

Victorian Government Advertising Plan

2021–22

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# About the 2021–22 advertising plan

By publishing the *Victorian Government Advertising Plan 2021–22,* theVictorian Government continues its commitment to maintaining transparency on government advertising expenditure.

In developing the advertising plan for 2021–22, each advertising campaign proposed by Victorian Government departments and agencies was carefully considered and assessed.

The government’s 2021–22 advertising plan included allowance for significant campaign advertising to promote public health and safety in the face of the COVID-19 pandemic, to address the impacts of the pandemic, and to support the Victorian community, business and organisations to recover during 2021–22 and beyond.

As in previous years, the plan included campaigns raising awareness of disruptions and service changes caused by major road and rail infrastructure projects, and major behaviour change campaigns tackling family violence and gambling harm. The plan also includes significant public campaigns promoting fire and water safety during summer, road safety, and to support the Victorian tourism industry, public schools, and the TAFE sector.

The government considers these activities are critical to delivering its strategic priorities for Victoria, while representing an effective investment of public money.

Each individual campaign included in the government’s annual plan undergoes a further layer of scrutiny before commencement, to ensure the level of advertising expenditure planned for the campaign is prudent and represents the minimum amount required to achieve the campaign’s strategic objectives.

## **Adjusting the annual advertising plan**

Government advertising priorities may change throughout the year in response to changing circumstances or emerging issues, particularly in light of the COVID-19 pandemic. Therefore, some advertising included within the 2021–22 plan did take place as planned, while additional advertising was required that was not anticipated when the plan was initially developed.

Advertising necessary to alert the community to unexpected emergencies (such as severe heat warnings) is considered on a case-by-case basis and is not included in the annual advertising plan.

## **Reporting on government advertising expenditure**

Each year, the Victorian Government publishes a report on total government advertising expenditure for the previous financial year, as well as a report summarising significant advertising campaigns undertaken during the year. These reports can be found online at www.vic.gov.au/advertising-plans-and-spend.

Departments and agencies also report details of any advertising campaigns with media advertising costs of $100,000 or more, within their annual reports.

## **Non-campaign advertising**

This advertising plan summarises Victorian Government advertising campaigns planned for 2021–22. As detailed above, ‘campaign’ advertising is generally intended to communicate a particular message or change people’s behaviour over time – for example, TAC road safety campaigns.

The Victorian Government also undertakes a range of ‘non-campaign’ advertising, which comprises ‘functional’ advertising (such as requests for tender, notifications about community consultations and road closure notices) and recruitment advertising.

While campaign advertising accounts for the majority of government advertising expenditure, the government also has measures in place to ensure non-campaign advertising is undertaken in a cost-effective manner.

An example is the government’s policy that government departments should not place
non-campaign advertising in metropolitan print newspapers, in favour of using digital channels which can more effectively and efficiently reach the relevant audience.

## **Advertising standards in legislation**

In September 2017, the government passed legislation to strengthen governance of communication and advertising undertaken by public sector bodies, by introducing
Part 5A to the *Public Administration Act 2004*.

Part 5A includes measures to restrict government television advertising to five purposes or ‘priority areas’. No other government television advertising is permitted under the Act. As detailed within this report, all advertising campaigns included in the 2021–22 advertising plan contribute to one of these five communication ‘priority areas’.

In 2018, the government also introduced Regulations under Part 5A of the Act to further strengthen governance of public sector communication and advertising. The Actand the Public Administration (Public Sector Communication Standards) Regulations 2018 can be viewed online at www.legislation.vic.gov.au.

Further guidance for departments and agencies is provided at www.vic.gov.au/victorian-government-communication-requirements.

# Government campaign advertising planned for 2021–22

All campaign advertising undertaken by the Victorian Government during 2021–22 fulfilled one of five ‘priority areas’ for government communications:

1. To promote public safety, personal security and behaviour change

2. To promote social cohesion, civic pride and community spirit within the general public

3. To promote commercial and economic development within the state

4. To generate revenue for public sector bodies or for the state through consumption of products, services or events delivered by or in partnership with public sector bodies

5. To promote compliance with legislative requirements.

These communication priority areas mirror those included in Part 5A of the Act*,* which set out the requirements for government advertising on television.

The chart below shows planned spending for each priority area as a proportion of the government’s overall expenditure on campaign advertising for 2021–22.

More information about each priority area, including examples of significant advertising campaigns planned for 2021–22, is provided on the following pages.

## **Priority area 1: Public safety, personal security and behaviour change**

The Victorian Government invests significantly in the promotion of safe and responsible behaviour, to advise of disruptions to government services, and to promote programs that help people stay safe and well.

The government’s 2021–22 advertising plan included campaigns that carry crucial public health messaging about the COVID-19 pandemic and restrictions, and campaigns to support the community to recover throughout 2021–22. Other ongoing campaigns target road and workplace safety, increase summer fire preparedness, minimise harm caused by gambling and support the community to adapt to disruptions caused by major transport infrastructure projects.

### ***COVID-19 response***

In 2021–22 the government continued to plan for significant advertising campaigns to inform the community of the public health response to the COVID-19 pandemic, including messaging around the latest COVIDsafe settings and the importance of testing and vaccinations. The dynamic nature of the pandemic situation requires COVID-19 campaign messaging to be reviewed and updated on a regular basis.

### ***Victoria’s Big Build***

Continuing in 2021–22, government campaigns provide the community with information on major transport infrastructure projects, including road and rail projects in Melbourne and regional Victoria, such as level crossing removals, the Metro Tunnel, West Gate Tunnel, North-East Link and Regional Rail Projects. Advertising informed the public of transport disruptions and project progress and promoted alternative transport arrangements during construction.

### ***Road safety and workplace safety***

In 2021–22, the Transport Accident Commission (TAC), Department of Transport and WorkSafe Victoria continued to deliver critical safety messages to reduce the risk of deaths and injuries. Campaigns promoted responsible behaviour and practices and educated Victorians about how to stay safe on the roads, the public transport network and in the workplace. This included campaigns from TAC highlighting the dangers of speeding and distracted driving, particularly during holiday periods.

### ***Victorian Responsible Gambling Foundation***

To reduce harm and encourage a balanced perspective on gambling in the community, the Victorian Responsible Gambling Foundation runs campaigns to increase community and individual understanding of harm from gambling. The campaigns challenge the normalisation of gambling in sport and the impact that stigma has on people’s willingness to seek help.

### ***Preventing family violence and abuse***

During 2021–22, the government continued its major, long-term initiative to prevent family violence and abuse. The program is supported by advertising intended to change behaviour through the ‘Respect Women: Call It Out’ campaign, as well as campaigns aimed at keeping older people and LGBTIQ people safe from family abuse and combatting sexism in sport.

### ***Emergency communications***

Victoria Police ran a continuing campaign to promote its Police Assistance Line and Online Reporting service, while the Department of Health also continued its “Save Lives, Save 000 for Emergencies” campaign.

### ***Solar Homes***

In 2021–22 Solar Victoria undertook campaigns promoting its energy efficient heating and cooling program, battery rebates and solar hot water rebates.

## **Priority area 2: Social cohesion, civic pride and community spirit**

Advertising in this priority area supports Victorians to participate in public life, engage with their community, understand their rights and responsibilities and contribute to Victoria’s many cultural, social and natural assets.

These include annual campaigns to promote Australia Day events in Victoria, acknowledge the service and sacrifice of Victoria’s veterans, and support and promote Victoria’s rich multicultural heritage.

***Australia Day and acknowledging Victoria’s veterans***

Each year, the Victorian Government promotes Australia Day activities around the state, including the return of free family events in Melbourne’s CBD in 2022. Advertising also promotes the Shrine of Remembrance as an iconic Melbourne destination, honouring the service and sacrifice of Australians in war and peacekeeping.

***Multicultural Victoria***

The government undertook advertising to encourage Victorians of all backgrounds to celebrate days of cultural significance together in a COVID-safe way.

***Foster Care Attraction***

Campaign advertising is used to generate enquiries from potential foster carers and emphasises the rewarding role foster carers from all walks of life, cultures and communities can play in the lives of children and young people.

## **Priority area 3: Commercial and economic investment in Victoria**

This priority area includes advertising campaigns that help grow Victoria’s economy and promote investment by driving tourism, increasing employment and career opportunities, promoting business and commercial development, and encouraging regional growth.

### ***Tourism promotion***

In 2021–22, advertising campaigns by Visit Victoria, such as the ‘Stay Close, Go Further’ encouraged Victorians to explore the best their own state has to offer, in response to restrictions on interstate and international travel. When interstate travel restrictions eased, Visit Victoria’s ‘Get Set Melbourne’ campaign promoted Melbourne and Victoria’s many attractions to interstate audiences.

***Jobs and business support***

Business Victoria undertook a variety of campaigns to support Victorian businesses, particularly small businesses, to deal with and recover from the impact of the COVID-19 pandemic. The campaigns encouraged small business participation in workshops and mentoring programs to facilitate business recovery and growth, learn new skills, and promote mental health and wellbeing for small business owners. The ‘Backing You’ campaign promoted the Jobs Victoria service, which supports people looking for work and connects employers with the staff they need.

***Government recruitment***

## In 2021–22 the government ran recruitment campaigns to attract workers to the important mental health, child protection and disability support sectors, and to recruit emergency '000' call-takers. Recruitment campaigns also continued to attract applicants for teaching roles in early childhood education and Victorian state schools. **Priority area 4: Generation of revenue for institutions or events**

This priority area supports Victoria’s many iconic arts and educational institutions and major events, which offer world-class attractions, events and services.

Many of these institutions and events rely on advertising to attract the patronage and attendance that generates revenue for their programs and activities. In 2021–22, this advertising was important to attract patrons back to these institutions as COVID-19 settings allowed.

### ***Creative Victoria campaigns***

Institutions such as Museums Victoria, Arts Centre Melbourne, the National Gallery of Victoria and the Melbourne Recital Centre host a diverse range of world-class programs each year. In 2021–22, advertising informed Victorians about virtual and live events at these iconic venues, as they safely welcomed back visitors. Advertising also promoted the world-class art galleries and exhibitions, and the diverse dining options and events available at Fed Square throughout 2021-22.

### ***TAFE and vocational institutions***

Advertising in 2021–22 supported the TAFE Victoria brand by encouraging Victorians to explore the opportunities for learning, development and advancement offered by Victorian TAFEs. Throughout 2021–22, advertising undertaken by individual institutions informed prospective students about their unique course offerings.

### ***Victoria’s nature attractions***

Melbourne Zoo, Healesville Sanctuary, Werribee Open Range Zoo and Phillip Island Nature Parks are iconic tourism drawcards, family destinations and centres for learning and conservation. Once COVID-19 settings allowed, these attractions recommenced advertising to promote the many experiences offered by these venues and encourage Victorians to visit, explore and learn about the natural heritage of Australia and the world.

***Australian Formula 1 Grand Prix***

In March 2022 the Australian Formula 1 Grand Prix returned to Albert Park and was supported by campaign advertising to promote the event to local and interstate audiences.

## **Priority area 5: Compliance with legislative requirements**

When there are changes to laws or regulations that affect Victorians, government has a responsibility to communicate the changes to assist the transition to new requirements.

For wide-ranging changes, advertising provides an essential means of reaching as many affected people as possible.

### ***Agriculture Victoria***

Advertising aimed at protecting Victoria’s biosecurity is undertaken by Agriculture Victoria. In 2021–22 this included campaigns on protecting Victorian waterways from harmful weeds, and new requirements around the electronic identification of sheep and goats.

***Raising awareness of rights and responsibilities***

In 2021–22, Wage Inspectorate Victoria undertook advertising to raise worker and business awareness of their rights and responsibilities in relation to paying correct wages and entitlements and wage theft.