace outdated, unsafe and inefficient heating and cooling systems with energy-efficient reverse-cycle air conditioners.

### Duration

November 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 396,014 |
| Creative and campaign development | 343,893 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 3,075 translation of campaign materials |

## Department of Environment, Land, Water and Planning – Solar Victoria: Solar PV rebate

### Summary

### Solar Victoria delivered a public campaign promoting rebates and interest free loans available for installing solar PV (photovoltaic) panels.

### Duration

December 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 160,000 |
| Creative and campaign development | 5,007 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 1,330 (Translation inclusive of Solar PV and Solar battery rebates). |

## Department of Environment, Land, Water and Planning – Solar Victoria: Solar for rentals rebate

### Summary

### Solar Victoria delivered a public campaign promoting rebates available for installing solar systems at Victorian rental properties,

### Duration

December 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 145,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 726 (Translations) |

## Department of Environment, Land, Water and Planning – Solar Victoria: Solar for Business rebate

### Summary

### Solar Victoria delivered a public campaign promoting rebates available for installing solar systems at Victorian businesses.

### Duration

December 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 100,000 |
| Creative and campaign development | 5,007 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | $1,485(Translation inclusive of Solar for Business, Solar for rentals and Solar hot water rebates) |

## Department of Families, Fairness and Housing – Work that matters (Keeping our Sector Strong

### Summary

### Disability workforce recruitment campaign

### Duration

4 August 2021 – 29 September 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 431,682 |
| Creative and campaign development | 100,312 |
| Research and evaluation | 114,597 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Families, Fairness and Housing – Go where you’re needed

### Summary

### Child Protection workforce recruitment campaign

### Duration

20 September 2021 – 17 December 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 482,925 |
| Creative and campaign development | 443,058 |
| Research and evaluation | Internal cost |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – COVID-19 Testing campaign

### Summary

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

### Duration

1 July 2021 – 30 November 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 5,338,110 |
| Creative and campaign development | 401,406 |
| 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, border restrictions in place, permit requirements, and Victoria’s roadmap to recovery

### Duration

1 July 2021 – 7 November 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 8,558,231 |
| Creative and campaign development | 1,409,026 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – COVID-19 Vaccine campaigns

### Summary

### Campaigns to encourage Victorians to get vaccinated against COVID 19, including the following related campaigns: Voices for vaccine, Vaccination is your ticket, fabjab, Uncle Jack, 5–11 vaccination and third dose campaigns.

### Duration

13 August 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 13,102,545 |
| Creative and campaign development | 2,113,614 |
| Research and evaluation | 128,616 |
| Print and collateral | 14,429 |
| Other campaign costs | 32,240 |

## Department of Health – COVID-19 Worker support payment campaign

### Summary

### Raise awareness of support payments available for those isolating due to COVID-19

### Duration

1 July 2021 – 26 February 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,000,224 |
| Creative and campaign development | 7,565 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Save 000 for emergencies

### Summary

### Raise awareness that there are other health services that can help with minor or non-emergency needs, including COVID-19, whilst saving 000 for emergencies.

### Duration

20 October 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 5,293,090 |
| Creative and campaign development | 39,978 |
| Research and evaluation | 37,950 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Managing COVID-19 at home

### Summary

###  Ensuring Victorians are aware that they can manage mild COVID-19 symptoms safely at home, that they should monitor symptoms and only call 000 in emergencies.

### Duration

24 December 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 3,297,834 |
| Creative and campaign development | 156,756 |
| Research and evaluation | 37,950 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Stay well this winter

### Summary

### Raise awareness that Victorians can get both their flu shot and COVID-19 vaccination at the same time

### Duration

 3 June 2021 – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 405,819 |
| Creative and campaign development | 383,960 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Survive the heat

### Summary

### Raise awareness of the risks of extreme heat and provide simple tips on what to do to protect yourself and loved ones.

### Duration

5 December 2021 – 7 March 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 256,084 |
| Creative and campaign development | 0 |
| Research and evaluation | 30,000 |
| 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

23 January 2022 – 18 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 853,622 |
| Creative and campaign development | 29,494 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 30,919 |

## Department of Health – Supercare pharmacies

### Summary

### Raise awareness that Supercare pharmacies are open 24/7, with a pharmacist always available to provide healthcare advice

### Duration

19 December 2021 – 3 March 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 179,318 |
| Creative and campaign development | 54,665 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Mental health and wellbeing hubs

### Summary

### Raise awareness of new mental health service for the community (COVID 19 pop-up mental health hubs).

### Duration

5 December 2021 – 31 May 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,450,117 |
| Creative and campaign development | 71,321 |
| Research and evaluation | 0 |
| Print and collateral | 12,140 |
| Other campaign costs | 0 |

## Department of Health – Mental health workforce attraction campaign

### Summary

### Encourage Victorian mental health professionals to consider working in the Victorian public health system

### Duration

19–26 December 2021 and 10 January – 26 February 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 499,993 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – Get Active Victoria

### Summary

### This multi-phased campaign promoted Get Active Victoria; an initiative which aims to encourage and inspire people to be active and live a healthier lifestyle, with a focus on people who are not achieving the minimum recommended level of daily physical activity for good health.

### Duration

5 July 2021 – 3 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 209,815 |
| Creative and campaign development | 42,808 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – JobsVic ‘Backing You.’

### Summary

### This multi-phased campaign increased awareness and engagement with JobsVictoria, which offers information, advice, and support to Victorian jobseekers to help them prepare for and obtain employment and connects Victorian businesses with job-ready candidates in their local area.

### Duration

1 July 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 3,617,737 |
| Creative and campaign development | 1,779,206 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – JobsVic Workforce shortages

### Summary

### A targeted, tactical campaign under the Backing You campaign brand architecture, focusing on hospitality and tourism sectors experiencing critical workforce shortages and targeting specific areas of high unemployment to respond to industry needs.

### Duration

12 June 2022 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 196,232 |
| Creative and campaign development | 76,929 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – Study Melbourne brand campaign

### Summary

### International and Domestic campaign that enabled Study Melbourne to increase its reach and engagement with key audiences to help protect Victoria’s international market share as a global education destination, as well as supporting international students in Victoria

### Duration

8 December 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 459,791 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 12,652 |

## Department of Jobs, Precincts and Regions – Study Melbourne social boosting

### Summary

### The campaign re-affirmed Victoria’s education credentials to encourage potential students to maintain preference for Melbourne as a preferred study destination and ensure enrolled students have a positive student experience and continue to recommend Victoria as a desirable study destination.

### Duration

1 November 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 206,985 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – Global Vic – Domestic Trade Engagement

### Summary

### An information and awareness campaign that sought to instil confidence and reinvigorate Victorian businesses to export as borders reopened. Business owners were encouraged to explore Global Vic programs and initiatives that will support them to build or expand their capability.

### Duration

12 June 2022 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 155,216 |
| Creative and campaign development | 35,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – Supporting businesses to be COVIDSafe

### Summary

### This campaign continued the ongoing dissemination of COVIDSafe messaging to Victorian businesses, building awareness of COVIDSafe practices businesses could adopt to manage increased COVID-19 risk and respond to COVID-19 transmission in their settings.

### Duration

1 July 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 468,353 |
| Creative and campaign development | 90,067 |
| Research and evaluation | 0 |
| Print and collateral | 93,520 |
| Other campaign costs | 127,581 |

## Department of Jobs, Precincts and Regions – Victorian Sick Pay Guarantee

### Summary

### This campaign increased awareness and registrations for the Victorian Sick Pay Guarantee. The Victorian Sick Pay Guarantee is a two-year pilot program which is funded by the Victorian Government. It is an Australian-first program, providing eligible casual and contract workers up to 38 hours of sick and carer’s pay a year.

### Duration

14 March 2022 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,143,240 |
| Creative and campaign development | 456,364 |
| Research and evaluation | 59,100 |
| Print and collateral | 18,231 |
| Other campaign costs | 1,652,488 |

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

### Summary

### This multi-phased campaign raised awareness of and encouraged applications for the Small Business Digital Adaptation Program. The program allows eligible sole traders, micro and small business owners to trial digital business products and services and apply for rebates towards the adaptation of new digital technologies that streamline and improve their business operations.

### Duration

5 June 2022 – 20 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 195,565 |
| Creative and campaign development | 30,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Precincts and Regions – Small Business Victoria Headway/Wellbeing and Mental Health Support

### Summary

### This campaign raised awareness and uptake of the Victorian Government’s $26 million Wellbeing and Mental Health initiative, which offered programs to support small businesses to manage the impacts of COVID-19.

### Duration

28 March 2022 – 20 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 725,459 |
| Creative and campaign development | 451,207 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 33,398 |

## 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

7 November 2021 – 31 March 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 5,158,186 |
| Creative and campaign development | 352,384 |
| Research and evaluation | 139,441 |
| Print and collateral | 0 |
| Other campaign costs | 202,002 |

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

### Summary

### Campaign advertising plays a key role in making water safety a priority for summer, through to mid-April. The 2021–22 Water Safety campaign targeted three priority audiences: men aged 45–64 years, men aged 25–44 years (particularly from Chinese, Indian and Vietnamese communities) and parents and carers of toddlers aged 0-4 years.

### Duration

12 December 2021 – 26 April 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,334,575 |
| Creative and campaign development | 504,997 |
| Research and evaluation | 140,000 |
| Print and collateral | 0 |
| Other campaign costs | 942 |

## Department of Premier and Cabinet – COVID-19 QR Code ‘Check-in’ campaign 2021–22

### Summary

### Continuing campaign from 2021–22 to support the requirement for visitors to ‘check in’ at a range of public venues and on public transport.

### Duration

1 July 2021 – 20 October 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,449,400 |
| Creative and campaign development | 359,800 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Premier and Cabinet – COVID-19 Stay Safe Stay Open — Check In (COVID-19 Digital Certificate) 2021–22 campaign

### Summary

### Campaign to support retail businesses and venues required to check proof of vaccination under COVID-19 settings

### Duration

20 October 2021 – 4 December 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 883,100 |
| Creative and campaign development | 487,600 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Premier and Cabinet – COVID-19 Summer 2021–22 campaign

### Summary

Summer campaign that included messaging about COVID-19 Digital Vaccination Certificates and COVIDSafe behaviours.

### Duration

5 December 2021 – 5 March 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 928,300 |
| Creative and campaign development | 189,400 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Premier and Cabinet – COVID-19 Autumn 2022 campaign

### Summary

Autumn campaign that included messaging about COVIDSafe behaviours.

### Duration

1 March 2022 – 28 May 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 829,400 |
| Creative and campaign development | 617,500 |
| Research and evaluation | 37,700  |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Premier and Cabinet – Wage Inspectorate Victoria — 2021–22 Wage Theft campaign

### Summary

Campaign to introduce Wage Inspectorate Victoria and Victoria’s new wage theft laws.

### Duration

1 July 2021 – 24 July 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 296,900 |
| Creative and campaign development | 120,000 |
| Research and evaluation | 15,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Network Safety – ready to travel

### Summary

### Delivery of messages to ensure public transport users are always ready for travel in line with latest health and policy advice. The messages include Covid-safe travel behaviours, checking in for contact tracing, myki registration for contact tracing and mask wearing.

### Duration

July 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 285,695  |
| Creative and campaign development | 158,534  |
| Research and evaluation | 0 |
| Print and collateral | 12,484  |
| Other campaign costs | 25,000  |

## Department of Transport – Network Safety – level crossings

### Summary

### This campaign alerts drivers to unsafe behaviours around level crossings. This year’s focus was on stopping when lights flash (Stop on Red Signal) and not blocking tracks when in traffic (Keep Tracks Clear).

### Duration

December 2021 – April 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 427,732 |
| Creative and campaign development | 58,535 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Network Safety – public transport worker safety

### Summary

### In response to an increase in verbal and physical attacks on public transport workers, the campaign partnered with WorkSafe to extend their successful campaign (It’s Never OK) across the public transport network.

### Duration

April – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 230,800 |
| Creative and campaign development | 23,834 |
| Research and evaluation | 0 |
| Print and collateral | 15,865 |
| Other campaign costs | 0 |

## Department of Transport – Network Safety – driving with trams

### Summary

### The campaign aimed to reduce vehicle-tram collisions in Melbourne. The third burst of the ‘Trams Can’t Swerve’ campaign (previously 2019 and 2021) targeted car drivers, highlighting correct behaviour of driving with trams when turning or merging.

### Duration

May – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 152,509 |
| Creative and campaign development | 0 |
| Research and evaluation | 16,800 |
| Print and collateral | 15,160 |
| Other campaign costs | 0 |

## Department of Transport – Rebuilding the public transport network

### Summary

### The campaign encouraged a return to the public transport network following Covid restrictions. Released in two bursts under the ‘Let’s Go’ campaign message, travelling public were reminded of the people and benefits of public transport. This campaign will continue in 2022–23.

### Duration

March – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,326,021 |
| Creative and campaign development | 1,053,722 |
| Research and evaluation | 0 |
| Print and collateral | 12,565 |
| Other campaign costs | 0 |

## Department of Transport – Travel experiences on public transport

### Summary

### Delivery of messages to ensure public transport users are always ready for travel with the latest myki ticketing information. This includes auto top-up, information for visitors and students, PTV app releases, fare increases and free travel days. This year also included promotions for a free travel incentive in December 2021 and January 2022 to support a return to central business district (CBD) visitation.

### Duration

July 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 497,563 |
| Creative and campaign development | 61,900 |
| Research and evaluation | 0 |
| Print and collateral | 24,778 |
| Other campaign costs | 0 |

## Department of Transport – Victoria’s Big Build overarching disruptions campaign

### Summary

### The disruptions campaign seeks to communicate the coordinated nature of Victoria’s Big Build, inform Victorians about disruptions happening across the State and encourage travellers to make behavioural changes to plan ahead and avoid delays. The campaign delivers press and search advertising for all Victoria's Big Build projects.

### Duration

July 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,218,561 |
| Creative and campaign development | 361,707 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Rail Projects Victoria disruptions campaign

### Summary

### The disruptions campaign seeks to inform Victorians about disruptions happening as a result of the Metro Tunnel, Regional Rail Revival and Sunbury Line Upgrade projects and encourage travellers to make behavioural changes to plan ahead and avoid delays.

### Duration

July 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 480,008 |
| Creative and campaign development | 28,929 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Level Crossing Removal Project disruptions campaign

### Summary

### The disruptions campaign seeks to inform Victorians about disruptions happening as a result of the Level Crossing Removal Project and encourage travellers to make behavioural changes to plan ahead and avoid delays.

### Duration

July 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 790,711 |
| Creative and campaign development | 122,752 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

##  Department of Transport – North East Link Program disruptions campaign

### Summary

### The disruptions campaign seeks to inform Victorians about disruptions happening as a result of the North East Link Program and encourage travellers to make behavioural changes to plan ahead and avoid delays.

### Duration

July 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 955,301 |
| Creative and campaign development | 53,274 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – West Gate Tunnel Project disruptions campaign

### Summary

### The disruptions campaign seeks to inform Victorians about disruptions happening as a result of the West Gate Tunnel Project and encourage travellers to make behavioural changes to plan ahead and avoid delays.

### Duration

July 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 420,297 |
| Creative and campaign development | 32,218  |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport – Major Road Projects Victoria disruptions campaign

## **Summary**

### The disruptions campaign seeks to inform Victorians about disruptions happening as a result of the Major Road Projects Victoria's projects and encourage travellers to make behavioural changes to plan ahead and avoid delays.

### Duration

July 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 769,467 |
| Creative and campaign development | 69,518 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Treasury and Finance – Victorian Homebuyer Fund

## **Summary**

### An integrated campaign which aimed to drive demand and conversion of the Victorian Homebuyer Fund. The Victorian Government launched the Victorian Homebuyer Fund in October 2021 to accelerate Victorians into home ownership. Activity included two large bursts of advertising, and was complemented by always-on digital and marketing by partner banks.

### Duration

October 2021 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 672,808 |
| Creative and campaign development | 371,680(English creative: $363,113 + translation: $8,567) |
| Research and evaluation | 59,950 |
| Print and collateral | 0 |
| Other campaign costs | 9,000  |

## Development Victoria – Riverwalk, Werribee

### Summary

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

### Duration

July 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 125,376 |
| Creative and campaign development | 111,943 |
| Research and evaluation | 1,400 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Emergency Services Telecommunications Authority – Recruitment campaign 2021–22

### Summary

Recruitment campaign to attract new staff to ESTA.

### Duration

1 March – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 506,000 |
| Creative and campaign development | 357,000 |
| Research and evaluation | 0 |
| Print and collateral | 46,000 |
| Other campaign costs | 0 |

## Energy Safe Victoria – Be Sure

### Summary

Encourages people to get their open-flued gas heaters serviced at least once every 2 years. Builds awareness around carbon monoxide and its potentially lethal impact.

### Duration

1 July – 30 August 2021; 20 April – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 500,000 |
| Creative and campaign development | 10,000 |
| Research and evaluation | 50,000 |
| Print and collateral | 0 |
| Other campaign costs | 40,000 |

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

### Summary

### Warns people against doing their own electrical work, prompting them to always use a licensed electrician.

### Duration

25 September – 6 November 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 300,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 20,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Energy Safe Victoria – Test. Reset. Protect

### Summary

### Encourages people to test their safety switches (RCBO) regularly and install one if they don’t have one.

### Duration

12 February – 27 March 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 150,000 |
| Creative and campaign development | 25,000 |
| Research and evaluation | 20,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Energy Safe Victoria – Look Up and Live

### Summary

### Raises awareness of the dangers of operating large machinery under powerlines

### Duration

27 March – 30 June 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 100,000 |
| Creative and campaign development | 5,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Energy Safe Victoria – Never Work Live

### Summary

### Warns electricians to never work with live electricity.

### Duration

25 September – 18 December 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 100,000 |
| Creative and campaign development | 5,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Energy Safe Victoria – Show Your Solar Some Love

### Summary

### Encourages people with rooftop solar to get their solar systems serviced by a licensed electrician once every two years

### Duration

6 November – 18 December 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 150,000 |
| Creative and campaign development | 100,000 |
| Research and evaluation | 20,000 |
| Print and collateral | 0 |
| Other campaign costs | 50,000 |

## Greater Western Water – Make Every Drop Count

### Summary

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

### Duration

January 2022 – April 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 136,750 |
| Creative and campaign development | 91,750 |
| Research and evaluation | 12,400 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Holmesglen TAFE – Open Days campaign

### Summary

Campaign promoting annual series of open day events.

### Duration

1 January 2021 – 30 November 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 128,655 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Melbourne Polytechnic – Midyear Campaign 2021

### Summary

### Midyear 2021 student enrolment and brand campaign.

### Duration

16 April 2021 – 31 July 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 165,312 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Melbourne Polytechnic – Summer Campaign – End of year 2021

### Summary

### End of year 2021 student enrolment and brand campaign.

### Duration

15 October – 31 December 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 250,000 |
| Creative and campaign development | 9,868 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Melbourne Water – Make Every Drop Count

### Summary

### The ‘Make Every Drop Count’ was a collaborative campaign with Greater Western Water, Melbourne Water, and Yarra Valley Water communicating how householders can save water. There was also a focus on industry and how water efficiency programs for schools, utilising recycled water for parks, gardens and community housing, is making a difference to water saving efforts too. Melbourne Water’s contribution to this campaign is detailed below.

### Duration

January 2022 – April 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 136,750 |
| Creative and campaign development | 91,750 |
| Research and evaluation | 12,400 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Museums Victoria – Treasures of the Natural World

### Summary

### To drive visitation to Melbourne Museum’s temporary exhibition, Treasures of the Natural World.

### Duration

June 2021 – January 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 355,231 |
| Creative and campaign development | 72,000 |
| Research and evaluation | 7,500 |
| Print and collateral | 0 |
| Other campaign costs | 112,420 |

## Museums Victoria – Triceratops: Fate of the Dinosaurs

### Summary

### To drive visitation to Melbourne Museum’s permanent exhibition, Triceratops: Fate of the Dinosaurs

### Duration

Hype campaign: December 2021 – January 2022; Mass awareness campaign: January 2022 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 466,591 |
| Creative and campaign development | 203,227 |
| Research and evaluation | 0 |
| Print and collateral | 45,005 |
| Other campaign costs | 30,700 |

## National Gallery of Victoria – Melbourne Winter Masterpieces® 2021 – French Impressionism from the Museum Of Fine Arts, Boston

### Summary

### The NGV implemented a comprehensive marketing campaign to support the French Impressionism exhibition, with an emphasis on maximising audience reach through negotiated media partnerships. Promotional activity targeted local, regional and interstate markets through print, cinema and radio, high-impact transit and out-of-home advertising, and an extensive content strategy executed across NGV channels.

### Duration

25 June – 5 August 2021\*

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 375,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 1,000 |

\*Campaign expenditure for 2021–22 should be read alongside the previous financial year; campaign expenditure takes into account the expenditure included in NGV’s 2020–21 Annual Report.

## NGV – Gabrielle Chanel. Fashion Manifesto

### Summary

### The NGV’s integrated marketing campaign attracted over 215,000 local, regional and interstate visitors to Gabrielle Chanel. Fashion Manifesto. The support of longstanding partnerships helped to achieve mass reach nationally, with print and high-impact out-of-home advertising, and targeted digital placements reaching new audiences across the summer season.

### Duration

4 December 2021 – 25 April 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 823,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 41,000 |
| Print and collateral | 34,000 |
| Other campaign costs | 27,000 |

## NGV – Melbourne Winter Masterpieces® 2022. The Picasso Century

### Summary

### In June 2022, the NGV unveiled the blockbuster exhibition The Picasso Century. Before and after the exhibition opening, a marketing campaign targeted local, regional and interstate markets. An emphasis on negotiated media partnerships helped to maximise audience reach. Marketing activity included print, cinema and radio, transit and out-of-home advertising, digital, and social media advertising.

### Duration

10 June – 9 October 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 423,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 22,000 |
| Print and collateral | 40,000 |
| Other campaign costs | 5,000 |

## Respect Victoria – Respect Older People: 'Call It Out'

### Summary

### Campaign (coinciding with World Elder Abuse Awareness Day) to create awareness around elder abuse to prevent it from happening in the first place and to educate the Victorian public on where and how it starts.

### Duration

May 2022 - June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 450,575 |
| Creative and campaign development | 57,541 |
| Research and evaluation | 36,500 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Respect Victoria – Respect Women: 'Call It Out' (Respect Is)

### Summary

### Campaign (coinciding with the UN Women’s 16 Days of Activism Against Gender-based Violence) focused on gender inequality as one of the primary drivers of family violence and violence against women.

### Duration

November 2021 - December 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 266,124 |
| Creative and campaign development | 75,503 |
| Research and evaluation | 71,584 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

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

### Summary

### Campaign to inspire people (specifically family members) to call out violence in all of its guises against LGBTIQ+ people within the familial setting.

### Duration

May 2022 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 450,575 |
| Creative and campaign development | 57,541  |
| Research and evaluation | 36,500 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Sustainability Victoria – Remember Your Reusable Bags

### Summary

This campaign encouraged Victorians to store reusable shopping bags in handy places to reduce their use of single-use plastics.

### Duration

13 February – 26 March 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 246,250 |
| Creative and campaign development | 59,800 |
| Research and evaluation | 29,570 |
| Print and collateral | 0 |
| Other campaign costs | 46,000 |

## Sustainability Victoria – Small Acts Make a Big Impact

### Summary

This campaign encouraged Victorians to recycle correctly, reduce food waste and reduce single-use plastics by choosing a small act that relates to the areas mentioned.

### Duration

29 May – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 928,079 |
| Creative and campaign development | 132,444 |
| Research and evaluation | 51,300 |
| Print and collateral | 0 |
| Other campaign costs | 32,835 |

## Sustainability Victoria – Put Your Recycling in the Bin Loose, Not in Bags

### Summary

This campaign encouraged Victorians to put recycling in the bin loose, not in bags so it can be sorted and made into new things.

### Duration

31 October – 31 December 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 271,810 |
| Creative and campaign development | 19,620 |
| Research and evaluation | 17,100 |
| Print and collateral | 0 |
| Other campaign costs | 68,980 |

## TAFE Gippsland – Acquisition campaign mid-year 2021

### Summary

### Mid-year 2021 student acquisition campaign.

### Duration

 1 May – 30 September 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 119,924 |
| Creative and campaign development | 0 |
| 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 holiday enforcement campaign complemented and supported an increased police presence and reminded Victorians that the purpose of police enforcement on our roads is to keep everyone safe. At its core was the message that anyone partaking in risky driving could be caught out, anywhere and at any time.

### Duration

5 September 2021 – 15 May 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 3,743,368 |
| Creative and campaign development | 995,152 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Be The Reason – ‘Drive Safely for Everyone’

### Summary

With an easing of pandemic restrictions, the ‘Be the Reason*: ‘Drive Safely for Everyone’* campaign served as a timely reminder to all Victorians of their road safety responsibilities. Through an evocative lens, it also helped drivers to reflect on their behaviour and their personal accountability for ensuring everyone gets home safely – because we all have someone in our lives to drive safely for.

### Duration

5 November 2021 – 26 November 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 102,944 |
| Creative and campaign development | 19,339 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Motorcycle Safety – ‘Only Protected for a Moment’

### Summary

### Motorcycle riders are 38 times more likely to die or be seriously injured in a road crash. TAC data shows that on average there are 2,500 motorcycle-related injury claims per year. This campaign aimed to reduce this level of trauma by highlighting the importance of protective gear and motivating riders to wear the best-available gear on every ride.

### Duration

13 February 2022 – 13 March 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 624,785 |
| Creative and campaign development | 779,765 |
| Research and evaluation | 32,850 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Always on Enforcement – ‘Anywhere. Anytime. Anyone’

### Summary

### The campaign aimed to change the belief of one in three Victorian drivers (32%) that they can get away with dangerous driving, and the risky attitudes or repeat offenders, by reminding them that police are out in force and ready to catch them – anywhere and at any time. It was designed to run through the entire year. The five behaviours targeted in the campaign included speeding, drink driving, drug driving, distracted driving and non-use of seatbelts.

### Duration

5 June 2022 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 202,414 |
| Creative and campaign development | 1,074,408 |
| Research and evaluation | 76,807 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Victoria Police – Police Recruitment

### Summary

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

### Duration

1 July 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 300,000 |
| Creative and campaign development | 110,000 |
| Research and evaluation | 138,000 |
| Print and collateral | 0 |
| Other campaign costs | 64,000 |

## Victoria Police – Police Assistance Line and Online Reporting (PAL and OLR)

### Summary

### Advertising communication and marketing activities for the promotion of the Police Assistance Line and Online Reporting services.

### Duration

1 July 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,900,000 |
| Creative and campaign development | 200,000 |
| Research and evaluation | 82,000 |
| Print and collateral | 101,500 |
| Other campaign costs | 7,500 |

## Victorian Disability Worker Commission – Disability Worker Regulation Scheme Public Awareness Campaign – Phase 4 (Complaints)

### Summary

### Campaign to build awareness and understanding of the complaints process and motivate audiences to seek information.

### Duration

March – April 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 181,943 |
| Creative and campaign development | 91,547 |
| Research and evaluation | 15,263 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## VDWC – Disability Worker Regulation Scheme Public Awareness Campaign – Phase 5 (Registration)

### Summary

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

### Duration

June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 98,119 |
| Creative and campaign development | 30,493 |
| Research and evaluation | 50,405 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Victorian Responsible Gambling Foundation – Prevention – normalisation of gambling in sport

### Summary

### Elite and local sporting clubs across Victoria say no to sports gambling sponsorship so kids can love the game not the odds.

### Duration

30 July – 22 August 2021

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 872,515 |
| Creative and campaign development | 24,747 |
| Research and evaluation | 28,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## VRGF – Help seeking: Gambler’s Help promotion

### Summary

### To change the way you think about gambling, call someone who gets it.

### Duration

1 June 2022 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 784,940 |
| Creative and campaign development | 47,500 |
| Research and evaluation | 0 |
| 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 2021 – 30 June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 981,726 |
| Creative and campaign development | 26,805 |
| Research and evaluation | 0 |
| 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 | $471,954(print costs included) |
| Creative and campaign development | 11,135 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Occupational Violence and Aggression (OVA) – Work-related Violence

### Summary

### This campaign 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.

### Duration

September – October 2021 and March – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,555,000 |
| Creative and campaign development | 192,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Enforcement Campaign

### Summary

### This campaign combines messaging from the previous 'More Inspectors. More inspections' and 'Tougher laws. Safer workplaces' enforcement campaigns. The aim of this combined campaign is to reinforce to employers that they have a responsibility to keep workers safe at work, and warn that tougher consequences now apply if they fail to do this - including jail time.

### Duration

May 2022 – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 300,000 |
| Creative and campaign development | 214,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Return to Work

### Summary

### Getting in touch with injured workers soon after injury can have a significant impact on their return-to-work journey. This campaign is aimed at the general public, but with focussed messaging for employers and duty-holders in Victorian workplaces to reach out and start the conversation early. A conversation guide has been developed as part of the campaign to help guide employers around ways to start the conversation with an injured worker. A worker case-study has also been produced to document a successful return to work journey.

### Duration

January – February 2022 and June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,592,000 |
| Creative and campaign development | 170,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Agriculture Change

### Summary

### This campaign was developed with the goal of promoting a safety mindset among farmers and embed the belief that fatalities on farms are preventable, not inevitable. The campaign aims to drive industry-wide change and promote a mindset that prioritises safety.

### Duration

September – October 2021 and March – June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,092,000 |
| Creative and campaign development | 285,000 |
| Research and evaluation | 47,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Culturally and linguistically diverse (CALD) – Vulnerable Workers Campaign

### Summary

### Everyone has a right to be safe at work. This campaign features tools and resources in 19 languages other than English to make it easier for employers to create a safe workplace for everyone, and empower employees to speak up. This campaign has been created to ensure every member of the community enjoys a healthy and safe workplace, and has access to in-language information.

### Duration

August – October 21 and March – June 22

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 889,000 |
| Creative and campaign development | 79,000 |
| Research and evaluation | 75,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Young Workers

### Summary

### WorkSafe research shows that young workers aged 15-24 are one of the most vulnerable groups in the workforce, and they lack the confidence to question unsafe working conditions. 'Unsafe is always unacceptable' aims to increase awareness among employers about young workers being at higher risk of injury and to empower young workers to take action and speak up.

### Duration

August 21 - October 21 and March 22 - June 22

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 600,000 |
| Creative and campaign development | 270,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Gendered Violence

### Summary

### This campaign aims to educate Victorians that gendered violence is an OHS issue. The campaign educates the community on the many forms work-related gendered violence can take, and reinforces that all are unacceptable. Messaging highlights employers’ obligations in line with OHS obligations. The campaign drives people to search 'WorkSafe gendered violence' to find further information and support services targeted at employers and workers.

### Duration

June 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 460,000 |
| Creative and campaign development | 740,000 |
| Research and evaluation | 98,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Yarra Valley Water – Make Every Drop Count

### Summary

### In 2021–22, Yarra Valley Water participated in a Melbourne wide water efficiency campaign `Make Every Drop Count’ to raise awareness of and influence water use behaviours in the community. Yarra Valley Water’s share of the campaign is detailed below.

### Duration

January 2022 – April 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 136,750 |
| Creative and campaign development | 91,750 |
| Research and evaluation | 12,400 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

1. For 2021–22, the relevant Financial Reporting Direction was [*FRD 22 Standard Disclosures in the Report of Operations*](https://www.dtf.vic.gov.au/financial-reporting-policy/financial-reporting-directions-and-guidance)*.* [↑](#footnote-ref-1)