

VICTORIAN
GOVERNMENT
ADVERTISING
REPORT
2013–14

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Accessibility

If you would like to receive this publication in an accessible format, such as large print or audio, telephone 9651 0981 or email advertising@dpc.vic.gov.au.

Introduction

This report provides an overview of Victorian Government advertising for the period 1 July 2013 to 30 June 2014.

Media expenditure

The Victorian Government purchases media through the whole of Victorian Government Master Agency Media Service (MAMS) State Purchase Contract. Approximately 480 Victoria Public Sector organisations are eligible to use the MAMS contracts and qualify for significantly discounted government media rates, including:

- ▶ all nine Victorian Government departments
- ▶ public bodies (which include but are not limited to statutory authorities, public entities, special bodies and other users) such as: Transport Accident Commission, Tourism Victoria, WorkSafe Victoria, Ambulance Victoria, TAFE institutes, Cancer Council Victoria, VicRoads, public hospitals, public schools and the Victorian Electoral Commission.

Government media advertising categories

The Victorian Government classifies paid advertising into three categories:

1. **Campaign** advertising is designed to inform, educate, motivate or change behaviour. It requires strategic planning of creative and media services to achieve set objectives.
2. **Functional** advertising is specifically for public information. Examples include public notices, notifications of public meetings, requests for tender, enrolment notices, statutory or regulatory notices, and emergency or safety announcements.
3. **Recruitment** advertising is the promotion of a specific job vacancy. Large scale industry recruitment is considered 'campaign' advertising.

Under the government's media purchasing contract, **Mitchell and Partners** is the service provider for campaign advertising and **Zenith Optimedia** is the service provider for functional and recruitment advertising.

This report presents data provided to the Department of Premier and Cabinet by these suppliers.

Major campaign expenditure

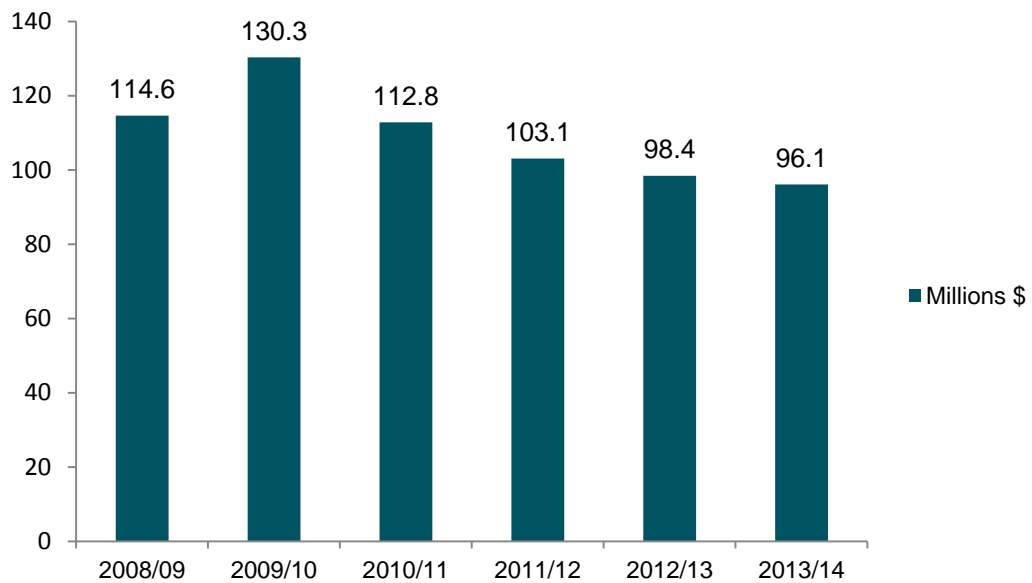
Information about expenditure on major advertising campaigns is published in the annual reports of government departments and public entities in line with Financial Reporting Direction 22E: Standard disclosures in the report of operations (revised May 2014). For each government advertising campaign with a total media buy of \$150,000 or greater (exclusive of GST), departments and entities must provide:

- ▶ 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).

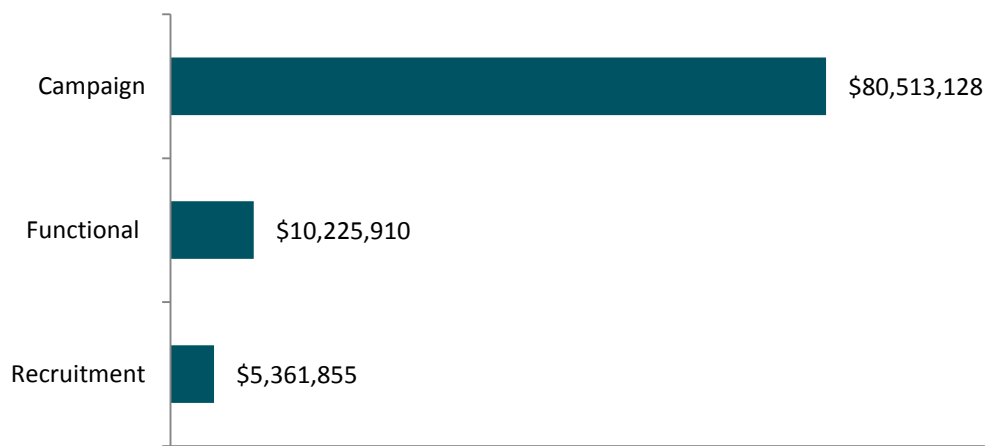
Victorian Government Media Expenditure 2013-14

A total of \$96.1 million was spent on media placements from 1 July 2013 to 30 June 2014.

Government media expenditure – historical comparison



Media expenditure by category 2013-14



Top 10 advertisers by campaign media expenditure 2013-14

Rank	Advertiser	Example campaigns	Expenditure
1	Transport Accident Commission	Wipe off Five / Drink Driving / Enforcement / Distractions	\$18,930,443
2	Department of Transport, Planning and Local Infrastructure	Moving Victoria / Plan Melbourne / Premier's Active Families Challenge	\$8,316,889
3	Victorian Responsible Gambling Foundation	Many Ways / Responsible Gambling Awareness Week	\$7,395,358
4	Victorian WorkCover Authority	Homecomings / Valuing Safety / Young Workers	\$5,945,382
5	Department of Justice	Play it Safe by the Water / Wingman / Bushfire Awareness	\$5,190,904
6	Public Transport Victoria	Fare Evasion / Model Commuters / Bus Behaviour	\$3,637,363
7	Cancer Council Victoria	Papscreen / QUIT / SunSmart	\$3,104,883
8	Tourism Victoria	Play Melbourne / Tourism Excellence	\$2,719,229
9	Department of Premier and Cabinet	Australia Day / Fire Services Property Levy / Flood Safe Week / Hazelwood Mine Fire Information	\$2,598,941
10	Victoria Police	Protective Services Officer recruitment	\$2,406,094
			\$60,245,486

Note: Media expenditure figures exclude GST, production and other fees. Figures presented in this report may differ from those in departments' and public bodies' annual reports that may include production and other fees.

Functional and recruitment advertisers

Functional

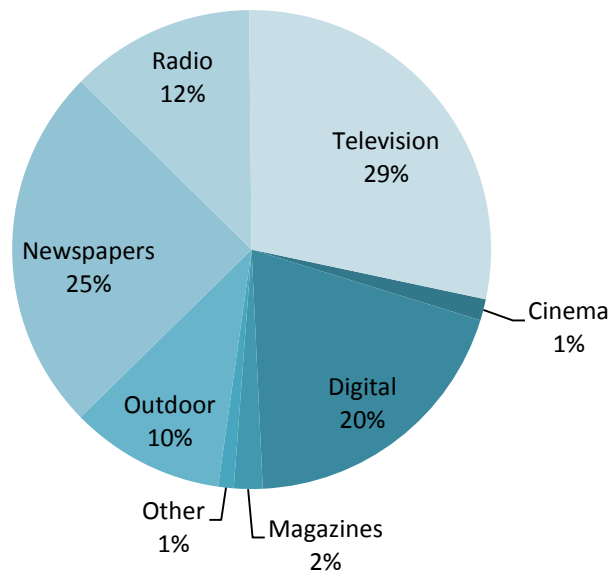
Highest spenders on functional advertising included Public Transport Victoria, Northern Melbourne Institute of TAFE, and the Department of Premier and Cabinet.

Recruitment

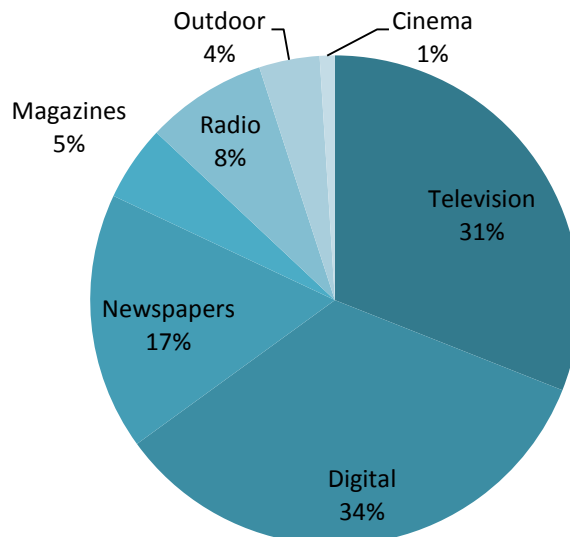
Highest spenders on recruitment advertising included the Department of Human Services, Corrections Victoria and the Department of Environment and Primary Industries.

Advertising channels

Victorian Government advertising spend by channel 2013-14



Overall Australian advertising spend by channel 2013-14



Source: Interactive Advertising Bureau Australia (www.iabaustralia.com.au)

Compliance with policy targets

Regional campaign media expenditure

In 2013-14, the Victorian Government spent **\$13,815,253** on campaign advertising through regional and rural media. This is **17.2 per cent** of total net campaign media expenditure, exceeding the 15 per cent target required under the existing Regional Communication Policy.

Multicultural campaign media expenditure

In 2013-14, the Victorian Government spent **\$4,667,102** on campaign advertising through multicultural media. This is **5.8 per cent** of total net campaign media expenditure, exceeding the five per cent target required under the existing government's Multicultural Communication Policy.

Government communication policies and guidelines

Victorian Government communication policies and guidelines ensure the government's communication is effective, well managed and responsive to the diverse needs of the Victorian community. Policies and guidelines are reviewed from time to time as needed.

Current policies and guidelines are located on the DPC website at dpc.vic.gov.au/commspolicies

