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| Victorian Government  Advertising Report  2022–23 |

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# Introduction

**This report provides an overview of Victorian Government media advertising expenditure for the period 1 July 2022 to 30 June 2023.**

## Media advertising expenditure

The Victorian Government purchases the majority of its advertising through the government’s Master Agency Media Services (MAMS) state purchase contract.

The MAMS contract is managed by the Department of Government Services and covers media planning and buying on behalf of all Victorian Government public sector bodies.

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 advertising into three categories](https://www.vic.gov.au/victorian-government-communication-requirements#campaign-advertising):

1. **Campaign advertising**, which is designed to inform, educate, motivate or change behaviour. It requires strategic planning of creative and media buying 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 2022–23, Optimum Media Direction Pty Ltd (OMD) was the government’s MAMS supplier for all campaign advertising, and most ‘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 2022–23 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 2022–23

Each year the Victorian Government publishes an annual advertising plan, which provides an overview of government advertising campaigns 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 2022–23

The Victorian Government spent a total of $140.1 million on advertising from   
1 July 2021 to 30 June 2022, comprising campaign and non-campaign advertising.

Total government advertising expenditure for 2022–23 and previous years is shown in the chart below.

## Total advertising expenditure by category – 2022–23

Campaign advertising accounted for 83 per cent of Victorian Government advertising expenditure in 2022–23. Non-campaign advertising, comprising functional and recruitment advertising, accounted for the remaining 17 per cent of advertising expenditure for the year.

## Victorian Government advertising expenditure by departments and agencies – 2022–23

The chart below shows Victorian Government expenditure by government departments and government agencies, as a percentage of total advertising expenditure for the 2022–23 financial year (comprising campaign, functional, and recruitment advertising).

In 2022–23, government agencies (such as Visit Victoria, the Transport Accident Commission and Victoria Police) accounted for 60.9 per cent of total government advertising expenditure, while government departments (such as the Department of Education) accounted for 39.1 per cent of advertising expenditure.

## Top 10 Victorian Government advertisers by campaign expenditure – 2022–23

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| --- | --- | --- | --- |
| **Rank** | **Advertiser** | **Example campaigns** | **Advertising expenditure (ex. GST)** |
| 1 | Visit Victoria | Major campaigns to support the Victorian tourism sector, including the ‘Visit Melbourne’ interstate advertising campaign, and the ‘Stay Close, Go Further’ campaign promoting regional Victoria. | $15,123,707 |
| 2 | Transport Accident Commission (TAC) | TAC undertakes significant road safety campaigns in conjunction with media partners across TV, radio, digital and targeted multicultural and sports media channels. Also includes a significant partnership with out-of-home (OOH) media suppliers across Victoria to reach drivers while on the road. Specific 2022–23 campaigns targeted motorcycle safety, vehicle safety, and risky behaviours such as speeding, distracted driving, and drink and drug driving. | $14,861,369 |
| 3 | Department of Education | Local and interstate recruitment campaigns to attract teachers to the early childhood and primary and secondary school sectors. Campaigns also highlighted the Free Kinder and Kinder Tick programs, the Active Schools ‘Get Your Move On’ program, and the ‘Many Talents One VCE’ campaign, increasing awareness of changes to VCE vocational pathways. | $10,306,873 |
| 4 | Department of Transport and Planning | Various campaigns under the Victoria’s Big Build brand, informing the public 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, promote new regional rail fares, and various public transport safety campaigns. | $9,278,547 |
| 5 | Department of Health | Various recruitment campaigns to attract healthcare and mental health professionals to work in Victoria, and a major campaign to educate Victorians about the importance of saving 000 for emergencies only. Also undertook various public health and safety campaigns on heat health, managing COVID-19 at home and seasonal health promotion. | $7,244,321 |
| 6 | Department of Justice and Community Safety | Included major seasonal campaigns to improve community understanding of fire and fire risk, promote the new Australian Fire Danger Rating System, and increase water safety and reduce drowning incidents. Also undertook a recruitment campaign to attract applicants to careers in youth justice. | $6,824,309 |
| 7 | Victoria Police | Major campaigns to attract new recruits to Victoria Police, promote the Police Assistance Line and the Online Reporting portal, and promote the new (STOPIT) service, which allows the reporting of unwanted sexual behaviour on public transport. | $5,313,847 |
| 8 | Department of Jobs, Skills, Industry and Regions | Various campaigns to promote the Victorian Sick Pay Guarantee, increase engagement with Jobs Victoria services, promote free TAFE courses and priority study pathways, support the Study Melbourne initiative, and promote Business Victoria’s initiatives to support small businesses. | $4,339,581 |
| 9 | Victorian Electoral Commission | A multi‑channel statewide advertising campaign to raise awareness among eligible Victorian electors of the requirement to be correctly enrolled and vote in the 2022 State election. Campaign also incorporated messaging to reach young and disengaged voters, and build public understanding of misinformation and disinformation campaigns. | $3,913,593 |
| 10 | Department of Energy, Environment and Climate Action | Included two major campaigns to promote uptake of the $250 Power Saving Bonus initiative, and promote the Solar Homes and Solar for Business programs for the installation of solar panels, batteries and energy-efficient hot water systems. | $3,744,083 |

**Note:** The above table contains consolidated campaign advertising expenditure data provided to the Department of Premier and Cabinet by OMD for the 2022–23 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 only campaigns with a media value of $100,000 or more. Expenditure reported 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 – 2022–23

### Functional advertising

In 2022–23, the highest spending government bodies for functional advertising were the Department of Transport and Planning, the Department of Justice and Community Safety and the Department of Jobs, Skills, Industry and Regions.

### Recruitment advertising

In 2022–23, 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 – 2022–23

The chart below shows percentage of total government advertising expenditure for 2022–23 per advertising channel. This includes all government advertising: campaign, functional, and recruitment.

Expenditure for 2022–23 showed advertising via digital and social media platforms accounted for 46.6 cent of the government’s total spend, compared to 45.1 per cent in 2021–22.

In 2022–23, expenditure on television advertising decreased to 15.0 per cent of all advertising, compared to 18.6 per cent in 2021–22, while expenditure on radio advertising decreased to 11.6 per cent in 2022–23 (compared to 13.6 per cent 2021–22).

Outdoor advertising increased to 15.7 per cent, compared to 11.6 per cent in 2022–23, while press advertising remained steady at 9.4 per cent of total advertising expenditure (compared to 9.6 per cent in 201–22).

## Government campaign advertising by communication priority areas

All campaign advertising undertaken by the Victorian Government during 2022–23 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 2022–23 expenditure for each communication priority area, as a proportion of the government’s total expenditure on campaign advertising.

In 2022–23, the government increased its investment in campaigns to support commercial and economic recovery in Victoria, while the Victorian Electoral Commission undertook a major campaign to promote compliance with the legal requirement for eligible voters to be correctly enrolled and vote in the 2022 State election.

## 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’s [Regional Communication Policy](https://www.vic.gov.au/ensuring-we-reach-all-Victorians-with-our-communications#reaching-regional-victorians) requires that government departments and agencies place 15 per cent of their annual campaign media expenditure in Victoria 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.

In 2022–23, the Victorian Government spent $25.1 million on campaign advertising for regional and rural audiences in Victoria (including via digital and social media). This figure represents **24.7 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

For 2022–23, the [Victorian Government’s Multicultural Communications Policy](https://www.vic.gov.au/ensuring-we-reach-all-Victorians-with-our-communications#communicating-with-multicultural-victorians)required that government departments and agencies commit a minimum of 5 per cent of their total campaign media expenditure in Victoria towards multicultural media.

In 2022–23, the Victorian Government spent $6.8 million on campaign advertising targeting multicultural audiences in Victoria, across both ‘traditional’ and digital media (including social media platforms).

This expenditure represents **6.7 per cent** of the government’s total campaign advertising budget in Victoria, more than the government’s 5 per cent multicultural campaign advertising expenditure target.

From 1 July 2023, the government’s minimum campaign expenditure requirement increased from 5 per cent to **15 per cent**. The 15 per cent minimum requirement applies to 2023–24 onwards.

# 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 2022–23, the relevant Financial Reporting Direction was FRD 22 *Standard Disclosures in the Report of Operations* (effective April 2023)*.* [↑](#footnote-ref-1)