

VICTORIAN  
GOVERNMENT  
ADVERTISING  
REPORT:  
**CAMPAIGN  
ADVERTISING  
2012–13**



## VICTORIAN GOVERNMENT ADVERTISING CAMPAIGNS 2012–13

This report provides, for the first time, information on advertising campaigns with MAMS media expenditure valued at \$150,000 or more that were completed in 2012–13.

For each campaign, a short description and a breakdown of expenditure by medium are provided. Expenditure data has been provided by the department or public body that conducted the campaign.

Campaign advertising expenditure is broken down by:

- › **Advertising media expenditure** – expenditure through the 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.

Please note the MAMS media expenditure data reported in this section of the report relates only to campaigns with media expenditure of \$150,000 or more.

## ACMI: 2012–13 ADVERTISING

**Summary:** Yearly MAMS request inclusive of all brand, exhibitions and programs campaigns.

**Start date:** July 2012

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	499.2
Creative and campaign development	-
Research and evaluation	96.0
Print and collateral	428.7
Other campaign costs	50.0

## AMBULANCE VICTORIA: MEMBERSHIP SUBSCRIPTION SCHEME

**Summary:** Advertising of AV Membership Subscription Scheme to increase acquisition and reduce attrition. Campaign creative highlights low cost of Membership compared to potentially high cost of ambulance service fees.

**Start date:** September 2012

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,080.0
Creative and campaign development	220.0
Research and evaluation	20.5
Print and collateral	0.5
Other campaign costs	-

## ARTS CENTRE MELBOURNE: THE NEW HAMER HALL

**Summary:** Print and radio advertising to support the new Hamer Hall.

**Start date:** May 2012

**End date:** July 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	215.0
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## ARTS CENTRE MELBOURNE: SUMMER CAMPAIGN

**Summary:** Print and online advertising for summer season activity.

**Start date:** October 2012

**End date:** March 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	304.0
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## BREASTSCREEN VICTORIA – 1 IN 9 CAMPAIGN

**Summary:** A factual advertising campaign designed to increase participation in breast screening and featuring celebrity ambassadors, Jo Hall and Evonne Goolagong-Cawley, calling women over 50 to book a breast screen today.

**Start date:** September 2012

**End date:** May 2013\* run in 3 separate bursts

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,091.2
Creative and campaign development	250.0
Research and evaluation	30.0
Print and collateral	-
Other campaign costs	-

## DEPARTMENT OF EDUCATION AND EARLY CHILDHOOD DEVELOPMENT: BULLY STOPPERS

**Summary:** The Bully Stoppers campaign aims to increase the awareness of anti-bullying initiatives to make schools safe and protect students from bullying and cyberbullying. The Bully Stoppers community awareness campaign promotes its key messages through television, press and radio advertising, as well as online promotions and competitions.

**Start date:** February 2013

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	747.2
Creative and campaign development	155.1
Research and evaluation	0.8
Print and collateral	1.1
Other campaign costs	16.2

## DEPARTMENT OF EDUCATION AND EARLY CHILDHOOD DEVELOPMENT: HEALTHY KIDS CHECK

**Summary:** The aim of the Healthy Kids Check media campaign is to promote the Maternal and Child Health 3.5 year check for every child aged between 3.5 and 4 years of age in Victoria. This basic health and development check allows parents to determine that their children are healthy, fit and ready to start school.

**Start date:** September 2012

**End date:** November 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	619.9
Creative and campaign development	26.1
Research and evaluation	0.3
Print and collateral	-
Other campaign costs	-

## DEPARTMENT OF ENVIRONMENT AND PRIMARY INDUSTRIES: PLANNED BURNING

**Summary:** DEPI implemented an external communications campaign focussed on alerting communities to the increased planned burning program and how to seek further information about where and when burns are taking place. The campaign includes: advertisements, media placements, improved notification methods, roadside signage and social media activity. Advertisements also inform people about precautions they can take to reduce the impacts of smoke on health and information is also distributed through health networks.

**Start date:** July 2012

**End date:** July 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	542.6
Creative and campaign development	8.8
Research and evaluation	84.0
Print and collateral	-
Other campaign costs	157.2

## DEPARTMENT OF JUSTICE: SUMMER FIRE CAMPAIGN

**Summary:** The whole of Victorian Government advertising and local engagement campaign advised Victorians to be better prepared against the threat of bushfire to reduce the risk of injury and death.

**Start date:** November 2012

**End date:** March 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	3,555.9
Creative and campaign development	452.4
Research and evaluation	142.2
Print and collateral	23.4
Other campaign costs	4,060.6

## DEPARTMENT OF JUSTICE: SPEED CAMERAS CAMPAIGN

**Summary:** To raise awareness among Victorian drivers aged over 18 years that speed cameras play an important role in road safety.

**Start date:** November 2012

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	2,526.5
Creative and campaign development	297.3
Research and evaluation	72.8
Print and collateral	-
Other campaign costs	10.0



## DEPARTMENT OF JUSTICE: PLAY IT SAFE BY THE WATER

**Summary:** An annual awareness-raising campaign encouraging parents and carers of toddlers (0-4 years) and young male risk-takers (15-24 years) to be careful around water.

**Start date:** December 2012

**End date:** March 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	881.2
Creative and campaign development	12.7
Research and evaluation	-
Print and collateral	-
Other campaign costs	79.7

## DEPARTMENT OF JUSTICE: EMERGENCY ALERT – PHASE 2

**Summary:** Informed Victorians about the enhanced location-based capability for mobile phones to deliver Emergency Alert.

**Start date:** November 2012

**End date:** January 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	249.7
Creative and campaign development	96.7
Research and evaluation	-
Print and collateral	-
Other campaign costs	15.5

## DEPARTMENT OF JUSTICE: RETIREMENT VILLAGES CAMPAIGN

**Summary:** The campaign targeted retirees considering moving into a retirement village and offered free advice from Consumer Affairs Victoria on what to consider and suggested they seek independent advice from a lawyer or financial planner before signing a contract.

**Start date:** February 2013

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	150.0
Creative and campaign development	96.0
Research and evaluation	25.0
Print and collateral	25.0
Other campaign costs	10.0

## DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT: METROPOLITAN PLANNING STRATEGY

**Summary:** Radio/print/online advertising campaign to support release of the Metropolitan Planning Strategy Discussion Paper, Melbourne, let's talk about the future.

**Start date:** February 2013

**End date:** March 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	285.1
Creative and campaign development	20.0
Research and evaluation	12.0
Print and collateral	-
Other campaign costs	-

## DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT: GOOD MOVE

**Summary:** The Good Move regional marketing campaign aims to attract people and skills to regional and rural Victoria; and reverse negative stereotypes about opportunities for a better quality of life in the regions.

**Start date:** April 2013

**End date:** April 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	549.0
Creative and campaign development	97.2
Research and evaluation	32.0
Print and collateral	-
Other campaign costs	128.0

## DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT: 2013 REGIONAL VICTORIA LIVING EXPO

**Summary:** The Regional Victoria Living Expo is a three-day public event promoting regional and rural Victoria to Melburnians under the one roof. It brings together exhibitors promoting the key drivers to relocation: jobs; housing; education; health and lifestyle opportunities

**Start date:** April 2013

**End date:** April 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	399.7
Creative and campaign development	-
Research and evaluation	21.5
Print and collateral	2.5
Other campaign costs	18.9

## DEPARTMENT OF PRIMARY INDUSTRIES: SWITCH ON

**Summary:** The Smart Meters program provides factual information about the continuation of the Smart Meter roll-out and educates Victorian households and small businesses about smart meter services, information about their energy bill and practical advice about ways to reduce energy use and bills.

**Start date:** July 2012

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,999.1
Creative and campaign development	440.0
Research and evaluation	27.9
Print and collateral	31.7
Other campaign costs	642.1

## DEPARTMENT OF STATE DEVELOPMENT, BUSINESS AND INNOVATION: VICTORIA'S SMALL BUSINESS FESTIVAL

**Summary:** Campaign included media spend across print, online and radio.  
Print: Herald Sun, The Age, 33 Leader Newspapers, 24 regional newspapers.  
Online: News Digital, Fairfax, Facebook, SEM. Radio: 3AW

**Start date:** July 2013

**End date:** August 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	220.0
Creative and campaign development	19.2
Research and evaluation	7.2
Print and collateral	179.2
Other campaign costs	102.4

## DEPARTMENT OF STATE DEVELOPMENT, BUSINESS AND INNOVATION: 2013 FORMULA 1® ROLEX AUSTRALIAN GRAND PRIX

**Summary:** Campaign included media spend across TV in both capital cities and regional areas, print, radio, online, outdoor, and public relations.

**Start date:** September 2012

**End date:** March 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,739.0
Creative and campaign development	292.4
Research and evaluation	-
Print and collateral	93.0
Other campaign costs	457.0

## DEPARTMENT OF STATE DEVELOPMENT, BUSINESS AND INNOVATION: 2012 AIRASIA AUSTRALIAN MOTORCYCLE GRAND PRIX

**Summary:** Campaign included media spend across TV, Radio, Magazine, Outdoor and Online.

**Start date:** August 2012

**End date:** October 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	513.4
Creative and campaign development	152.0
Research and evaluation	-
Print and collateral	30.0
Other campaign costs	253.0

## MUSEUM VICTORIA: MESOPOTAMIA

**Summary:** Television, digital, tourism and print media campaign, to support the exhibition The Wonders of Ancient Mesopotamia at Melbourne Museum.

**Start date:** July 2012

**End date:** October 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	232.2
Creative and campaign development	10.9
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## MUSEUM VICTORIA: AFGHANISTAN

**Summary:** Television, digital, tourism and print media campaign, to support the exhibition Afghanistan: Hidden Treasures from the Museum of Kabul at Melbourne Museum.

**Start date:** March 2013

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	189.0
Creative and campaign development	36.0
Research and evaluation	-
Print and collateral	20.2
Other campaign costs	-

## NATIONAL GALLERY OF VICTORIA : NAPOLEON – REVOLUTION TO EMPIRE EXHIBITION

**Summary:** Napoleon: Revolution to Empire was a panoramic exhibition examining French art, culture and life from the 1770s to the 1820s. The advertising and communications for this exhibition was a national campaign designed to attract significant cultural tourism to Victoria.

**Start date:** June 2012

**End date:** October 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	247.2
Creative and campaign development	-
Research and evaluation	28.4
Print and collateral	64.6
Other campaign costs	-

## NATIONAL GALLERY OF VICTORIA: MONET'S GARDEN – THE MUSEE MARMOTTAN MONET, PARIS EXHIBITION

**Summary:** The tenth Melbourne Winter Masterpieces exhibition, Monet's Garden includes more than fifty masterpieces by Claude Monet from the Musee Marmottan Monet as well as paintings from leading international museums and private collections. The advertising and communications for this exhibition was a national campaign designed to attract significant cultural tourism to Victoria.

**Start date:** May 2013

**End date:** September 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	148.8
Creative and campaign development	-
Research and evaluation	-
Print and collateral	68.6
Other campaign costs	-

## PAPSCREEN VICTORIA: PEACE OF MIND

**Summary:** A repeat of the 2010 Peace of Mind campaign targeting all Victorian women aged 25–54. The campaign included metropolitan and regional TV, radio, online and out-of-home (convenience and billboard).

**Start date:** August 2012

**End date:** November 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	567.0
Creative and campaign development	21.2
Research and evaluation	138.6
Print and collateral	-
Other campaign costs	-

## PUBLIC TRANSPORT VICTORIA: USER BEHAVIOUR

**Summary:** The campaign objectives are established with network operators and aim to change customer behaviours that have a negative impact on customer satisfaction (e.g. moving aside to let others on).

**Start date:** Ongoing

**End date:**

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	200.0
Creative and campaign development	125.0
Research and evaluation	-
Print and collateral	-
Other campaign costs	-



## PUBLIC TRANSPORT VICTORIA: FARE EVASION

**Summary:** This is an extension of the existing fare evasion campaign 'Scribble' which reinforces the message that fare evasion is stealing and that you risk a fine of \$207.

**Start date:** October 2012 April 2013

**End date:** November 2012 May 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	856.5
Creative and campaign development	78.0
Research and evaluation	-
Print and collateral	68.0
Other campaign costs	-

## PUBLIC TRANSPORT VICTORIA: MYKI IS THE ONLY WAY TO GO

**Summary:** The objective was to communicate the 29 December date as the end for Metcard and to get all public transport users to switch to myki now. This campaign marked the final transition to myki.

**Start date:** November 2012

**End date:** March 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	577.3
Creative and campaign development	1.5
Research and evaluation	-
Print and collateral	2.0
Other campaign costs	-

## PUBLIC TRANSPORT VICTORIA: MYKI VISITOR PACK

**Summary:** To educate tourists about myki and how to use it, we needed to clearly promote the myki tourist product and employed media in and around Melbourne airport to capture interstate and international visitors.

**Start date:** December 2012

**End date:** April 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	333.2
Creative and campaign development	18.9
Research and evaluation	-
Print and collateral	6.8
Other campaign costs	-

## PUBLIC TRANSPORT VICTORIA: LATE NIGHT SERVICES

**Summary:** This campaign increased the awareness of late night services and improved perceptions of personal safety with more people using the services. It promoted unused capacity in the off peak and eased congestion at taxi ranks late at night and at peak times.

**Start date:** December 2012

April 2013

**End date:** December 2012

May 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	450.5
Creative and campaign development	7.9
Research and evaluation	-
Print and collateral	2.2
Other campaign costs	-

## PUBLIC TRANSPORT VICTORIA: AUTO TOP UP – STAGE 1

**Summary:** Following metro transition to myki, promoting auto top up as a key benefit of myki for set and forget convenience was critical in improving existing on system issues such as queuing at myki machines and having a low myki balance.

**Start date:** March 2013

**End date:** April 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	508.7
Creative and campaign development	8.0
Research and evaluation	-
Print and collateral	26.0
Other campaign costs	-

## PUBLIC TRANSPORT VICTORIA: FREQUENCY (WEEKEND FOCUS + \$3.50 DAILY FARE)

**Summary:** Promoting the 10 Minute frequencies on the Clifton Hill, Dandenong, Frankston and Ringwood lines and also the \$3.50 myki weekend cap.

**Start date:** July 2013

**End date:** September 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	600.0
Creative and campaign development	69.4
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## PUBLIC TRANSPORT VICTORIA: AUTO TOP UP – STAGE 2

**Summary:** Stage 2 to address increase the appeal and take of the auto top up product focussing on explaining how the product works to demystify and remove barriers to uptake around control (lack of) of money on their myki.

**Start date:** Ongoing

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	600.0
Creative and campaign development	54.4
Research and evaluation	-
Print and collateral	1.7
Other campaign costs	-

## QUIT VICTORIA–2012/2013 MEDIA CAMPAIGN

**Summary:** During 2012–13 Quit Victoria aired five anti smoking campaigns representing a mix of messages including negative emotion, health effects and support to quit.

**Start date:** June 2012

**End date:** July 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	3,137.1
Creative and campaign development	98.5
Research and evaluation	378.9
Print and collateral	-
Other campaign costs	-

## SUNSMART: DARK SIDE OF TANNING (DSOT) CAMPAIGN AND WES BONNY STORY 2012–13

**Summary:** The DSOT and Wes Bonny campaigns complement each other. DSOT continues to build on the knowledge of the dangers of tanning and the severity/nature of melanoma. The Wes Bonny story aims to address the concerning perception that teenagers believe their risk of skin cancer is low, despite melanoma being the most common cancer in Victorians aged 15–34 years.

**Start date:** December 2012

**End date:** March 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	747.0
Creative and campaign development	73.0
Research and evaluation	70.0
Print and collateral	-
Other campaign costs	110.0

## TRANSPORT ACCIDENT COMMISSION (TAC): SPEED "RECONSTRUCTION"

**Summary:** A campaign addressing the physical consequences of low level speeding.

**Start date:** July 2012

**End date:** July 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	777.1
Creative and campaign development	64.1
Research and evaluation	26.6
Print and collateral	-
Other campaign costs	-

## TAC: DRUGS AND DRIVING “THE CELL”

**Summary:** A campaign addressing the impact of illicit drugs (methamphetamine) on the ability to control a vehicle and the potential consequences.

**Start date:** August 2012

**End date:** September 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,158.8
Creative and campaign development	65.4
Research and evaluation	26.6
Print and collateral	-
Other campaign costs	-

## TAC: VICTORIA'S ROAD SAFETY STRATEGY SURVEY

**Summary:** Press support for the community survey to inform the development of Victoria's Road Safety Strategy 2013–2022.

**Start date:** August 2012

**End date:** September 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	234.0
Creative and campaign development	28.2
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## TAC: DRINK DRIVE "BLOODY IDIOTS"

**Summary:** A campaign addressing the impact of alcohol on the ability to control a vehicle and the ripple effect consequences.

**Start date:** September 2012

**End date:** October 2012

Campaign Advertising Expenditure	(\$ '000) (excl. GST)
Media buy	1,896.9
Creative and campaign development	336.4
Research and evaluation	26.6
Print and collateral	-
Other campaign costs	-

## TAC: SPEED "PICTURES OF YOU"

**Summary:** A campaign that highlights the relationship between the tragic impact of speed-related trauma and the importance of speed cameras in reducing a driver's tendency to speed.

**Start date:** October 2012

**End date:** November 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	2,035.1
Creative and campaign development	199.1
Research and evaluation	26.6
Print and collateral	-
Other campaign costs	-

### TAC: DRINK DRIVE "BOOZE BUSTED"

**Summary:** An online-focused campaign targeting drink driving males, highlighting the extent and severity of penalties for repeat drink driving.

**Start date:** November 2012

**End date:** December 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	345.0
Creative and campaign development	159.7
Research and evaluation	36.4
Print and collateral	-
Other campaign costs	-

### TAC: POLICE ENFORCEMENT "THE PARTY'S OVER"

**Summary:** A multifaceted campaign to support increased on-road Police enforcement activity, targeting drink driving, speeding, drug driving, unlicensed drivers and unregistered vehicles.

**Start date:** November 2012

**End date:** January 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	2,275.4
Creative and campaign development	723.0
Research and evaluation	51.8
Print and collateral	-
Other campaign costs	-



## TAC: HOMESAFELY COMMUNITY ENGAGEMENT

**Summary:** An innovative campaign using online, radio and digital outdoor to engage with the community and garner support for road safety messaging during Christmas and New Year.

**Start date:** December 2012

**End date:** January 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	160.7
Creative and campaign development	174.2
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## TAC: YOUTH RISK TAKING – MAFMAD FILMS 2012

**Summary:** A cinema and online campaign showcasing the two winning Make A Film Make A Difference (MAFMAD) concepts, developed by young people, addressing peer influence among 18–25 year olds.

**Start date:** December 2012

**End date:** February 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	390.2
Creative and campaign development	239.5
Research and evaluation	33.0
Print and collateral	-
Other campaign costs	-

### TAC: VEHICLE SAFETY "JAMES"

**Summary:** A campaign promoting the benefits of safety features in new or used cars and promoting [howsafeisyourcar.com.au](http://howsafeisyourcar.com.au) for more information about vehicle safety.

**Start date:** January 2013

**End date:** February 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,039.1
Creative and campaign development	171.0
Research and evaluation	26.6
Print and collateral	-
Other campaign costs	-

### TAC: MOTORCYCLES "RISK & RESPONSIBILITY"

**Summary:** A campaign promoting improved rider skills and strategies that riders can employ to reduce their risk.

**Start date:** February 2013

**End date:** February 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,108.9
Creative and campaign development	82.3
Research and evaluation	41.5
Print and collateral	-
Other campaign costs	-

## TAC: DISTRACTIONS "BLIND"

**Summary:** A campaign reminding drivers, pedestrians and cyclists of the dangers of distractions, including mobile phones and other devices.

**Start date:** February 2013

**End date:** March 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	2,825.6
Creative and campaign development	1,022.9
Research and evaluation	66.2
Print and collateral	-
Other campaign costs	-

## TAC: MOTORCYCLES AND DRIVERS "VICE VERSA"

**Summary:** A campaign addressing drivers and motorcyclists about shared responsibility on the road and greater respect for all road users.

**Start date:** March 2013

**End date:** March 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	398.4
Creative and campaign development	49.2
Research and evaluation	41.5
Print and collateral	-
Other campaign costs	-

### TAC: FATIGUE "SES DRIVER REVIVER"

**Summary:** A campaign addressing fatigue on long drives and reminding drivers that SES Driver Reviver stops will be in operation.

**Start date:** March 2013

**End date:** April 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	282.1
Creative and campaign development	47.0
Research and evaluation	26.6
Print and collateral	-
Other campaign costs	-

### TAC: POLICE ENFORCEMENT "THE PARTY'S OVER"

**Summary:** Existing campaign adapted to raise awareness of increased police enforcement activity during the Easter period.

**Start date:** March 2013

**End date:** April 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	222.2
Creative and campaign development	20.4
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## TAC: YOUTH RISK TAKING "ROADTRIP FOREVER"

**Summary:** A campaign that uses social media to allow the public to experience first-hand the potential consequences of youth risk taking. Two engaging online interactive videos focus on the dangers of speed and distractions whilst driving.

**Start date:** March 2013

**End date:** May 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	351.3
Creative and campaign development	808.5
Research and evaluation	52.4
Print and collateral	-
Other campaign costs	-

## TAC: DRUGS AND DRIVING "SWAP"

**Summary:** A campaign addressing the affects of illicit drugs (cannabis) on the ability to control a vehicle and the potential traumatic consequences.

**Start date:** April 2013

**End date:** May 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,503.6
Creative and campaign development	63.6
Research and evaluation	26.6
Print and collateral	-
Other campaign costs	-

## TAC: YOUTH RISK TAKING MAFMAD COMPETITION 2013

**Summary:** Promotion of the 2013 MAFMAD competition, a program asking young people to develop short films addressing youth risk taking on the road.

**Start date:** May 2013

**End date:** May 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	223.3
Creative and campaign development	36.1
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## TAC: VEHICLE SAFETY "JAMES"

**Summary:** A campaign promoting the benefits of safety features in new or used cars and promoting [howsafeisyourcar.com.au](http://howsafeisyourcar.com.au) for more information about vehicle safety.

**Start date:** May 2013

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,354.2
Creative and campaign development	91.6
Research and evaluation	26.6
Print and collateral	-
Other campaign costs	-

## TAC: POLICE ENFORCEMENT "THE PARTY'S OVER"

**Summary:** Existing campaign adapted to raise road user awareness of increased police enforcement activity during the Queen's Birthday long weekend.

**Start date:** June 2013

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	313.0
Creative and campaign development	11.9
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## TAC: CHILD SAFETY "THINGLE TODDLE"

**Summary:** A year-long campaign using existing advertisements as part of the Victorian Starting Out Safely program, addressing early childhood education and parental influence on issues such as seatbelts, helmet wearing and crossing the road.

**Start date:** August 2012

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	309.3
Creative and campaign development	54.1
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## TAC: YOUTH "TAC CUP FUTURE STARS"

**Summary:** Media and content partnership for the TAC Cup Future Stars program addressing speeding among young learner drivers before speeding habits are established.

**Start date:** July 2012

May 2013

**End date:** September 2012

June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	450.0
Creative and campaign development	41.7
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## TAC: SPEED "PICTURES OF YOU"

**Summary:** A campaign that highlights the relationship between the tragic impact of speed-related trauma and the importance of speed cameras in reducing a driver's tendency to speed.

**Start date:** June 2013

**End date:** July 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	2,137.9
Creative and campaign development	86.6
Research and evaluation	26.6
Print and collateral	-
Other campaign costs	-



## TOURISM VICTORIA: PLAY MELBOURNE SPRING/SUMMER ACTIVITY

**Summary:** Play Melbourne reinforces Melbourne's reputation as a city of endless possibilities, centering on the idea that if you are curious enough to take a chance, you're bound to discover one of Melbourne's many treasures.

**Start date:** October 2012

**End date:** February 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	234.5
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## TOURISM VICTORIA: MELBOURNE WINTER MASTERPIECES

**Summary:** Melbourne Winter Masterpieces (MWM) comprises of a suite of world-class exhibitions from the world's great cultural institutions. Tourism Victoria undertook an interstate marketing campaign to promote the 2013 MWM exhibitions with key Melbourne messaging to encourage interstate ticket sales and visitation to Melbourne. The campaign included magazine, print and online advertising across the key markets of Sydney, Brisbane and Adelaide.

**Start date:** April 2013

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	350.0
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## TOURISM VICTORIA: PLAY MELBOURNE WINTER ACTIVITY

**Summary:** Play Melbourne reinforces Melbourne’s reputation as a city of endless possibilities, centering on the idea that if you are curious enough to take a chance, you’re bound to discover one of Melbourne’s many treasures.

**Start date:** May 2013

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	750.0
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## TOURISM VICTORIA: INTRASTATE CAMPAIGN “SPOTTED BY LOCALS”

**Summary:** Tourism Victoria partnered with Fairfax Media in a intrastate campaign to increase awareness amongst Melbournians of the depth of experiences available in regional Victoria. Activity included a number of Fairfax properties including Good Weekend, Sunday Life, the (Melbourne) magazine, The Age Epicure and The Age Life & Style. The campaign spans 2012/13–2013/14.

**Start date:** April 2013

**End date:** Ongoing

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	291.7
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## TOURISM VICTORIA: INTERSTATE NATIONAL MAGAZINE PARTNERSHIP

**Summary:** Tourism Victoria partnered with Australian Gourmet Traveller (AGT) and developed a 24 page booklet on great escapes in Victoria that was inserted into the July issue of the magazine (on sale 25 June 2013).

**Start date:** June 2013

**End date:** Ongoing

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	189.0
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## VICROADS: M80 DRIVING THE RING ROAD

**Summary:** This campaign aimed to raise awareness of major road layout changes and educate drivers about what they could expect on the new M80 Ring Road. Changes were communicated through driver simulations and online journey planners.

**Start date:** September 2012

**End date:** March 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	244.8
Creative and campaign development	82.5
Research and evaluation	28.5
Print and collateral	-
Other campaign costs	24.6

## VICROADS: CUSTOM PLATES. LESS ORDINARY

**Summary:** To promote the existing range of custom plates in one integrated advertising strategy. The campaign objectives were to raise awareness of the breadth of custom plates available, generate sales of all custom plates and build awareness of vplates.com.au

**Start date:** December 2012

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	349.0
Creative and campaign development	115.0
Research and evaluation	7.0
Print and collateral	-
Other campaign costs	-

## VICTORIA POLICE: PROTECTIVE SERVICES OFFICER (PSO) RECRUITMENT CAMPAIGN 2012/13

**Summary:** A recruitment campaign aimed at deploying 940 Protective Services Officers (PSOs) across Victoria's rail network to improve community safety in and around train stations.

**Start date:** January 2013

**End date:** April 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,960.1
Creative and campaign development	439.0
Research and evaluation	130.0
Print and collateral	-
Other campaign costs	132.8

## VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: 'I'D LOST MY BEST MATE AND THEN HE CALLED ' (MATES) PROBLEM GAMBLING CAMPAIGN

**Summary:** Campaign targeted male problem gamblers aged 25 to 39 years due to the higher prevalence of problem gambling in this age group (Epidemiological Study 2009) who are also under-represented among callers to the Gambler's Help line. The campaign had a sporting theme and was run during the Olympics where restrictions on pro-gambling advertising increased our 'share of voice' in this market.

**Start date:** July 2012

**End date:** August 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	480.0
Creative and campaign development	-
Research and evaluation	60.5
Print and collateral	-
Other campaign costs	-

## VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: 'ONLINE GAMBLING' AT-RISK GAMBLING CAMPAIGN

**Summary:** This campaign targeted male at-risk gamblers aged 25 to 34 years, with a secondary target of 18 to 24 and 35 to 49 year old males. The campaign prompted audiences to think about their gambling and the potential consequences, and to seek information if required. The aim of the campaign was to challenge the proliferation of industry advertising promoting online gambling.

**Start date:** September 2012 (Burst 1)

October 2012 (Burst 2)

**End date:** September 2012

November 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,406.0
Creative and campaign development	-
Research and evaluation	46.0
Print and collateral	-
Other campaign costs	-

## VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: SIGNIFICANT OTHER (FAMILY AND FRIENDS) PROBLEM GAMBLING CAMPAIGN

**Summary:** Targeting friends and family of people with gambling problems aged 25 to 54 years with research showing every person with gambling problems has up to seven people in their lives that are adversely affected. This translates to approximately 210,000 Victorians (Epidemiological study 2009). The ads encouraged affected friends and family to seek help for themselves or their loved ones.

**Start date:** January 2013

**End date:** February 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	920.0
Creative and campaign development	-
Research and evaluation	60.5
Print and collateral	-
Other campaign costs	-

## VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: 'FIGHT FOR YOU 100 DAY CHALLENGE' PROBLEM GAMBLING RELAPSE CAMPAIGN

**Summary:** This campaign targeted 25 to 54 year old males and females with gambling problems with the aim of addressing barriers to seeking help, including the feelings that accompany lapse, recovery and relapse. In a world-first for problem gambling, the ads featured the stories of real people as they addressed their gambling problems over 100 days. Each of the heroes had a video camera in their homes to record a daily diary. Their stories were shared on the internet, TV and online commercials, through radio advertisements and posters in gaming venues.

**Start date:** March 2013 (Burst 1) April 2013 (Burst 2) June 2013 (Burst 3)

**End date:** April 2013 May 2013 July 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,799.0
Creative and campaign development	300.0
Research and evaluation	97.7
Print and collateral	-
Other campaign costs	-

## VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: RESPONSIBLE GAMBLING AWARENESS WEEK 2013

**Summary:** Responsible Gambling Awareness Week brought together the Foundation, gaming industry, community groups, and local government to raise awareness about gambling responsibly at a personal, venue and community level. More than 50 local grass-roots activities were supported by advertising, media, social media and a website. Parents were the main target for the year's activities with research showing growing concerns around the impact of gambling on young people.

**Start date:** May 2013

**End date:** May 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	197.0
Creative and campaign development	54.5
Research and evaluation	39.5
Print and collateral	101.0
Other campaign costs	297.0

## VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: CONVENIENCE ADVERTISING

**Summary:** Convenience advertising places campaign messages in bathrooms in or near gaming rooms of 505 gaming venues in Victoria. This equates to more than two thousand frames on toilet doors and more than 2,500 cardholders. More than 600,000 problem gambling information brochures were distributed via convenience advertising during 2012–2013.

**Start date:** July 2012

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	635.0
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: RADIO SPORT NATIONAL

**Summary:** Working with Radio Sport National allows the Foundation to reach an average 400,000+ Victorians per week who have an interest in sport with messages about responsible gambling and the help available to people with gambling problems. The partnership provides channels for responsible gambling messages including advertising, program sponsorships and seasonal sport sponsorships. The partnership puts the Gambler's Help logo on the Radio Sport National website, outside broadcasts and at race events throughout Victoria.

**Start date:** July 2012

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	165.0
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

## WORKSAFE : MUSCULOSKELETAL INJURIES (THE PAIN GAME)

**Summary:** A campaign highlighting the need for safety, supervision and procedures as well as the importance of taking personal responsibility to avoid musculoskeletal injuries.

**Start date:** July 2012 (1st burst)

May 2013 (2nd burst)

**End date:** July 2012

June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,542.7
Creative and campaign development	-
Research and evaluation	22.9
Print and collateral	-
Other campaign costs	-



## WORKSAFE: ENFORCEMENT (ANY DAY NOW)

**Summary:** A campaign reminding employers and workers that a WorkSafe inspector could visit their workplace at any time.

**Start date:** October 2012

**End date:** December 2012

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,545.5
Creative and campaign development	112.9
Research and evaluation	12.6
Print and collateral	-
Other campaign costs	-

## WORKSAFE: VALUING SAFETY (HOME EARLY)

**Summary:** A campaign that sets the context for the importance of workplace safety—that 'the most important reason for making your workplace safe, is not at work at all.'

**Start date:** December 2012

**End date:** February 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,611.9
Creative and campaign development	795.1
Research and evaluation	67.6
Print and collateral	-
Other campaign costs	-

## WORKSAFE : RETURN TO WORK (DAD AND DAUGHTER)

**Summary:** A campaign to highlight the value of a safe, early return to work after injury and that returning to work is a part of the recovery process.

**Start date:** February 2013

**End date:** March 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,246.9
Creative and campaign development	7.3
Research and evaluation	13.2
Print and collateral	-
Other campaign costs	-

## WORKSAFE: YOUNG WORKERS (NICK'S/BETH'S STORIES)

**Summary:** A campaign for young inexperienced people to ask their supervisor if they're unsure of how to conduct a task safely, and for employers to foster a culture where people are comfortable to speak up.

**Start date:** June 2013

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,796.7
Creative and campaign development	921.9
Research and evaluation	84.0
Print and collateral	-
Other campaign costs	-

## WORKSAFE: REGIONAL SPONSORSHIPS

**Summary:** A campaign promoting the importance of workplace safety across regional Victoria and WorkSafe's support for country football and netball.

**Start date:** March 2013

**End date:** June 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	294.7
Creative and campaign development	30.0
Research and evaluation	3.7
Print and collateral	-
Other campaign costs	-

## WORKSAFE: WORKHEALTH (SUPPOSE)

**Summary:** A campaign promoting the benefits to employers and workers of participating in the WorkHealth program.

**Start date:** August 2013

**End date:** October 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	1,587.8
Creative and campaign development	94.5
Research and evaluation	14.1
Print and collateral	-
Other campaign costs	-

## ZOOS VICTORIA: MEMBERSHIP ACQUISITION

**Summary:** Membership advertising is undertaken in order to increase awareness of the Zoos Victoria membership scheme and its benefits, and drive membership sales and enquiries. During 2012–13, media channels included: metropolitan TV, SBS TV, cinema advertising, newspaper advertising, regional press, local press, radio and online advertising. All campaigns returned an outstanding marketing return on investment for Zoos Victoria. Creative costs were lower in 2012–13, due to the re-purposing of artwork produced the previous year.

**Start date:** September 2012

**End date:** March 2013

Campaign advertising expenditure	(\$ '000) (excl. GST)
Media buy	191.6
Creative and campaign development	8.6
Research and evaluation	-
Print and collateral	-
Other campaign costs	40.4



