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| Victorian Government Advertising Plan 2022–23 |



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# About the 2022–23 advertising plan

By publishing the *Victorian Government Advertising Plan 2022-23,* theVictorian Government continues its commitment to maintaining transparency on government advertising expenditure.

In developing the advertising plan for 2022–23, each advertising campaign proposed by Victorian Government departments and agencies was carefully considered and assessed.

The government’s 2022–23 advertising plan included allowance for significant campaign advertising to support the Victorian community, business and organisations to continue to recover from the COVID-19 pandemic during 2022–23 and beyond. This includes investing in interstate and international advertising to promote Victoria as tourism destination, recruitment campaigns promoting roles in the education, healthcare and community services sectors, and promoting the Jobs Victoria and Sick Pay Guarantee initiatives.

As in previous years, the plan also includes campaigns raising awareness of disruptions and service changes caused by major road and rail infrastructure projects, and campaigns promoting fire and water safety during summer, road safety and safety in the workplace, and supporting the TAFE sector. The 2022–23 plan also included a major statewide campaign by the Victorian Electoral Commission to raise awareness among eligible Victorians of the requirement to be correctly enrolled and vote in the 2022 State election.

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

Each individual campaign included in the government’s annual plan undergoes a detailed review process before being approved to commence, to ensure the level of advertising expenditure planned for the campaign is prudent and represents the minimum amount required to achieve the campaign’s strategic objectives.

## **Adjusting the annual advertising plan**

Government advertising priorities may change throughout the year in response to changing circumstances or emerging issues (such as natural disasters or the COVID-19 pandemic). Therefore, some advertising included within the government’s annual advertising plan may not take place as planned, while additional advertising may be required that was not anticipated when the plan was initially developed and approved.

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

## **Reporting on government advertising expenditure**

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

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

## **Non-campaign advertising**

This advertising plan summarises Victorian Government advertising campaigns undertaken in 2022–23. As detailed above, ‘campaign’ advertising is generally intended to communicate a particular message or change people’s behaviour over time – for example, TAC road safety campaigns.

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

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

For example, since July 2022, government bodies have been able to post some functional public notices on the Victorian Public Notices website[[1]](#footnote-1), rather than use paid advertising in print newspapers.

## **Advertising standards in legislation**

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

Part 5A includes measures to restrict government television advertising to five purposes or ‘priority areas’. No other government television advertising is permitted under the Act. As detailed within this report, all government advertising campaigns in 2022–23 contributed to one of these five communication ‘priority areas’.

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

Further guidance for departments and agencies is provided at [www.vic.gov.au/victorian-government-communication-requirements](http://www.vic.gov.au/victorian-government-communication-requirements).

# Government campaign advertising in 2022–23

All campaign advertising undertaken by the Victorian Government during 2022–23 fulfilled one of five ‘priority areas’ for government communications:

1. To promote public safety, personal security and behaviour change
2. To promote social cohesion, civic pride and community spirit within the general public
3. To promote commercial and economic development within the state
4. To generate revenue for public sector bodies or for the state through consumption of products, services or events delivered by or in partnership with public sector bodies
5. To promote compliance with legislative requirements.

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

The chart below shows spending for each priority area as a proportion of the government’s overall expenditure on campaign advertising for 2022–23.

More information about each priority area, including examples of significant advertising campaigns undertaken in 2022–23, is provided on the following pages.

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

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

The government’s 2022–23 advertising plan included campaigns that communicated important public health and vaccination messaging. Other ongoing campaigns focused on road and workplace safety, fire season preparedness, minimising gambling harm and communicating disruptions caused by major transport infrastructure projects.

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

In 2022–23, the Transport Accident Commission (TAC), Department of Transport and WorkSafe Victoria continue to deliver critical safety messages to reduce the risk of deaths and injuries. Campaigns promoted responsible behaviour and practices and educated Victorians about how to stay safe on the roads, the public transport network and in the workplace. This includes campaigns from TAC highlighting the importance of safety gear for motorcyclists, vehicle safety, and the dangers of speeding, distractions, and drink and drug driving, particularly during holiday periods.

### ***Victoria’s Big Build***

Continuing in 2022–23, government campaigns provided the community with information on major transport infrastructure projects, including road and rail projects in Melbourne and regional Victoria, such as level crossing removals, the Metro Tunnel, West Gate Tunnel, North-East Link and Regional Rail Projects. Advertising informed the public of transport disruptions and project progress and promoted alternative transport arrangements during construction.

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

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

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

During 2022–23, the government continues its major, long-term initiative to prevent family violence and abuse. The program is supported by advertising intended to change behaviour through the ‘Respect Women: Call It Out’ campaign, as well as campaigns aimed at keeping older people and LGBTIQ people safe from family abuse.

### ***Emergency communications***

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

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

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

These include annual campaigns to promote Australia Day events in Victoria and support and promote Victoria’s rich multicultural heritage.

***Australia Day events***

Each year, the Victorian Government promotes Australia Day activities around the state, including the return of free family events in Melbourne’s CBD in 2022.

***Foster Care Attraction***

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

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

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

### ***Tourism promotion***

In 2022–23, advertising campaigns by Visit Victoria, such as the ‘Stay Close, Go Further’ campaign encouraged Victorians to explore the best their own state has to offer. Visit Victoria’s ‘Get Set Melbourne/Victoria’ campaign promoted the many attractions of Melbourne and Victoria to interstate audiences.

***Jobs and business support***

Business Victoria undertakes a variety of campaigns to support Victorian businesses, particularly small businesses. Campaigns in 2022–23 encouraged small business participation in workshops and mentoring programs to facilitate business recovery and growth, learn new skills, and promoted mental health and wellbeing for small business owners. The ‘Backing You’ campaign promoted the Jobs Victoria service, which supports people looking for work and connects employers with the staff they need.

***Government recruitment***

In 2022–23 the government undertook substantial recruitment campaigns to attract workers to the important mental health, child protection, aged care and disability support sectors, and to recruit emergency '000' call-takers. Recruitment campaigns also continued to attract applicants for teaching roles in early childhood education and Victorian state schools. **Priority area 4: Generation of revenue for institutions or events**

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

Many of these institutions and events rely on advertising to attract the patronage and attendance that generates revenue for their programs and activities. In 2022–23, this advertising was important in attracting patrons back to these institutions as COVID-19 settings allowed.

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

Institutions such as Museums Victoria, Arts Centre Melbourne, the National Gallery of Victoria and the Melbourne Recital Centre host a diverse range of world-class programs each year. In 2022–23, advertising informed Victorians about virtual and live events at these iconic venues. Advertising also promoted the world-class art galleries and exhibitions, and the diverse dining options and events available at Fed Square.

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

Advertising in 2022–23 supported the TAFE Victoria brand by encouraging Victorians to explore the opportunities for learning, development and advancement offered by Victorian TAFEs. Throughout 2022–23, advertising undertaken by individual institutions informed prospective students about their unique course offerings.

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

Melbourne Zoo, Healesville Sanctuary, Werribee Open Range Zoo and Phillip Island Nature Parks are iconic tourism drawcards, family destinations and centres for learning and conservation. Through advertising, these attractions promoted the many experiences offered at these venues and encouraged Victorians to visit, explore and learn about the natural heritage of Australia and the world.

***Australian Formula 1 Grand Prix***

In 2022–23, advertising campaigns promoted the Australian Formula 1 Grand Prix and Australian MotoGP at Phillip Island to both local and interstate audiences.

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

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

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

***Victorian 2022 State Election***

The Victorian Electoral Commission conducted a mass-media campaign ahead of the November 2022 State Election to remind Victorians of the requirement to be correctly enrolled and vote in the election.

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

In 2022–23, Industrial Relations Victoria and Wage Inspectorate Victoria undertook advertising to enhance compliance and deter wage theft, as well as to raise awareness of Victoria’s new child employment laws.

***Agriculture Victoria***

Agriculture Victoria undertakes advertising aimed at protecting Victoria’s biosecurity. During 2022–23 this included campaigns to protect Victorian waterways from harmful weeds and strengthen Victoria’s biosecurity system.

1. Refer https://publicnotices.vic.gov.au [↑](#footnote-ref-1)