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| Victorian Government  Advertising Report  Campaign Activity  Summary 2022–23 |

**Authorised and published by the Victorian Government, 1 Treasury Place, Melbourne**

March 2024

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ISSN 2208-9357 - Online (pdf/Word)

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# Victorian Government advertising campaigns in 2022–23

This report provides a summary of major Victorian Government advertising campaigns undertaken from 1 July 2022 to 30 June 2023.

## 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 Government Services.

Victorian public sector organisations that used the MAMS contract during 2022–23 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 2022–23, this means most 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 2022–23 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 2022–23. For an overview of all Victorian Government media advertising expenditure, including recruitment and functional advertising, refer to the *Victorian Government Advertising Report 2022–23* at [www.vic.gov.au](https://www.vic.gov.au/advertising-plans-and-spend).

# Summaries of major campaigns undertaken in 2022–23

## Arts Centre Melbourne – Live at the Bowl – umbrella campaign 2022–23

### Summary

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

### Duration

December 2022 – April 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 246,558 |
| Creative and campaign development | 17,590 |
| Research and evaluation | 0 |
| Print and collateral | 12,526 |
| Other campaign costs | 199,907 |

## Arts Centre Melbourne – Australian Music Vault – awareness campaign

### Summary

### The campaign included advertising, search engine marketing, social media boosting and social media dark posts (Australian Music Vault and The Channel content).

### Duration

April – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 137,940 |
| Creative and campaign development | 24,145 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 26,000 |

## Australian Centre for the Moving Image (ACMI) – Goddess – Power, Glamour, Rebellion

### Summary

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

### Duration

July 2022 – October 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 329,838 |
| Creative and campaign development | N/A – creative  developed in  house |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 24,701 |

## ACMI – Light

### Summary

### A fully integrated marketing campaign to promote ACMI’s Melbourne Winter Masterpiece® Exhibition.

### Duration

April 2023 – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 390,400 |
| Creative and campaign development | N/A – creative  developed in  house |
| Research and evaluation | 20,971 |
| Print and collateral | 0 |
| Other campaign costs | 112,570 |

## Australian Grand Prix Corporation – Formula 1® Rolex® Australian Grand Prix 2023

### Summary

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

### Duration

October 2022 – April 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,439,000 |
| Creative and campaign development | 166,000 |
| Research and evaluation | 65,000 |
| Print and collateral | 39,000 |
| Other campaign costs | 92,000 |

### Australian Grand Prix Corporation – Australian Motorcycle Grand Prix 2022

### Summary

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

### Duration

July– October 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 455,000 |
| Creative and campaign development | 45,000 |
| Research and evaluation | 52,000 |
| Print and collateral | 8,000 |
| Other campaign costs | 55,000 |

## Bendigo Kangan Institute – Semester 1, 2022 campaign

### Summary

Semester 1 (2022) student acquisition campaign.

### Duration

January – April 2022[[2]](#footnote-2)

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 910,073 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Bendigo Kangan Institute – Semester 2, 2022 campaign

### Summary

Semester 2 (2022) student acquisition campaign.

### Duration

May – July 2022[[3]](#footnote-3)

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 654,205 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Bendigo Kangan Institute – Term 4, 2022 campaign

### Summary

### Student acquisition campaign for Term 4, 2022.

### Duration

August – September 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 184,300 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Bendigo Kangan Institute – Semester 1, 2023 campaign

### Summary

### Student acquisition campaign for Semester 1, 2023.

### Duration

October – December 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 428,493 |
| Creative and campaign development | 250,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Box Hill Institute – Let Passion Guide Your Future, Semester 2 (2022)

### Summary

Mid-Year Student enrolment campaign.

### Duration

14 May – 23 July 2022 [[4]](#footnote-4)

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 437,870 |
| 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

15 October – 31 December 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 178,636 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Box Hill Institute – 2022 Student Enrolment Campaign, Semester 1

### Summary

VTAC & Direct Entry Phase 2 campaign.

### Duration

1 January – 30 April 2022 [[5]](#footnote-5)

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 665,469 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 6,234 |
| Other campaign costs | 0 |

## Box Hill Institute – Centre for Adult Education (CAE) Continuity campaign 2022

### Summary

### CAE Short Courses campaign

### Duration

1 January – 31 December 2022 [[6]](#footnote-6)

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 194,656 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Chisholm Institute – January 2022 acquisition campaign

### Summary

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

### Duration

January – March 2022[[7]](#footnote-7)

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 493,049 |
| Creative and campaign development | 90,765 |
| Research and evaluation | 17,510 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Chisholm Institute – Mid-year 2022 acquisition campaign

### Summary

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

### Duration

April – July 2022[[8]](#footnote-8)

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 497,957 |
| Creative and campaign development | 161,020 |
| Research and evaluation | 17,510 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Chisholm Institute – Q4 2022 acquisition campaign

### Summary

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

### Duration

August – October 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 256,048 |
| Creative and campaign development | 278,301 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Chisholm Institute – January 2023 acquisition campaign

### Summary

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

### Duration

November – January 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 842,495 |
| Creative and campaign development | 75,466 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

### Commission for Children and Young People

### Summary

Campaign promoting the new Child Safe Standards.

### Duration

### July – August 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 149,356 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Education – Teach the Future – Teacher Recruitment Campaign

### Summary

### This campaign aimed to improve perceptions of the teaching profession and increase enrolments in teaching qualifications across Victoria, ultimately to increase the pipeline of teachers entering Victorian public schools.

### Duration

3 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,339,404 |
| Creative and campaign development | 563,196 |
| Research and evaluation | 184,270 |
| Print and collateral | 3,560 |
| Other campaign costs | 0 |

## Department of Education – Many Talents One VCE

### Summary

### The campaign aimed to inform students and their parents about the changes to the VCE and introduction of the VCE Vocational Major (VCE VM) and Victorian Pathways Certificate. The campaign highlighted the benefits of the new VCE VM and encouraged students to follow their passions and consider the VCE VM as a viable future pathway.

### Duration

31 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,228,596 |
| Creative and campaign development | 437,680 |
| Research and evaluation | 45,000 |
| Print and collateral | 0 |
| Other campaign costs | 8,210 |

## Department of Education – Active Schools ‘Get Your Move On’

### Summary

### The campaign aimed to increase the number of young Victorians participating in physical activity, by encouraging them to do 15 minutes of physical activity 4 times a day.

### Duration

1 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 777,728 |
| Creative and campaign development | 0 |
| Research and evaluation | 15,000 |
| Print and collateral | 38,924 |
| Other campaign costs | 4,452 |

## Department of Education – Best Start, Best Life – public awareness and enrolment including Three-Year-Old Kindergarten

### Summary

### The campaign aimed to inform families of the state-wide availability of Free Kinder for Three- and Four-Year-Old Kindergarten and encourage families to enrol their children in 2023 and 2024 programs. A dedicated component of the campaign aimed to raise awareness of Free Kinder to encourage enrolment among culturally and linguistically diverse families and Koorie Victorians.

### Duration

3 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,010,376 |
| Creative and campaign development | 226,564 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 217,518 |

## Department of Education – Kinder Tick (kindergarten brand)

### Summary

### The campaign aimed to inform families about the Kinder Tick brand, which helps families identify Victorian Government-funded and approved kindergarten programs, and encourage families to enrol in Kinder Tick programs.

### Duration

3 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 851,250 |
| Creative and campaign development | 3,114 |
| Research and evaluation | 0 |
| Print and collateral | 92,777 |
| Other campaign costs | 0 |

## Department of Education – Early childhood education – workforce recruitment

### Summary

### The campaign promoted early childhood teaching as a career, highlighting financial supports for studying, and financial incentives and supports available to early childhood professionals. The campaign covered Victoria, interstate and New Zealand.

### Duration

3 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 4,736,598 |
| Creative and campaign development | 434,425 |
| Research and evaluation | 74,650 |
| Print and collateral | 8,914 |
| Other campaign costs | 6,001 |

## Department of Energy, Environment and Climate Action– Round 3 $250 Power Saving Bonus

### Summary

### This campaign was designed to increase community awareness of the third round of the $250 Power Saving Bonus program and encourage Victorian households to apply. The campaign also aimed to create awareness of the Victorian Energy Compare comparison tool, which can save consumers money on their energy bills.

### Duration

17 July– 30 October 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,623,858 |
| Creative and campaign development | 99,704 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 4,389 |

## Department of Energy, Environment and Climate Action – Round 4 $250 Power Saving Bonus

### Summary

### This campaign was designed to increase community awareness of the fourth round of the $250 Power Saving Bonus program and encourage Victorian households to apply. The campaign also aimed to create awareness of the Victorian Energy Compare comparison tool, which can save consumers money on their energy bills.

### Duration

2 April – 28 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,000,000 |
| Creative and campaign development | 112,189 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 16,071 |

## Department of Energy, Environment and Climate Action – ‘Save with solar’ advertising campaign

### Summary

### The campaign promoted rebates and interest-free loans available under the Victorian Government’s Solar Homes and Solar for Business programs for the installation of solar panels, batteries and energy-efficient hot water systems at Victorian homes, rental properties and businesses. The campaign utilised cinema, television, radio, print media, social media and online.

### Duration

28 August 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,497,614 |
| Creative and campaign development | 329,010 |
| Research and evaluation | 72,506 |
| Print and collateral | 0 |
| Other campaign costs | 40,963 |

## Department of Families, Fairness and Housing – Go Where You’re Needed

### Summary

### Child protection workforce recruitment campaign.

### Duration

12 February – 13 March 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 99,784 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Families, Fairness and Housing – Jobs That Matter – Phase 1

### Summary

### Community services sector workforce recruitment campaign.

### Duration

28 August – 22 October 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 846,007 |
| Creative and campaign development | 195,561 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Families, Fairness and Housing – Jobs That Matter – Phase 2

### Summary

### Community services sector workforce recruitment campaign.

### Duration

30 April – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 990,304 |
| Creative and campaign development | 27,464 |
| Research and evaluation | 57,915 |
| Print and collateral | 1,861 |
| Other campaign costs | 0 |

## Department of Health – Save 000 (Save Triple Zero) for Emergencies

### Summary

### Campaign to educate the Victorian public about the importance of saving 000 for emergencies only and raises awareness of alternative health services that are available for non-emergencies.

### Duration

1 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,558,270 |
| Creative and campaign development | 338 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Managing COVID at Home

### Summary

### Campaign to reassure Victorians that if they get COVID, most people can safely manage their symptoms at home or with help from a doctor.

### Duration

1 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,159,492 |
| Creative and campaign development | 79,073 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Stay Well this Summer

### Summary

### Campaign to Educates Victorians about personal protective measures that can reduce the size and duration of the summer COVID wave.

### Duration

14 November 2022 – 28 February 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 602,461 |
| Creative and campaign development | 154,794 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Stay Well this Winter

### Summary

### Campaign that highlights the significance of the flu vaccine and maintaining up-to-date COVID vaccinations, and promotes awareness that both vaccinations can be received at the same time.

### Duration

1 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 848,711 |
| Creative and campaign development | 75,000 |
| Research and evaluation | 50,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – COVID – Vaccines 5–11

### Summary

### Campaign to motivate parents to get their children vaccinated against COVID as quickly as possible.

### Duration

1 July 2022 – 31 July 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 153,202 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – COVID – Third Dose

### Summary

### Campaign to encourage Victorians to receive their third COVID vaccine. Evidence indicates vaccine effectiveness decreases over time, increasing the risk of rising cases and hospitalisations.

### Duration

1 July 2022 – 31 July 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 143,920 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Survive the Heat

### Summary

### Campaign aims to reduce the health impacts of extreme heat on the Victorian community, Ambulance Victoria and health services. It urges people to protect themselves and others during extreme heat. Advertising is scheduled during heatwaves, using the national heatwave warning system, tailored to specific weather districts.

### Duration

1 November 2022 – 28 February 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 152,666 |
| Creative and campaign development | 0 |
| Research and evaluation | 30,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Healthcare Recruitment – National Campaign

### Summary

### Ongoing campaign aimed at motivating healthcare workers and students to consider rewarding careers in midwifery and nursing in Victoria.

### Duration

30 August 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,037,874 |
| Creative and campaign development | 500,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Healthcare Recruitment – International Campaign

### Summary

### Campaign highlights Victoria as an attractive destination for overseas healthcare professionals to live and work. It encourages them to consider relocating and becoming part of the Victorian community.

### Duration

5 September 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,140,000 |
| Creative and campaign development | 1,034,793 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Health – Mental Health Recruitment – International Campaign

### Summary

### Campaign highlights Victoria as an appealing destination for overseas mental health professionals to reside and practise. It urges them to consider relocating and becoming part of the Victorian community.

### Duration

5 September 2022 – 31 March 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,200,000 |
| Creative and campaign development | 1,025,806 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Jobs, Skills, Industry and Regions (DJSIR) – Digital Jobs – Your Time is Now

### Summary

### Campaign to support the Digital Jobs program, which aims to build the state’s digital workforce by training and upskilling mid-career Victorians – supporting 5,000 mid-career Victorians to complete a six-month program of training and industry placements. It increased enrolments across a diverse range of candidates from metropolitan and regional Victoria, including 50% women.

### Duration

7 July – 30 September 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 280,846 |
| Creative and campaign development | 100,000 |
| Research and evaluation | 0 |
| Print and collateral | 2,500 |
| Other campaign costs | 0 |

## DJSIR – Free TAFE For Lots of Jobs

### Summary

### This multichannel campaign promoted awareness of free TAFE courses and priority study pathways that lead to rewarding careers. It included communications and content to help improve perceptions of TAFE as a choice for school leavers, job seekers and career changers, and to drive TAFE enrolments in Victoria.

### Duration

1 January – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,190,000 |
| Creative and campaign development | 7,200 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 94,977 |

## DJSIR – Jobs Vic ‘Backing You’

### Summary

### This multi-phased campaign increased awareness of and engagement with Jobs Victoria’s services, including providing information, advice, and support to help jobseekers prepare for and obtain employment and connecting Victorian businesses with job ready candidates in their local area.

### Duration

14 August – 23 October 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,282,366 |
| Creative and campaign development | 215,876 |
| Research and evaluation | 0 |
| Print and collateral | 33,267 |
| Other campaign costs | 489,499 |

## DJSIR – Study Melbourne International Brand

### Summary

### This multi-phased campaign promoted key benefits of studying and living in Melbourne and created awareness of Study Melbourne as a source of destination, event, connection, and support information for newly arrived students. The Only in Melbourne brand campaign was launched in China and India to drive and re-build consideration of Victoria’s world-class education offering to potential students and influencers.

### Duration

9 May – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 200,000 |
| Creative and campaign development | 330,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 120,000 |

## DJSIR – Study Melbourne Always On

### Summary

### This ‘always on’ campaign was built on organic social media content in key offshore and onshore markets to provide existing, potential, and current students with relevant information at each stage of the student journey. The campaign encouraged students to consider Melbourne as their preferred Australian city to study and provided enrolled students with the information for a positive experience living and working in Victoria.

### Duration

1 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 280,846 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## DJSIR – Transforming Small Business

### Summary

### This campaign increased awareness and uptake of Business Victoria’s initiatives to support and accelerate small business growth. The campaign aligned with government objectives of job creation, building thriving places and regions, and supporting inclusive communities, while also enabling small businesses transformation.

### Duration

1 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 254,308 |
| Creative and campaign development | 10,219 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## DJSIR –Victorian Sick Pay Guarantee – The Cover You Need to Recover

### Summary

### This campaign encouraged Victorians to visit the Sick Pay Guarantee program website to check eligibility criteria and sign up via the Service Victoria app. The campaign targeted casual and contract workers in eligible occupations and employers of casual and contract workers in Victoria. Campaign included targeted communications to young people, multicultural communities, and Aboriginal Victorians.

### Duration

1 July 2022 – 31 May 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,769,617 |
| Creative and campaign development | 173,496 |
| Research and evaluation | 31,000 |
| Print and collateral | 50,000 |
| Other campaign costs | 127,979 |

## 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.

### Duration

December 2022 – March 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 5,083,119 |
| Creative and campaign development | 1,015,364 |
| Research and evaluation | 226,980 |
| Print and collateral | 0 |
| Other campaign costs | 313,440 |

## Department of Justice and Community Safety– Australian Fire Danger Rating System campaign

### Summary

### The Australian Fire Danger Rating System campaign aimed to create awareness and improve community understanding of the new Fire Danger Rating system that launched nationally on 1 September 2022.

### Duration

December 2022 – March 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,340,199 |
| Creative and campaign development | 889,695 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

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

### Summary

### The annual Water Safety Campaign plays a key role in making water safety a priority over summer and in reducing the number of drowning incidents (fatal and non-fatal) in Victoria. The campaign is guided by Life Saving Victoria’s Aquatic Injury Prevention Agenda which identifies key focus areas for attention as well as any ongoing priorities for aquatic injury prevention.

### Duration

4 December 2022 – 23 April 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 851,016 |
| Creative and campaign development | 183,504 |
| Research and evaluation | 124,500 |
| Print and collateral | 0 |
| Other campaign costs | 45 |

## Department of Justice and Community Safety – Youth Justice Brand Recruitment Campaign

### Summary

### The Youth Justice Brand Recruitment campaign was developed to attract and encourage consideration of careers in youth justice and generate a positive understanding of custodial opportunities within youth justice facilities.

### Duration

8–28 October 2022; 28 January–23 February 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 278,214 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

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

### Summary

### Campaign encouraging Victorians to adopt behaviours to protect themselves and more vulnerable members of the community from infectious disease over winter.

### Duration

20 July – 4 September 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,285,400 |
| Creative and campaign development | 133,800 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Premier and Cabinet – Industrial Relations Victoria – Building Equality

### Summary

### An awareness campaign to promote the government’s Building Equality Policy.

### Duration

26 September – 26 October 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 186,000[[9]](#footnote-9) |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Premier and Cabinet – Industrial Relations Victoria – Gig Worker Support Service

### Summary

Awareness campaign to promote the launch of the Gig Worker Support Service, which provides information and advice to gig workers, as well as referrals to other services to resolve disputes.

### Duration

18 May – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 348,000 |
| Creative and campaign development | 125,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Premier and Cabinet – Industrial Relations Victoria – Building Equality

### Summary

An awareness campaign to promote the government’s Building Equality Policy.

### Duration

26 September –26 October 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 186,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Premier and Cabinet – Industrial Relations Victoria – Gig Worker Support Service

### Summary

Awareness campaign to promote the launch of the Gig Worker Support Service, which provides information and advice to gig workers, as well as referrals to other services to resolve disputes.

### Duration

18 May – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 348,000 |
| Creative and campaign development | 125,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport and Planning – Network Safety – On network safety

### Summary

### Campaign to unify operator messaging around preventing unsafe passenger behaviours including slips, trips and falls on escalators (in market 2022–23) and transport worker safety (planned to be in market in 2023–24).

### Duration

19 March – 29 April 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 121,854 |
| Creative and campaign development | 270,249 |
| Research and evaluation | 0 |
| Print and collateral | 16,437 |
| Other campaign costs | 0 |

## Department of Transport and Planning – Network Safety –Safety You Can See

### Summary

### Campaign to promote safety features on the public transport network, particularly during evening travel, and supporting the Victoria Police STOPIT sexual harassment reporting tool.

### Duration

April – May 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 199,573 |
| Creative and campaign development | 50,752 |
| Research and evaluation | 0 |
| Print and collateral | 13,358 |
| Other campaign costs | 0 |

## Department of Transport and Planning – Network Safety – Car/Transport interactions

### Summary

### Combined campaign to address risky motorist behaviour around level crossings through targeted campaigns: ‘Stop on Red Signal’ (16 December 2022 to 27 January 2023), ‘Keep Tracks Clear’ (30 January to 17 March 2023), ‘Obey the Stop Signs’ (26 September to 28 October 2022), and ‘Trams Stops, You Stop’ (15 September to 26 October 2022).

### Duration

September 2022 – March 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 620,647 |
| Creative and campaign development | 97,317 |
| Research and evaluation | 44,545 |
| Print and collateral | 35,451 |
| Other campaign costs | - |

## Department of Transport and Planning – Network Safety – Road Rules

### Summary

### Campaign supporting road policy changes and driver education on road rules, including changes in laws relating to distracted drivers and mobile use while driving.

### Duration

March – April 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 150,449 |
| Creative and campaign development | 1,950 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport and Planning – Network Optimisation / Network Recovery

### Summary

### Combined campaign to boost public transport patronage with the Let’s Go campaign. Key campaign phases: ‘Let’s Go a Different Way’ (15 to 30 July 2022 and 25 September to 30 October 2022), ‘Let’s Go Summer’ (2 December 2022 to 12 February 2023) and ‘Let’s Go activations’ (10 January to 30 June 2023).

### Duration

July 2022 – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 563,376 |
| Creative and campaign development | 541,969 |
| Research and evaluation | - |
| Print and collateral | 82,572 |
| Other campaign costs | 452,550 |

## Department of Transport and Planning – Network Readiness / Regional Fare Cap

### Summary

### Campaign to promote change in government fare policy providing capped fares for regional travel.

### Duration

July 2022 – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 407,165 |
| Creative and campaign development | 9,896 |
| Research and evaluation | 0 |
| Print and collateral | 735 |
| Other campaign costs | 0 |

## Department of Transport and Planning – Network Readiness / West Gate Bridge Works

### Summary

### Campaign to communicate timetable changes, service changes, planned disruptions and special event services.

### Duration

July 2022 – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 211,495 |
| Creative and campaign development | 5,900 |
| Research and evaluation | - |
| Print and collateral | 59,546 |
| Other campaign costs | - |

## Department of Transport and Planning – Victoria’s Big Build Overarching Disruptions Campaign

### Summary

### Campaign to inform Victorians about disruptions and encourage travellers to plan ahead and avoid delays. Campaign delivered press and search advertising for all Victoria’s Big Build projects.

### Duration

July 2022 – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,762,182 |
| Creative and campaign development | 613,964 |
| Research and evaluation | 91,035 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport and Planning – Rail Projects Victoria Disruptions Campaign / Metro Tunnel Project

### Summary

### Campaign to inform Victorians about disruptions due to Metro Tunnel works and encourage travellers to plan ahead and avoid delays.

### Duration

July 2022 – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 335,324 |
| Creative and campaign development | 19,710 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport and Planning – Rail Projects Victoria Disruptions Campaign / Sunbury Line Upgrade

### Summary

### Campaign to inform Victorians about disruptions due to the Regional Rail Revival and Sunbury Line Upgrade and encourage travellers to plan ahead and avoid delays.

### Duration

July 2022 – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 348,478 |
| Creative and campaign development | 24,391 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport and Planning – Level Crossing Removal Project Disruptions Campaign

### Summary

### Campaign to Inform Victorians about disruptions due to the Level Crossing Removal Project (LXRP) and encourage travellers to plan ahead and avoid delays.

### Duration

July 2022 – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,610,731 |
| Creative and campaign development | 141,135 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport and Planning – North East Link Program Disruptions Campaign

## **Summary**

### Campaign to inform Victorians about disruptions due to the North East Link Program (NELP) and encourage travellers to plan ahead and avoid delays.

### Duration

July 2022 – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 233,743 |
| Creative and campaign development | 18,171 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport and Planning – West Gate Tunnel Project Disruptions Campaign

## **Summary**

### Campaign to Inform Victorians about disruptions due to the West Gate Tunnel Project (WGTP) and encourage travellers to plan ahead and avoid delays.

### Duration

July 2022 – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 730,284 |
| Creative and campaign development | 109,171 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Department of Transport and Planning – Sales & Marketing for Development of Victoria’s five major developments

## **Summary**

### Sales and marketing campaign for Development Victoria’s five major developments

### Duration

July 2022 – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 384,709 |
| Creative and campaign development | 97,074 |
| Research and evaluation | 5,454 |
| Print and collateral | 32,840 |
| Other campaign costs | 273,425 |

## Department of Treasury and Finance – Victorian Homebuyer Fund

## **Summary**

### An integrated campaign which aimed to drive demand and conversion of the Victorian Homebuyer Fund. Advertising activity included TV, radio, outdoor billboard, social media, print and digital. The Victorian Government launched the Victorian Homebuyer Fund in October 2021 to accelerate Victorians into home ownership.

### Duration

July 2022 – December 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 798,000 |
| Creative and campaign development | 104,113 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Emergency Services Telecommunications Authority (ESTA) – ESTA new recruits

### Summary

Advertising campaign for ESTA new recruits.

### Duration

1 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 860,000 |
| Creative and campaign development | 40,530 |
| Research and evaluation | 0 |
| Print and collateral | 13,950 |
| Other campaign costs | 0 |

## Energy Safe Victoria – Never Work Live

### Summary

Encourages electricians to never work with live electricity switched on, a practice known as “working live”.

### Duration

17 September – 18 December 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 97,000 |
| Creative and campaign development | 7,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 40,000 |

## Energy Safe Victoria – Show your solar some love

### Summary

### Aims to reduce the incidence of fires in domestic solar systems by encouraging solar owners to get regular servicing by a qualified electrician.

### Duration

15 April – 31 May 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 149,000 |
| Creative and campaign development | 9,000 |
| Research and evaluation | 31,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Energy Safe Victoria – *Be Sure* – carbon monoxide awareness

### Summary

### Encourages people with gas space heaters to get their heater serviced every 3 years to reduce the risk of carbon monoxide poisoning.

### Duration

18 July – 31 August 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 187,000 |
| Creative and campaign development | 200,000 |
| Research and evaluation | 62,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Energy Safe Victoria – Know the drill before you grill

### Summary

### Reminds people to carry out a 3-step process on their LPG barbeque every time they light up: check connections, check hose, check for gas leaks with a soapy water test.

### Duration

1 November – 31 January 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 222,000 |
| Creative and campaign development | 33,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Energy Safe Victoria – DDIY - Don't do it yourself

### Summary

### Encourages do it yourself (DIY) homeowners to call an electrician to carry out all electrical work in the home and to never do their own electrical DIY.

### Duration

(Phase 1) 15–30 October 2022; (Phase 2) 19 March – 30 April 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 295,000 |
| Creative and campaign development | 12,000 |
| Research and evaluation | 28,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Holmesglen TAFE – Learn more, do more: brand and 2023 intake

### Summary

### Increase brand awareness, improve brand perception and drive student acquisition.

### Duration

19 – 31 December 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 50,000 |
| Creative and campaign development | 90,000 |
| Research and evaluation | In-house and through OMD media agency |
| Print and collateral | In-house |
| Other campaign costs | 0 |

## Holmesglen TAFE – Open days 2022

### Summary

### Virtual and on- campus open day promotion.

### Duration

10 January – 1 December 2022 [[10]](#footnote-10)

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 105,079 |
| Creative and campaign development | In-house |
| Research and evaluation | In-house and through OMD media agency |
| Print and collateral | In-house |
| Other campaign costs | 15,000 |

## Holmesglen TAFE – 2022 Semester 1 intake

### Summary

### Student acquisition intake campaign.

### Duration

1 January – 30 June 2022 [[11]](#footnote-11)

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 220,438 |
| Creative and campaign development | In-house |
| Research and evaluation | In-house and through OMD media agency |
| Print and collateral | In-house |
| Other campaign costs | 0 |

## Holmesglen TAFE – 2022 Semester 2 intake

### Summary

### Student acquisition intake campaign.

### Duration

1 July – 1 December 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 203,422 |
| Creative and campaign development | In-house |
| Research and evaluation | In-house and through OMD media agency |
| Print and collateral | In-house |
| Other campaign costs | 0 |

## Holmesglen TAFE – Course promotions

### Summary

### Student acquisition campaign promoting individual courses.

### Duration

1 January – 31 December 2022 [[12]](#footnote-12)

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 515,736 |
| Creative and campaign development | In-house |
| Research and evaluation | In-house and through OMD media agency |
| Print and collateral | In-house |
| Other campaign costs | 0 |

## Melbourne Polytechnic – Summer Campaign 2022

### Summary

### Enrolment and Brand Campaign.

### Duration

1 January 2022 – 16 April 2022 [[13]](#footnote-13)

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 258,920 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Melbourne Polytechnic – Mid-year 2022 campaign

### Summary

### Enrolment and Brand Campaign.

### Duration

6 May – 31 July 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 199,653 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Melbourne Polytechnic – Summer Campaign (2023 enrolments)

### Summary

### Enrolment and Brand Campaign.

### Duration

17 October – 31 December 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 167,085 |
| Creative and campaign development | 173,859 |
| Research and evaluation | 24,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Melbourne Polytechnic – Always-on Campaign 2022

### Summary

### Enrolment and Brand Campaign.

### Duration

1 January 2022 – 31 December 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 286,214 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Melbourne Polytechnic – International Campaign 2022

### Summary

### Enrolment and Brand Campaign.

### Duration

1 March 2022 – 31 December 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 197,682 |
| Creative and campaign development | 99,795 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Museums Victoria – "Tyama: A deeper sense of knowing"

### Summary

### To drive visitation to Melbourne Museum’s onsite immersive digital experience.

### Duration

July 2022 – January 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 162,355 |
| Creative and campaign development | 15,655 |
| Research and evaluation | 0 |
| Print and collateral | 25,238 |
| Other campaign costs | 16,717 |

## Museums Victoria – Gandel Gondwana Garden

### Summary

### To drive visitation to Melbourne Museum’s new permanent outdoor paleontological experience.

### Duration

March 2023 – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 269,382 |
| Creative and campaign development | 72,815 |
| Research and evaluation | 0 |
| Print and collateral | 12,000 |
| Other campaign costs | 64,524 |

## Museums Victoria – Melbourne Museum Always On

### Summary

### To drive awareness of Melbourne Museum and retain top of mind consideration to visit to target audiences.

### Duration

1 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 105,123 |
| Creative and campaign development | 33,090 |
| Research and evaluation | 0 |
| Print and collateral | 4,845 |
| Other campaign costs | 0 |

## Museums Victoria – Scienceworks Always On campaign

### Summary

### To drive awareness of Scienceworks and retain top of mind consideration to visit to target audiences.

### Duration

1 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 96,084 |
| Creative and campaign development | 18,570 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Museums Victoria – Immigration Museum Always On

### Summary

### To drive awareness of Immigration Museum and retain top of mind consideration to visit to target audiences.

### Duration

1 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 108,713 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## National Gallery of Victoria – Melbourne Winter Masterpieces® 2022 – THE PICASSO CENTURY

### Summary

### In support of the blockbuster exhibition, The Picasso Century, the NGV delivered a marketing campaign that targeted diverse local, regional and interstate markets with an emphasis on negotiated media partnerships to maximise audience reach. Marketing activity encompassed 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 | 436,000 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 3,000 |
| Other campaign costs | 4,000 |

## NGV – ALEXANDER MCQUEEN: MIND, MYTHOS, MUSE

### Summary

### The NGV delivered a comprehensive marketing campaign to attract local, regional, interstate, and international visitors to Alexander McQueen: Mind, Mythos, Muse. The campaign used out-of-home, print, digital, transit, cinema, radio, and social media advertising, bolstered by an extensive content strategy across NGV’s owned channels.

### Duration

11 December 2022 – 10 April 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 798,000 |
| Creative and campaign development | 23,000 |
| Research and evaluation | 21,000 |
| Print and collateral | 32,000 |
| Other campaign costs | 34,000 |

## NGV – MELBOURNE NOW

### Summary

### The Melbourne Now marketing campaign targeted existing and new audiences within metropolitan Melbourne and regional Victoria. The NGV leveraged strategic media partnerships to bolster audience reach across out-of-home, print, radio and digital activity. Supporting the paid media campaign, the NGV delivered a comprehensive content strategy across NGV’s owned channels.

### Duration

23 March – 20 August 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 301,000 |
| Creative and campaign development | 10,000 |
| Research and evaluation | 0 |
| Print and collateral | 28,000 |
| Other campaign costs | 8,000 |

## NGV – Melbourne Winter Masterpieces® 2023 PIERRE BONNARD: DESIGNED BY INDIA MAHDAVI

### Summary

### The NGV’s strategic marketing plan for *Melbourne Winter Masterpieces® 2023 Pierre Bonnard: Designed by India Mahdavi* targeted metropolitan, regional, interstate and international audiences. With a focus on mass awareness, activity encompassed out-of-home, high impact transit, print, digital, cinema and radio. Negotiated media partnerships were used to maximise audience reach alongside NGV’s owned channels.

### Duration

9 June – 8 October 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 124,000 |
| Creative and campaign development | 46,000 |
| Research and evaluation | 17,000 |
| Print and collateral | 36,000 |
| Other campaign costs | 12,000 |

## Respect Victoria – Respect Starts With A Conversation

### Summary

### Campaign using positive examples (with authentic stories from Victorians in different settings) that demonstrate the benefits of being free from feeling or believing the need to conform and act a certain way based on gender.

### Duration

May – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 300,000 |
| Creative and campaign development | 40,435 |
| Research and evaluation | 36,000 |
| Print and collateral | 0 |
| Other campaign costs | 30,000  (Includes campaign translation and moderation) |

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

### Summary

### Campaign (coinciding with the UN Women’s annual 16 Days of Activism Against Gender-Based Violence) supporting the Victorian community in understanding what respect means, what it looks like, and how to put it into practice in everyday life.

### Duration

October – December 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 272,727 |
| Creative and campaign development | 220,000 |
| Research and evaluation | 36,583 |
| Print and collateral | 0 |
| Other campaign costs | 40,000  (Includes campaign translation and moderation) |

## Sustainability Victoria – Small Acts Make a Big Impact

### Summary

### 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

8 May – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 994,983 |
| Creative and campaign development | 142,670 |
| Research and evaluation | 45,000 |
| Print and collateral | 7,692 |
| Other campaign costs | 32,979 |

## TAFE Gippsland – Acquisition Campaign February 2022

### Summary

### February 2022 student acquisition campaign.

### Duration

January – March 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 127,505 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## TAFE Gippsland – Mid-year 2022 acquisition campaign

### Summary

### Mid-year 2022 acquisition campaign.

### Duration

May – July 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 135,898 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Young Drivers ‘Dangers of night-time driving’

### Summary

### This campaign was designed to support the legislated increase from 10 to 20 night-time driving hours required of learner drivers before receiving their probationary licence. The campaign aimed to reach parents of learner drivers, encouraging parents to discuss the dangers of driving at night before their learner becomes a P1 driver.

### Duration

11 August 2022 – 11 September 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 249,658 |
| Creative and campaign development | 12,978 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

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

### Summary

### The ‘Always On’ Enforcement campaign aimed to increase the perceived risk of getting caught by police to deter dangerous driver behaviour. This campaign was designed to run across various media channels (including billboards, regional press, radio, digital) throughout the year to create the perception that any non-compliant driver can be caught anywhere at any time. The five high-risk behaviours targeted in this campaign were speeding, drink driving, drug driving, distracted driving and non-use of seatbelts.

### Duration

1 September 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 374,828 |
| Creative and campaign development | 1,843,112 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

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

### Summary

### This motorcycle safety campaign aimed to play a pivotal role in motivating riders to wear their protective clothing on every ride, thereby reducing the severity of motorcycle related road trauma.

### Duration

4 September 2022 – 30 October 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,020,562 |
| Creative and campaign development | 171,211 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Holiday Enforcement ‘The Lucky Ones Get Caught’

### Summary

### This campaign supported police enforcement on our roads while reminding all road users to remain vigilant because the consequences of not doing so can be devastating. The aim was to heighten awareness of police enforcement over the summer holidays to encourage safer driving, and subsequently lead to the prevention of road trauma.

### Duration

5 December 2022 – 31 January 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 55,002 |
| Creative and campaign development | 826,407 |
| Research and evaluation | 76,807 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Vehicle Safety ‘Find a safer car for any budget’

### Summary

### The aim of this campaign was to raise the level of understanding of vehicle safety and advanced active safety features in new and used cars. Ultimately, the TAC is seeking to influence Victorians to prioritise safety features over other vehicle aspects when selecting a new or used car. It educates and encourages drivers to find the safest vehicle in their budget by visiting howsafeisyourcar.com.au.

### Duration

15 May 2023 – 29 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 949,923 |
| Creative and campaign development | 438,007 |
| Research and evaluation | 18,300 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Search Engine Marketing (SEM) media partnership

### Summary

### The SEM Partnership allows the TAC to target and intercept risky driving behaviours via Google year round as Victorian road users look for information on particular driving behaviours, vehicle safety information, road rules or seek information about the TAC. The activity utilises an ongoing program of search marketing/Google AdWords activity for key road safety issues and directs users to the TAC website for further information.

### Duration

1 July 2022 – 30 June 2023

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

## Transport Accident Commission – Out of Home (OOH) media partnerships

### Summary

### Outdoor billboards are an effective media channel for the TAC providing high visibility and impact for road safety messages, reaching drivers ‘in the moment’ and aiming to curb risky driving behaviour in the moment. To keep road safety top of mind for all Victorians, TAC ran a range of approved road safety messages throughout the year.

### Duration

1 September 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 5,000,000 |
| Creative and campaign development | 335,320 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Always on Media Partnership

### Summary

### This annual, year-round media partnership assisted the TAC to run road safety messages in support of specific TAC campaign activity and Victoria Police enforcement activity via various media outlets (including TV, radio, digital, and targeted CALD channels). The partnerships with media outlets allowed TAC to target audiences and tailor messages for increased relevancy, such as through road trauma hot spot data.

### Duration

1 September 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 7,000,000 |
| Creative and campaign development | 7,396 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Transport Accident Commission – Sports Media Partnerships

### Summary

### TAC’s Sport Media Partnerships effectively and efficiently targeted an at-risk male audience via some of the largest sporting platforms in Victoria (such as AFL and Cricket). It allowed the TAC to be tactical with various road safety messages and behaviours and support specific campaign activity to deter unsafe driver behaviour.

### Duration

12 May 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 990,080 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Victorian Legal Services Board and Commissioner – Your Right to Ask

### Summary

### *Your Right to Ask*: Helping consumers of legal services understand their rights when working with a lawyer.

### Duration

18 April – 30 June 2023

| Campaign advertising expenditure [[14]](#footnote-14) | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 119,199 |
| Creative and campaign development | 0 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## VicHealth – This Girl Can

### Summary

### A statewide mass media campaign aimed at increasing physical activity and supporting gender equality. This campaign empowers women to be active however, wherever and whenever they want.

### Duration

31 July – 27 November 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 653,000 |
| Creative and campaign development | 113,000 |
| Research and evaluation | 75,000 |
| Print and collateral | 0 |
| Other campaign costs | 142,000 |

## Victoria Police – Police Recruitment

### Summary

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

### Duration

1 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 3,100,000 |
| Creative and campaign development | 1,420,000 |
| Research and evaluation | 110,000 |
| Print and collateral | 99,000 |
| Other campaign costs | 193,000 |

## 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 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 2,550,000 |
| Creative and campaign development | 100,000 |
| Research and evaluation | 159,000 |
| Print and collateral | 71,000 |
| Other campaign costs | 83,000 |

## Victoria Police – sexual behaviour on public transport (STOPIT)

### Summary

### Advertising, communication and marketing activities for the promotion of the STOPIT service.

### Duration

1 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 490,000 |
| Creative and campaign development | 46,000 |
| Research and evaluation | 46,000 |
| Print and collateral | 18,000 |
| Other campaign costs | 22,000 |

## VDWC – Disability Worker Regulation Scheme Public Awareness Campaign – Phase 5 (Registration) 2022–23

### Summary

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

### Duration

June – August 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 135,414 |
| Creative and campaign development | 46,286 |
| Research and evaluation | 79,977 |
| Print and collateral | 6,834 |
| Other campaign costs | 29,874 |

## Victorian Electoral Commission – 2022 State election

### Summary

### A multi‑channel statewide advertising campaign to raise awareness among eligible Victorian electors of the mandatory requirement to be correctly enrolled and vote in the 2022 State election. It also incorporated digital literacy messaging as recommended by the Electoral Matters Committee’s *Inquiry into the impact of social media on Victorian elections and Victoria’s electoral administration* (September 2021).

### Duration

15 August – 17 December 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 4,150,168 |
| Creative and campaign development | 1,235,704 |
| Research and evaluation | 8,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Victorian Responsible Gambling Foundation – Early intervention – gambling frequency levels to avoid harm

### Summary

### Gambling regularly increases one’s risk of experiencing harmful effects from gambling.

### Duration

13–30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 409,090 |
| Creative and campaign development | 145,205 |
| Research and evaluation | 14,375 |
| 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 September – 30 October 2022

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 936,783 |
| Creative and campaign development | 9,890 |
| Research and evaluation | 28,750 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## VRGF – Help seeking – local area marketing

### Summary

### Local agencies provide gambling counselling to improve overall wellbeing and connection with others.

### Duration

1–30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 838 942 |
| Creative and campaign development | 35 954 |
| Research and evaluation | N/A (research conducted by marketing agency OMD as part of media buy) |
| 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

1 July 2022 – 30 June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 619,980  (print costs included) |
| Creative and campaign development | 15,367 |
| Research and evaluation | N/A (ongoing quarterly reporting provided) |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Work-related Violence campaign

### 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

November 2022 – January 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 817,000 |
| Creative and campaign development | 323,000 |
| Research and evaluation | 54,000 |
| 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

August–September 2022; April 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 1,086,000 |
| Creative and campaign development | 409,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 44,000 |

## WorkSafe Victoria – Return to Work Campaign

### 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 with their injured workers.

### Duration

January – February 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 545,000 |
| Creative and campaign development | 131,000 |
| Research and evaluation | 17,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Agriculture Culture 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 2022; May–June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 221,000 |
| Creative and campaign development | 1,000,000 |
| Research and evaluation | 107,000 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## WorkSafe Victoria – Culturally and linguistically diverse (CALD) campaign

### Summary

### The 'Safety is our Common Language' campaign targeting multicultural workers aims to raise awareness around workers' rights in relation to workplace health and safety, whilst educating the audience that they can access in-language resources.

### Duration

May–June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 250,000 |
| Creative and campaign development | 251,000 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 0 |

## Yarra Valley Water – WaterCare program

### Summary

### Campaign promoting the WaterCare program, which offers support to help vulnerable customers pay their water bills.

### Duration

January – March 2023; May – June 2023

| Campaign advertising expenditure | $ (excluding GST) |
| --- | --- |
| Media advertising buy | 141,918 |
| Creative and campaign development | 32,770 |
| Research and evaluation | 0 |
| Print and collateral | 0 |
| Other campaign costs | 41,010 |

1. For 2022–23, 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)
2. **Note**: The relevant annual reports of TAFE and Higher Education institutions are for the 2022 **calendar** year, so may report on advertising campaigns that commenced before 1 July 2022. [↑](#footnote-ref-2)
3. **Note**: The relevant annual reports of TAFE and Higher Education institutions are for the 2022 **calendar** year, so may report on advertising campaigns that commenced before 1 July 2022. [↑](#footnote-ref-3)
4. **Note**: The relevant annual reports of TAFE and Higher Education institutions are for the 2022 **calendar** year, so may report on advertising campaigns that commenced before 1 July 2022. [↑](#footnote-ref-4)
5. **Note**: The relevant annual reports of TAFE and Higher Education institutions are for the 2022 **calendar** year, so may report on advertising campaigns that commenced before 1 July 2022. [↑](#footnote-ref-5)
6. **Note**: The relevant annual reports of TAFE and Higher Education institutions are for the 2022 **calendar** year, so may report on advertising campaigns that commenced before 1 July 2022. [↑](#footnote-ref-6)
7. **Note**: The relevant annual reports of TAFE and Higher Education institutions are for the 2022 **calendar** year, so may report on advertising campaigns that commenced before 1 July 2022. [↑](#footnote-ref-7)
8. **Note**: The relevant annual reports of TAFE and Higher Education institutions are for the 2022 **calendar** year, so may report on advertising campaigns that commenced before 1 July 2022. [↑](#footnote-ref-8)
9. Creative and campaign development costs were incurred in the 2021–22 financial year. [↑](#footnote-ref-9)
10. **Note**: The relevant annual reports of TAFE and Higher Education institutions are for the 2022 **calendar** year, so may report on advertising campaigns that commenced before 1 July 2022. [↑](#footnote-ref-10)
11. **Note**: The relevant annual reports of TAFE and Higher Education institutions are for the 2022 **calendar** year, so may report on advertising campaigns that commenced before 1 July 2022. [↑](#footnote-ref-11)
12. **Note**: The relevant annual reports of TAFE and Higher Education institutions are for the 2022 **calendar** year, so may report on advertising campaigns that commenced before 1 July 2022. [↑](#footnote-ref-12)
13. **Note**: The relevant annual reports of TAFE and Higher Education institutions are for the 2022 **calendar** year, so may report on advertising campaigns that commenced before 1 July 2022 [↑](#footnote-ref-13)
14. Research, creative development, print collateral and other campaign costs were incurred in the 2021–22 financial year and reported in the 2021–22 annual report. [↑](#footnote-ref-14)