

# Victorian Government Advertising Report 2016–17

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# Introduction

**This report provides an overview of Victorian Government media advertising expenditure for the period 1 July 2016 to 30 June 2017.**

## 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 Treasury and Finance.

Victorian Public Sector organisations that are eligible to use the MAMS contract qualify for significantly discounted government media rates. These include:

- 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, Ambulance Victoria, TAFE institutes, VicRoads and the Victorian Electoral Commission.

For more information about the MAMS contract visit the [MAMS page on the Victorian Government Purchasing Board website](#).

## Government advertising categories

The Victorian Government classifies paid media advertising into three categories:

1. **Campaign advertising**, which 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**, which is specifically used to provide the public with information, and is generally simple and informative and only appears for a short time.

Examples include public notices, notifications of public meetings, requests for tender, enrolment notices, statutory or regulatory notices, and emergency or safety announcements.

3. **Recruitment advertising**, which is used to promote a specific job vacancy or a limited number of roles. Large-scale industry recruitment is considered 'campaign' advertising.

Collectively, functional and recruitment advertising is referred to as 'non-campaign' advertising.

For the 2016–17 financial year, under the Victorian Government MAMS contract, Dentsu Mitchell provided campaign advertising services to government, while Zenith Optimedia provided functional and recruitment advertising services.<sup>1</sup>

This report is based on advertising expenditure data provided to the Department of Premier and Cabinet by these two suppliers.

## Expenditure on major government campaigns

Each year, government departments and public bodies publish information within their annual reports about their expenditure on major advertising campaigns, as required by the relevant Financial Reporting Direction.<sup>2</sup>

For 2016–17, departments and bodies are required to report on advertising campaigns with a total media spend of \$100,000 or greater (exclusive of GST), including:

- the name of the advertising campaign
- the start and end date of the campaign
- a summary of the campaign
- details of campaign expenditure for the reporting period (exclusive of GST).

This reporting is collated and summarised in the *Victorian Government Advertising Campaign Activity Summary 2016–17*, available on the [Department of Premier and Cabinet website](#).

## Government advertising plan for 2016–17

Each year the Victorian Government publishes an annual advertising plan, which outlines expenditure on government campaign advertising considered necessary for the year.

The Victorian Government Advertising Plan for 2016–17 was published on the [Department of Premier and Cabinet website](#) in January 2017.

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<sup>1</sup> From 1 December 2017, MediaCom Australia commenced as the Victorian Government's sole MAMS provider for both campaign and non-campaign advertising.

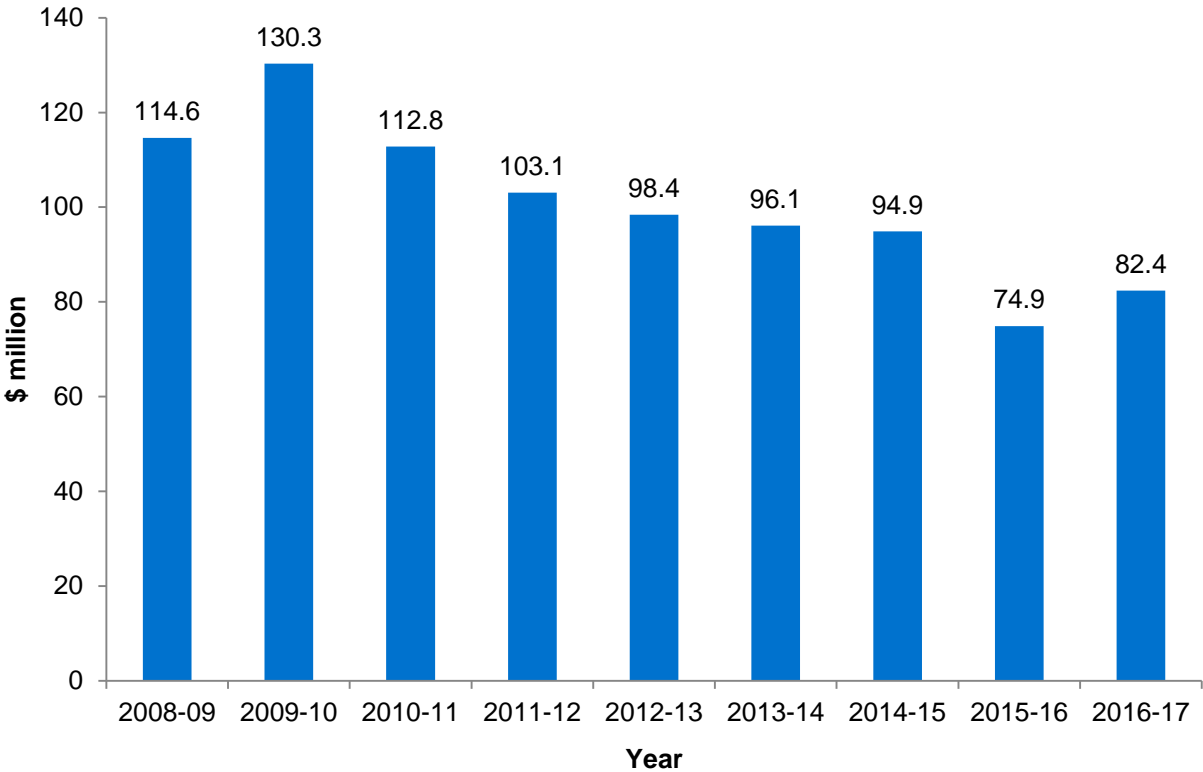
<sup>2</sup> For 2016–17 the relevant Financial Reporting Direction is [FRD 22H Standard disclosures in the Report of Operations \(May 2017\)](#).

# Victorian Government advertising expenditure 2016–17

The Victorian Government spent a total of \$82.4 million on media advertising from 1 July 2016 to 30 June 2017, including campaign and non-campaign advertising.

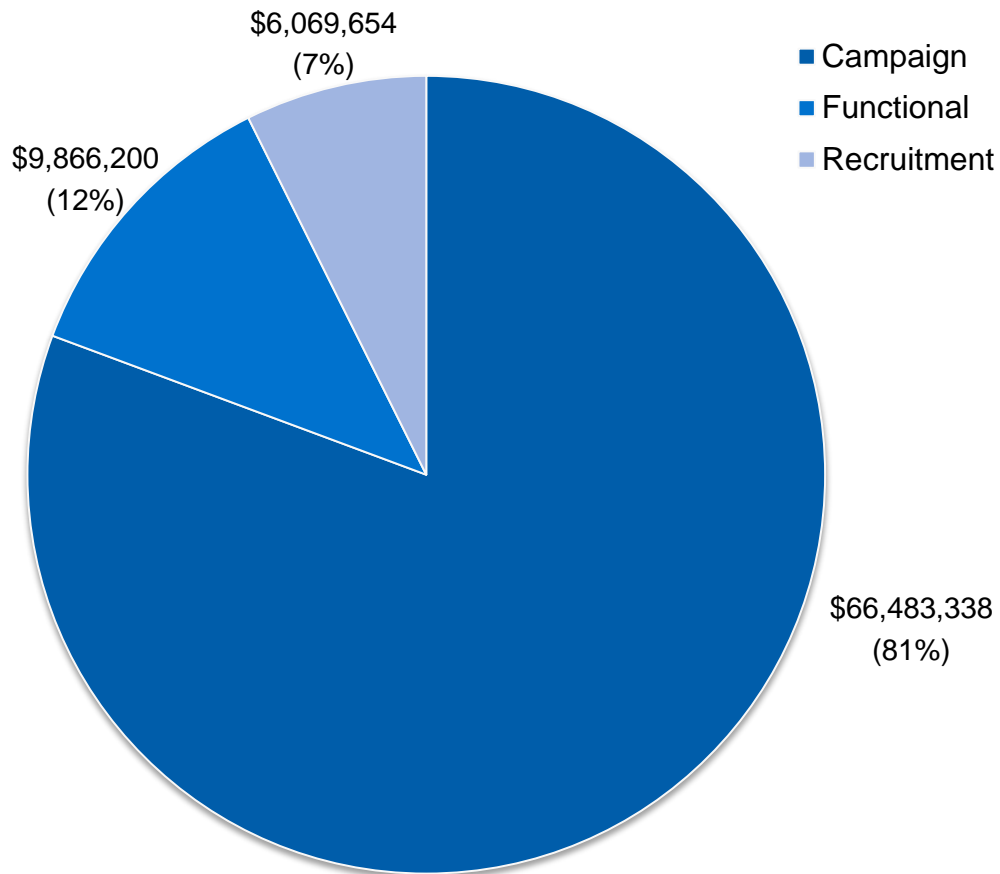
## Total government advertising expenditure – historical comparison

Total government advertising expenditure for 2016–17 and previous years is shown in the chart below.



## Total advertising expenditure by category – 2016–17

Campaign advertising accounted for 81 per cent of Victorian Government advertising expenditure in 2016–17. Non-campaign advertising, comprising functional and recruitment advertising, accounted for the remaining 19 per cent of advertising expenditure for the year.

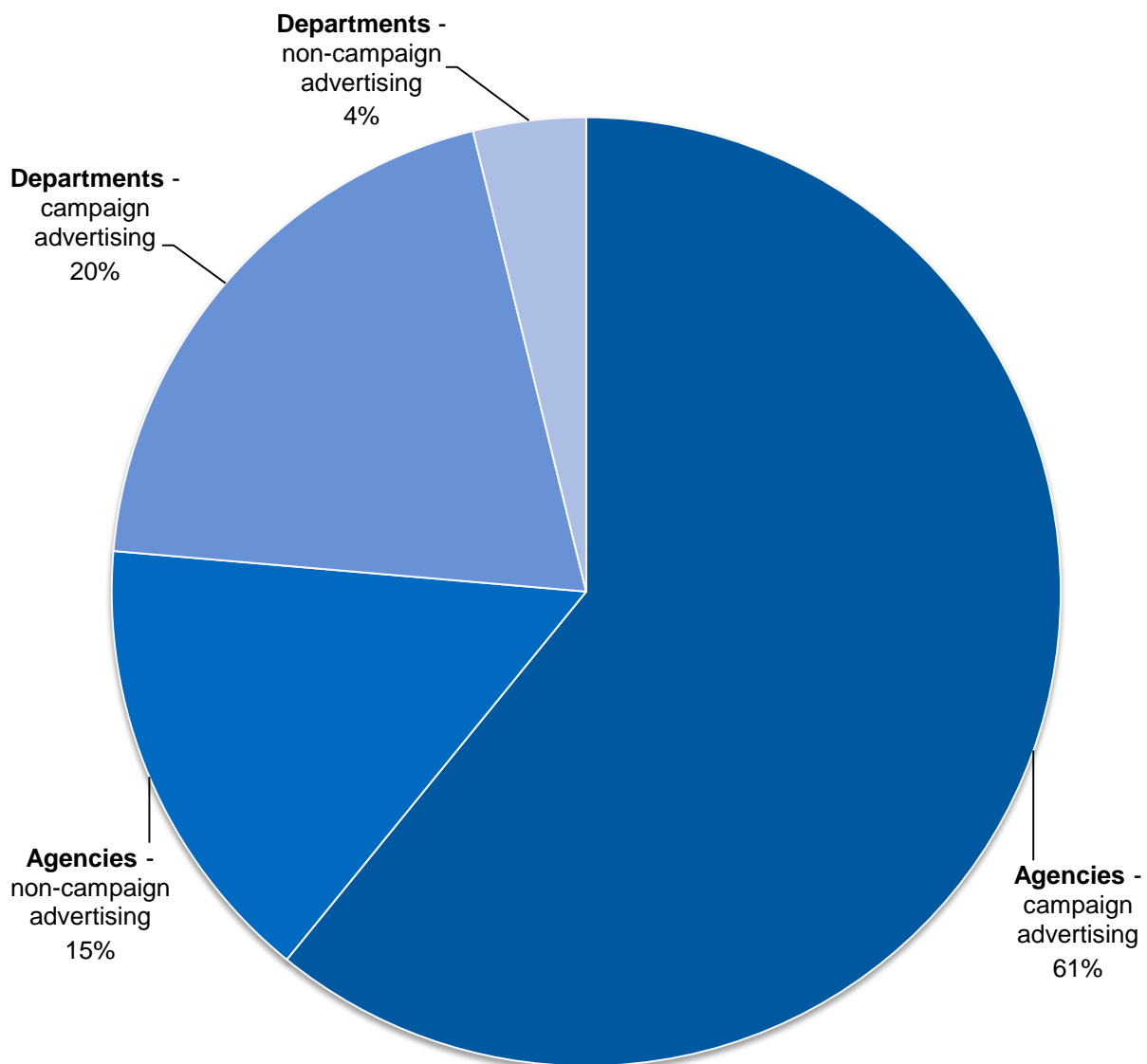


## Campaign and non-campaign advertising expenditure by departments and agencies – 2016–17

The chart below shows Victorian Government expenditure by government departments and government agencies, for campaign and non-campaign advertising, as a percentage of total advertising expenditure for 2016–17.

In 2016–17, government agencies (such as WorkSafe Victoria and the Transport Accident Commission) accounted for 76 per cent of total government advertising expenditure, while government departments (such as the Department of Justice and Regulation) accounted for the remaining 24 per cent of expenditure.

The [Victorian Government Advertising Campaign Activity Summary 2016–17](#) provides a summary of major government campaigns undertaken in 2016–17.



Note: Non-campaign advertising comprises both functional and recruitment advertising



## Top 10 advertisers by campaign expenditure – 2016–17

Rank	Advertiser	Example campaigns	Expenditure
1	Transport Accident Commission (TAC)	Numerous road safety campaigns targeting excessive speed and drink and drug driving, encouraging parents to model positive behavior for future drivers, improving road safety for motorcyclists, and ongoing seasonal campaigns targeting fatigue and holiday road safety.	\$7,413,994
2	WorkSafe Victoria	Numerous campaigns, including the 'Getting back' return-to-work and 'Bad Days' enforcement campaign, a quad bike farm safety campaign, and a new campaign to reduce violence against healthcare workers.	\$6,263,791
3	Victorian Responsible Gambling Foundation	Campaigns to reduce harm caused by gambling, including help and early intervention campaigns for gamblers, and the 'Love the game, not the odds' campaign targeting the normalisation of gambling in sport.	\$5,954,668
4	Department of Justice and Regulation	2016–17 summer fire safety and awareness campaign, and the summer Play it Safe by the Water campaign.	\$5,211,425
5	Level Crossing Removal Authority	Various advertising campaigns to inform the community of disruptions associated with level crossing removals across Melbourne.	\$4,088,089
6	Department of Premier and Cabinet	Family violence behaviour change campaign, and the 'Victorian. And proud of it' campaign promoting social cohesion.	\$3,680,994
7	Visit Victoria	Various intrastate and interstate campaigns to promote Victoria as a tourist destination, including the 'Wander Victoria' campaign promoting regional Victoria, and campaigns promoting Melbourne's schedule of major events in 2016–17.	\$3,609,280
8	Public Transport Victoria	Night Network – 24-hour weekend public transport, High Capacity Metro Trains, Explore Melbourne by Bus, and fare compliance/myki pass campaigns.	\$3,282,639

Rank	Advertiser	Example campaigns	Expenditure
9	Department of Health and Human Services	'Save Lives, Save 000 For Emergencies' ambulance campaign, 'No Jab, No Play' childhood immunisation campaign, Heat Health summer 2016–17 campaign, and the 'Beat the Bite' mosquito campaign.	\$2,936,940
10	Cancer Council Victoria	Ongoing 'Quit' campaigns encouraging smokers to quit, 2016–17 SunSmart campaign, and various Papscreen campaigns targeting a diverse audience of Victorian women.	\$2,845,461

Note: Media expenditure figures reported above exclude GST, production costs and other fees. Expenditure figures presented in this report may differ from those published in departments' and public bodies' annual reports, which may include production and other fees associated with advertising campaigns.

## Major functional and recruitment advertisers – 2016–17

### **Functional advertising**

In 2016–17 the highest spending departments and agencies for functional advertising were VicRoads, Public Transport Victoria, Victorian Electoral Commission, William Angliss Institute of TAFE, Melbourne Metro Rail Authority and V/Line.

### **Recruitment advertising**

In 2016–17 the highest spending departments and agencies for recruitment advertising were Corrections Victoria; the Department of Health and Human Services; the Department of Environment, Land, Water and Planning; and Victoria Police.

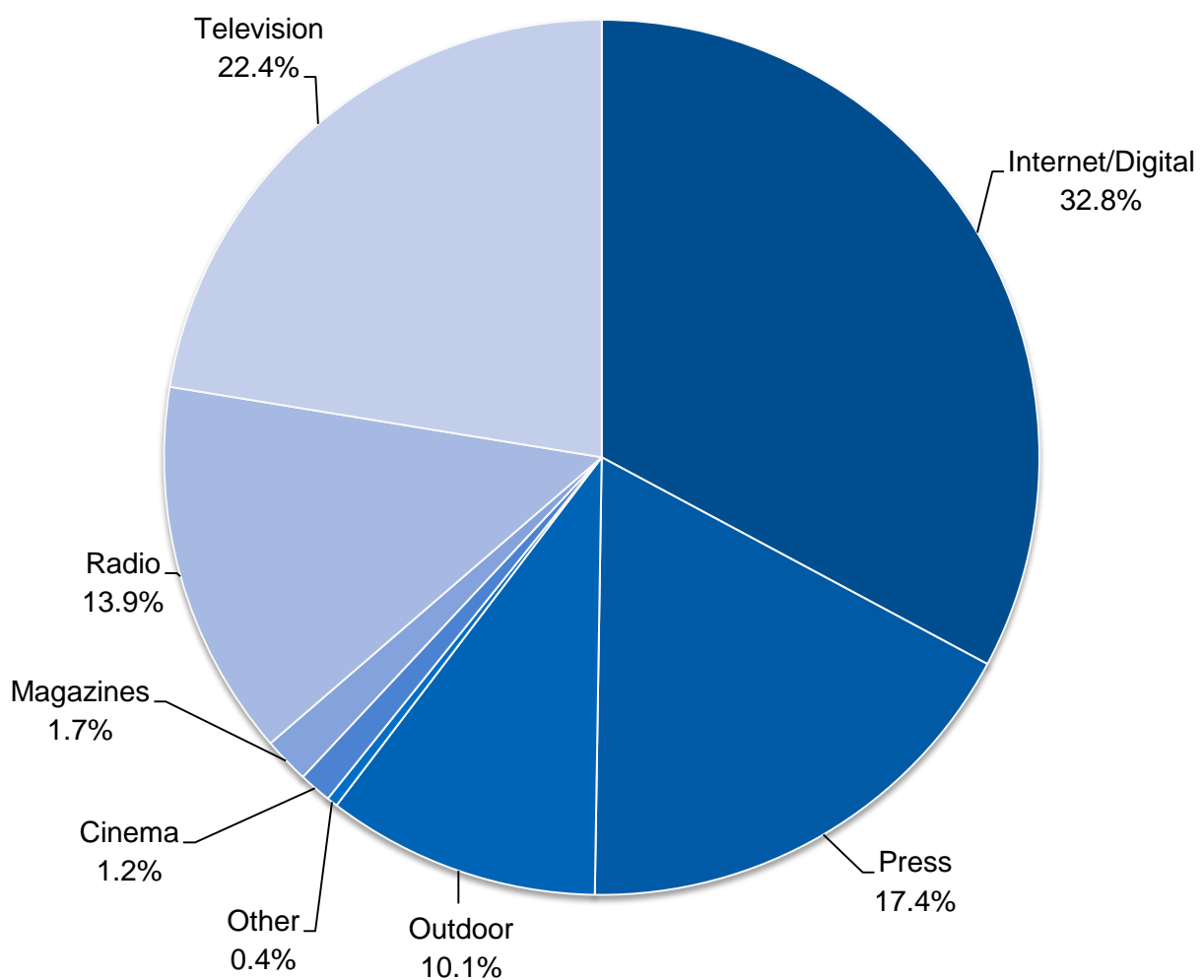
## Government advertising by channel – 2016–17

The chart below shows percentage of total government advertising expenditure for 2016–17 per advertising channel.

Expenditure for 2016–17 reflects a growing trend of increased expenditure on internet/digital advertising, and decreased expenditure on traditional media forms such as television and press.

In 2016–17, internet/digital advertising accounted for 32.8 per cent of all government advertising, compared to 27 per cent in 2015–16 (and 22 per cent in 2014–15).

Television accounted for 22.4 per cent of total advertising expenditure in 2016–17, compared to 26 per cent in 2014–15. Press advertising expenditure also decreased compared to previous years – in 2016–17 press advertising represented 17.4 per cent of advertising expenditure, a decrease from 22 per cent in 2014–15.

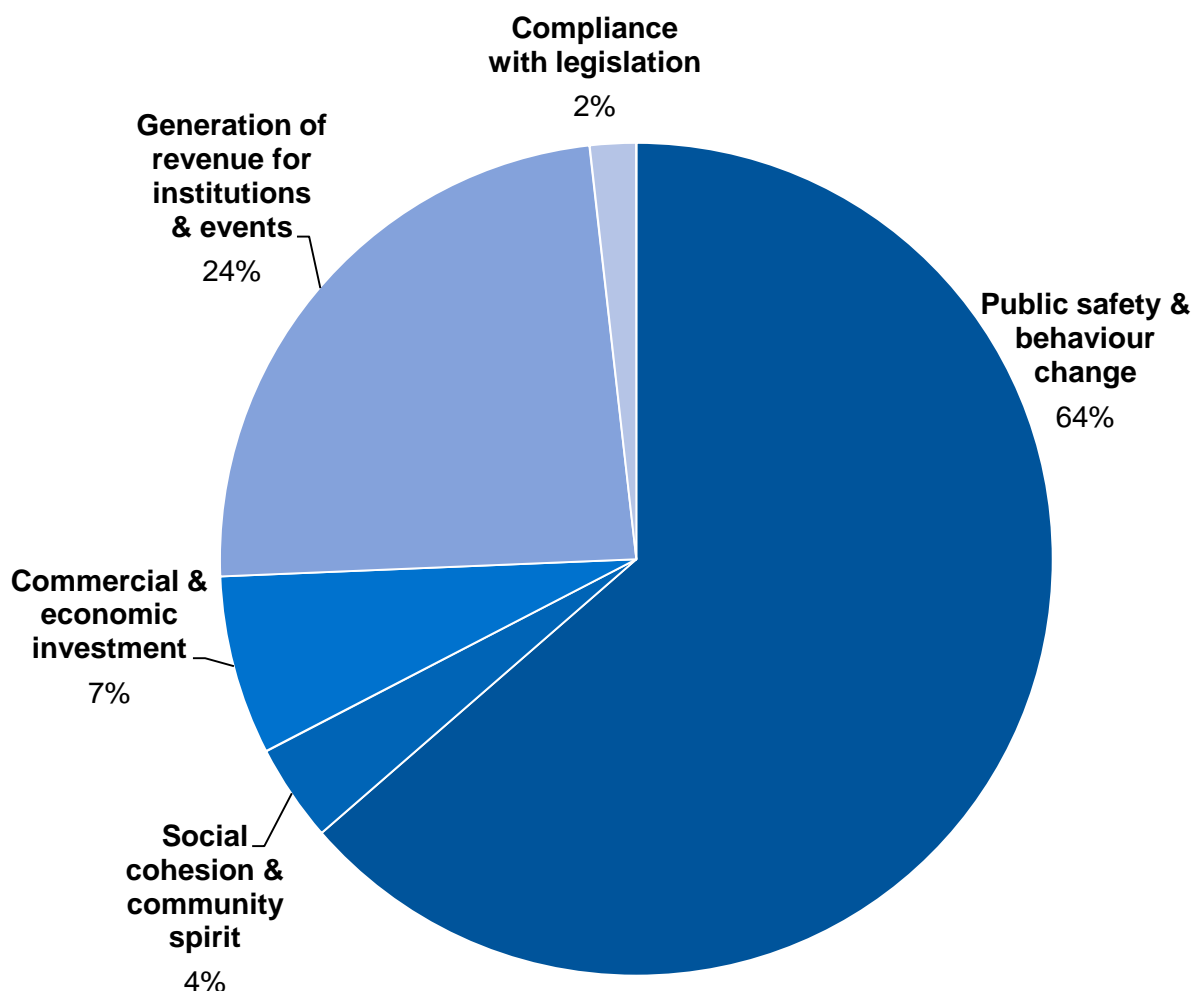


## Government campaign advertising by communications priority area

All campaign advertising undertaken by the Victorian Government during 2016–17 fulfilled one of five 'priority areas' for government communications. These priority areas are outlined in the [Victorian Government Advertising Plan 2016–17](#):

- Public safety and behaviour change
- Building social cohesion and community spirit
- Supporting commercial and economic investment in Victoria
- Generation of revenue to support Victorian institutions and events
- Ensuring compliance with legislation.

The chart below shows 2016–17 expenditure for each communications priority area as a proportion of the government's total expenditure on campaign advertising.



## Victorian Government communications targets

The Victorian Government is committed to communicating with all Victorians and has annual advertising expenditure targets for regional and multicultural media to help ensure effective communication with these audiences.

### Regional media campaign advertising expenditure

The [Victorian Government Regional Communication Policy](#) requires that government departments and agencies place 15 per cent of their annual campaign media expenditure with regional and rural media.

This includes, but is not limited to, dedicated regional press, radio, television, outdoor media buys and significant media partnerships and sponsorships that can be identified as 'regional or rural'.

Internet and digital advertising can also be used to communicate effectively with regional audiences; however, currently these channels are not consistently classified as 'regional or rural' media. For this reason, expenditure on internet and digital advertising is not included in the government's regional advertising expenditure total for 2016–17.

In 2016–17, the Victorian Government spent \$9,229,047 on campaign advertising through regional and rural media, such as press, radio, television and outdoor advertising.

This figure represents 18.6 per cent of the government's total campaign advertising expenditure undertaken through non-digital media (that is, press, radio, television and outdoor advertising).

This result is above the 15 per cent regional media expenditure target required under the government's Regional Communication Policy.

### Multicultural media campaign advertising expenditure

The [Victorian Government Multicultural Communication Policy](#) requires that government departments and agencies commit a minimum of five per cent of their total campaign media expenditure towards multicultural media.

In 2016–17, the Victorian Government spent \$2,584,445 on campaign advertising through 'traditional' (non-digital) multicultural media. This includes expenditure on print, radio and television advertising (but does not include expenditure on digital media).

This expenditure represents 5.2 per cent of the government's total campaign advertising expenditure on print, radio and television advertising during 2016–17. This result is consistent with the five per cent multicultural campaign advertising expenditure target required under the Multicultural Communication Policy.



# Government communication policies and guidelines

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

[Current policies and guidelines are located on the Department of Premier and Cabinet website.](#)