

VICTORIAN
GOVERNMENT
CAMPAIGN ACTIVITY
SUMMARY
2013–14

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VICTORIAN GOVERNMENT ADVERTISING

CAMPAIGNS 2013–14

This report provides information on advertising campaigns that were completed in 2013–14 with Master Agency Media Services (MAMS) expenditure valued at \$150,000 or more.

For each campaign, a short description and a breakdown of expenditure 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 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.

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: HOLLYWOOD COSTUME

Summary: Marketing campaign for the 2013 Melbourne Winter Masterpieces exhibition, *Hollywood Costume*

Start date: March 2013

End date: August 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	154.9
Creative and campaign development	-
Research and evaluation	32.1
Print and collateral	0.2
Other campaign costs	19.0

ACMI: DREAMWORKS ANIMATION: THE EXHIBITION

Summary: Marketing campaign for the 2014 Melbourne Winter Masterpieces exhibition, *DreamWorks Animation: The Exhibition*

Start date: April 2014

End date: October 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	329.8
Creative and campaign development	17.7
Research and evaluation	0.04
Print and collateral	16.4
Other campaign costs	212.3

AMBULANCE VICTORIA: MEMBERSHIP SUBSCRIPTION SCHEME - TESTIMONIAL

Summary: Advertising of Ambulance Victoria Membership Subscription Scheme using real patient testimonials to highlight low cost of Membership compared to potentially high cost of ambulance service fees.

Start date: 6 October 2013

End date: 30 June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	872.3
Creative and campaign development	265
Research and evaluation	12.6
Print and collateral	4.4
Other campaign costs	5.7

AUSTRALIAN GRAND PRIX CORPORATION: 2014 FORMULA ONE® ROLEX AUSTRALIAN GRAND PRIX

Summary: Create awareness and communicate the excitement of the 2014 Formula 1® Australian Grand Prix at Albert Park in order to increase attendance and revenue for the event

Start date: September 2013

End date: March 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,715
Creative and campaign development	414
Research and evaluation	-
Print and collateral	140
Other campaign costs	170

AUSTRALIAN GRAND PRIX CORPORATION: 2013 TISSOT AUSTRALIAN MOTORCYCLE GRAND PRIX

Summary: Create awareness and communicate the excitement of the 2013 Australian Tisot Motorcycle Grand Prix at Phillip Island in order to increase awareness and revenue for the event

Start date: July 2013

End date: October 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	509
Creative and campaign development	160
Research and evaluation	-
Print and collateral	174
Other campaign costs	90

CANCER COUNCIL VICTORIA: DARK SIDE OF TANNING

Summary: A campaign to raise awareness of melanoma and skin cancer prevention methods

Start date: January 2014

End date: February 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	455.8
Creative and campaign development	17
Research and evaluation	-
Print and collateral	-
Other campaign costs	27.3

DEPARTMENT OF EDUCATION AND EARLY CHILDHOOD DEVELOPMENT: KIDS IN HOT CARS

Summary: To raise awareness of the dangers of leaving children unattended in cars on hot days. The campaign also provides tips for parents and carers to help them avoid unintentionally leaving their child in a car on hot days; and calls on the public to call 000 if they see a child alone in a car.

Start date: October 2013

End date: March 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	316
Creative and campaign development	29.6
Research and evaluation	13.4
Print and collateral	10
Other campaign costs	17.2

DEPARTMENT OF ENVIRONMENT AND PRIMARY INDUSTRIES: PLANNED BURNING

Summary: A campaign to alert communities to the planned burning program and to provide information about where and when burns are taking place.

Start date: 1 March 2014

End date: 31 May 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	335.6
Creative and campaign development	-
Research and evaluation	19
Print and collateral	1.2
Other campaign costs	5.5

DEPARTMENT OF HEALTH: START WITH

Summary: Campaign designed to inform the Victorian public of the benefits of healthy eating and physical activity.

Start date: 30 June 2013

End date: September 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	142
Creative and campaign development	138.4
Research and evaluation	196.1
Print and collateral	71.6
Other campaign costs	117.2

DEPARTMENT OF HEALTH: HEALTHY TOGETHER VICTORIA

Summary: A social marketing campaign implemented in 12 Healthy Together Communities with a focus on addressing local health issues.

Start date: 1 July 2013

End date: 30 June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	117.5
Creative and campaign development	55.5
Research and evaluation	101.3
Print and collateral	240
Other campaign costs	1,125.7

DEPARTMENT OF HEALTH: BUILDING A HEALTHIER VICTORIA

Summary: A campaign to inform Victorians of the investment being made in health infrastructure and workforce capacity and capability.

Start date: 27 April 2014

End date: 17 May 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	646.3
Creative and campaign development	165.3
Research and evaluation	45
Print and collateral	-
Other campaign costs	443.4

DEPARTMENT OF HEALTH: AMBULANCE VICTORIA LETTER OF OFFER

Summary: A campaign to inform Victorians of the paramedic Enterprise Bargaining Agreement negotiations and the offer made by the government.

Start date: 5 December 2013

End date: 10 February 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	466
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

DEPARTMENT OF HEALTH: SMOKING BANS

Summary: A campaign to inform the Victorian public of the bans on smoking at outdoor children's playground equipment, skate parks, public swimming pool complexes and sporting venues during organised underage sporting events.

Start date: 1 November 2013

End date: 30 May 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	247.5
Creative and campaign development	5.4
Research and evaluation	-
Print and collateral	12.8
Other campaign costs	96

DEPARTMENT OF JUSTICE: EMERGENCY ALERT

Summary: A campaign to inform Victorians of the Emergency Alert system, in particular the full implementation of location-based capability across the three mobile networks.

Start date: 20 October 2013; 11 May 2014

End date: 23 February 2014; 31 May 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	889.9
Creative and campaign development	76.4
Research and evaluation	3.1
Print and collateral	-
Other campaign costs	1.4

DEPARTMENT OF JUSTICE: PLAY IT SAFE BY THE WATER

Summary: An annual awareness campaign to remind Victorians about remaining safe and vigilant when in or around water.

Start date: 15 December 2013

End date: 11 May 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	726.8
Creative and campaign development	21.3
Research and evaluation	5.4
Print and collateral	8
Other campaign costs	116.6

DEPARTMENT OF JUSTICE: RENT RIGHT

Summary: A campaign to inform Victorians renters about the interactive functionality available through the RentRight smartphone application for iPhone and Android users.

Start date: November 2013; February 2014

End date: December 2013; March 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	204.9
Creative and campaign development	67.5
Research and evaluation	0
Print and collateral	2.5
Other campaign costs	36

DEPARTMENT OF JUSTICE: SPEED CAMERAS

Summary: A campaign to challenge commonly held misconceptions about speed cameras amongst males aged 18–39 years.

Start date: 1 December 2013

End date: 17 May 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	384.8
Creative and campaign development	116.5
Research and evaluation	37.7
Print and collateral	-
Other campaign costs	-

DEPARTMENT OF JUSTICE: SUMMER FIRE

Summary: This whole-of-government advertising and local engagement campaign encouraged Victorians to be better prepared against the threat of bushfire to reduce the risk of injury and death.

Start date: 17 November 2013

End date: 15 May 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	2,604
Creative and campaign development	152.4
Research and evaluation	197.3
Print and collateral	12.2
Other campaign costs	524.7

DEPARTMENT OF PREMIER AND CABINET: FIRE SERVICES LEVY

Summary: A campaign to inform Victorians that the Fire Services Property Levy had changed to a property-based levy to be collected by councils from 1 July 2013.

Start date: July 2013

End date: September 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	2,566.4
Creative and campaign development	410.1
Research and evaluation	148.7
Print and collateral	72.6
Other campaign costs	384.7

DEPARTMENT OF STATE DEVELOPMENT, BUSINESS AND INNOVATION: GOOD MOVE MARKETING

Summary: A campaign including TV advertising, sponsorships and Royal Melbourne Show presence that emphasises the benefits of 'making the move' to regional Victoria.

Start date: July 2013

End date: June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	548.2
Creative and campaign development	188.3
Research and evaluation	25.9
Print and collateral	8.2
Other campaign costs	359.6

**DEPARTMENT OF STATE DEVELOPMENT, BUSINESS AND INNOVATION: 2014
REGIONAL VICTORIA LIVING EXPO**

Summary: An event presenting information and advice on jobs, education, property, health, and lifestyle opportunities available in regional and rural Victoria.

Start date: July 2013

End date: April 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	598.7
Creative and campaign development	115.8
Research and evaluation	25.9
Print and collateral	8.2
Other campaign costs	359.6

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

Summary: The campaign raised awareness of the annual Small Business Festival, with emphasis on regional, after hours and industry association events.

Start date: July 2013

End date: August 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	220
Creative and campaign development	14
Research and evaluation	7.3
Print and collateral	260
Other campaign costs	5

**DEPARTMENT OF STATE DEVELOPMENT, BUSINESS AND INNOVATION:
SWITCH ON/FLEXIBLE PRICING**

Summary: The campaign helped consumers to minimise their electricity bills and understand the benefits associated with Smart Meters.

Start date: July 2013

End date: October 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,999.2
Creative and campaign development	693.7
Research and evaluation	24.4
Print and collateral	32.7
Other campaign costs	124.5

**DEPARTMENT OF TRANSPORT PLANNING AND LOCAL INFRASTRUCTURE:
MOVING VICTORIA**

Summary: The Moving Victoria public information campaign and website provided information on current transport infrastructure investments across Victoria.

Start date: November 2013

End date: June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	8,991.5
Creative and campaign development	580.7
Research and evaluation	170.6
Print and collateral	-
Other campaign costs	76.1

ENERGY SAFE VICTORIA: LOOK BEFORE YOU COOK

Summary: A barbecue safety campaign to remind Victorians to be careful when using LPG barbecues.

Start date: 7 November 2013

End date: 23 January 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	270.6
Creative and campaign development	103
Research and evaluation	15
Print and collateral	15
Other campaign costs	10

ENERGY SAFE VICTORIA: CARBON MONOXIDE AWARENESS

Summary: An annual carbon monoxide awareness campaign to remind Victorians of the need to service their gas heaters every two years.

Start date: 28 April 2013

End date: 17 May 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	198
Creative and campaign development	26
Research and evaluation	15
Print and collateral	42
Other campaign costs	16

ENVIRONMENT PROTECTION AGENCY: SUMMER LITTER CAMPAIGN

Summary: This campaign educated, informed and encouraged Victorians to protect their environment and to report instances of littering to the Environment Protection Agency.

Start date: 1 December 2013

End date: 26 April 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	109.7
Creative and campaign development	95.5
Research and evaluation	-
Print and collateral	-
Other campaign costs	115.0

MUSEUM VICTORIA: SCHOOL HOLIDAY ADVERTISING

Summary: A print media campaign to support school holiday advertising for all Museum Victoria venues.

Start date: July 2013

End date: March 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	226
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

MUSEUM VICTORIA: FIRST PEOPLES

Summary: A television, digital, tourism and print media campaign to support the exhibition First Peoples at Bunjilaka Aboriginal Cultural Centre.

Start date: September 2013

End date: October 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	186
Creative and campaign development	35
Research and evaluation	0
Print and collateral	10
Other campaign costs	-

MUSEUM VICTORIA: DESIGNING 007 FIFTY YEARS OF BOND STYLE

Summary: A television, digital, tourism and print media campaign to support the exhibition Designing 007: Fifty Years of Bond Style at Melbourne Museum.

Start date: November 2013

End date: February 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	670
Creative and campaign development	50
Research and evaluation	0
Print and collateral	80
Other campaign costs	-

MUSEUM VICTORIA: AZTECS

Summary: A television, digital, tourism and print media campaign to support the Aztecs exhibition at Melbourne Museum.

Start date: April 2014

End date: July 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	333
Creative and campaign development	30
Research and evaluation	0
Print and collateral	15
Other campaign costs	-

MUSEUM VICTORIA: THINK AHEAD

Summary: A digital, tourism and print media campaign to support the exhibition Think Ahead at Scienceworks.

Start date: December 2013

End date: March 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	160
Creative and campaign development	14
Research and evaluation	0
Print and collateral	15
Other campaign costs	-

NATIONAL GALLERY OF VICTORIA: MONET'S GARDEN

Summary: A national advertising and communications campaign aimed to ensure significant awareness and audience attendance at the tenth Melbourne Winter Masterpieces exhibition, Monet's Garden which included more than fifty masterpieces by Claude Monet.

Start date: 10 May 2013

End date: 8 September 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	210.2
Creative and campaign development	0
Research and evaluation	20.1
Print and collateral	14.2
Other campaign costs	2.5

NATIONAL GALLERY OF VICTORIA: MELBOURNE NOW

Summary: An integrated marketing campaign with print, digital and outdoor media to encourage visitation to Melbourne Now, a summer campaign to celebrate the latest art, architecture, design, performance and cultural practice in Melbourne.

Start date: 22 November 2013

End date: 23 March 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	364.7
Creative and campaign development	27.8
Research and evaluation	0
Print and collateral	138.4
Other campaign costs	0

OFFICE OF LIVING VICTORIA: RIGHT WATER

Summary: A campaign to encourage Victorians to increase use of alternative water sources, aimed at householders with gardens who have yet to take meaningful water-saving action.

Start date: 17 February 2014

End date: 31 April 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	421.4
Creative and campaign development	20.3
Research and evaluation	34.7
Print and collateral	92
Other campaign costs	21.9

PUBLIC TRANSPORT VICTORIA: MYKI ON V/LINE

Summary: A campaign to inform customers of the rollout of myki on V/Line commuter services.

Start date: June 2013

End date: April 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	359.6
Creative and campaign development	304.0
Research and evaluation	-
Print and collateral	62.0
Other campaign costs	-

PUBLIC TRANSPORT VICTORIA: WEEKEND TRAVEL

Summary: A campaign to inform customers of weekend service frequency and the \$3.50 daily cap on public transport.

Start date: July 2013

End date: August 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	626.8
Creative and campaign development	266.7
Research and evaluation	15.5
Print and collateral	61.8
Other campaign costs	-

PUBLIC TRANSPORT VICTORIA: MYKI AUTO TOP UP

Summary: A campaign to increase the number of customers with auto top up set on their myki.

Start date: October 2013

End date: November 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	600.0
Creative and campaign development	365.3
Research and evaluation	22.6
Print and collateral	57.2
Other campaign costs	-

PUBLIC TRANSPORT VICTORIA: MYKI VISITOR VALUE PACK

Summary: A campaign to promote the myki Visitor Value Pack to visitors during the busy summer visitor period.

Start date: October 2013

End date: June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	189.4
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

PUBLIC TRANSPORT VICTORIA: BUS BEHAVIOUR

Summary: A campaign to increase touch-on rate on buses.

Start date: November 2013

End date: December 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	361.6
Creative and campaign development	46.7
Research and evaluation	-
Print and collateral	2.0
Other campaign costs	-

PUBLIC TRANSPORT VICTORIA: SUMMER WORKS

Summary: A campaign to inform customers of disruptions owing to the Regional Rail Link and other works.

Start date: December 2013

End date: January 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	327.0
Creative and campaign development	11.6
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

PUBLIC TRANSPORT VICTORIA: ROUTE 96

Summary: A campaign in conjunction with Yarra Trams to promote new trams and visitor destinations along Route 96

Start date: February 2014

End date: February 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	291.8
Creative and campaign development	20.0
Research and evaluation	-
Print and collateral	8.7
Other campaign costs	-

PUBLIC TRANSPORT VICTORIA: FARE EVASION - FREELOADERS

Summary: A campaign to reduce fare evasion by increasing awareness of Authorised Officers on the network.

Start date: March 2014

End date: April 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,364.2
Creative and campaign development	793.9
Research and evaluation	42.5
Print and collateral	236.1
Other campaign costs	-

PUBLIC TRANSPORT VICTORIA: MODEL COMMUTERS

Summary: An etiquette campaign promoting positive customer behaviour on public transport.

Start date: May 2014

End date: May 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	258.3
Creative and campaign development	244.3
Research and evaluation	-
Print and collateral	20.6
Other campaign costs	114.7

TOURISM VICTORIA: DAYLESFORD – SPA & WELLBEING

Summary: A campaign designed to:

- maintain the Victoria's leadership position for offering spa and wellbeing experiences;
- continue to create awareness of Victoria as offering a unique spa and wellbeing experience because of its abundance of natural springs and geothermal waters;
- drive visitation to the unique spa experiences for a short break.

Start date: March 2014

End date: July 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	460.5
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	18.8

TOURISM VICTORIA: PLAY MELBOURNE

Summary: A campaign designed to reinforce Melbourne's reputation as Australia's most culturally diverse and creative city and convert preference to travel to Melbourne into actual visitation.

Start date: July 2013

End date: June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	194.8
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	404.6

TOURISM VICTORIA: MELBOURNE WINTER MASTERPIECES

Summary: A campaign to promote the 2014 Melbourne Winter Masterpieces series, a suite of world class exhibitions from the World's great cultural institutions. The campaign included magazine, print and online advertising across key interstate markets of Sydney, Brisbane and Adelaide and aimed to drive interstate ticket sales and visitation to the event and Melbourne.

Start date: April 2014

End date: October 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	282.6
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

TOURISM VICTORIA: PLAY MELBOURNE STAGE TWO - MELBOURNE REMOTE CONTROL TOURIST

Summary: A campaign designed to motivate consumers to visit Melbourne through the provision of compelling information in an engaging way and re-assert Melbourne's credentials as Australia's most creative city. A world-first digital activation, Melbourne Remote Control Tourist focussed heavily on the use of owned and earned media, rather than traditional paid media channels.

Start date: October 2013

End date: June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,054.3
Creative and campaign development	2,040.0
Research and evaluation	52.9
Print and collateral	-
Other campaign costs	201.4

TOURISM VICTORIA: VILLAGES (OUR PATCH)

Summary: The 'Our Patch' campaign aimed to develop highly engaging regional Victorian content and share this with consumers through a credible, authentic voice. The campaign was a 'media first' for Fairfax incorporating user generated content, new online content formats and full integration across the Victorian Fairfax network.

Start date: April 2014

End date: July 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	367.6
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION : BLIND

Summary: The campaign speaks to all road users and addresses distractions such as mobile phones and other devices by demonstrating potential traumatic consequences.

Start date: 15 July 2013

End date: 14 August 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	842
Creative and campaign development	44.6
Research and evaluation	36.4
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION : SUPPORT THE DRIVE TO WIPE OFF 5

Summary: A community-based promotional campaign raising awareness of the Wipe off 5 message and enhancing the community's understanding of the dangers associated with low-level speeding.

Start date: 5 August 2013

End date: 1 September 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,393.1
Creative and campaign development	1,157
Research and evaluation	98.9
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION : BLOODY IDIOTS

Summary: A campaign addressing the impact of alcohol, even at low levels, on the ability to control a vehicle and the ripple effect consequences

Start date: 2 September 2013

End date: 29 September 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,957.4
Creative and campaign development	161.3
Research and evaluation	36.4
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION : BOOZE BUSTED

Summary: A primarily online driven campaign targeting drink driving males, highlighting the extent and severity of penalty consequences for repeat drink driving.

Start date: 13 September 2013

End date: 3 October 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	198.7
Creative and campaign development	56.6
Research and evaluation	23.1
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION : THE PERFECT RIDE

Summary: The launch campaign during the Australian Moto GP targeting returned / recreational riders addressing the risks associated with motorcycling and unexpected dangers on the road.

Start date: 9 October 2013

End date: 30 October 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,542.9
Creative and campaign development	1,160.4
Research and evaluation	126.4
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION : RED LINE

Summary: A launch campaign addressing the risk factor of newly licenced drivers, and aimed at parents of these drivers encouraging them to continue to play a role in the safety and decision making of their young drivers through continued mentoring and role modelling.

Start date: 12 November 2013; 3 February 2014

End date: 28 November 2013; 23 February 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,538.1
Creative and campaign development	795.9
Research and evaluation	90
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION : THE PARTY'S OVER

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

Start date: 2 December 2013

End date: 6 January 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,845.3
Creative and campaign development	142.9
Research and evaluation	36.4
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION : MAFMAD SHORT FILMS 2013

Summary: A cinema and online campaign showcasing the two winning Make A Film Make A Difference (MAFMAD) concepts, developed by young film makers, addressing the issue of road safety among 18-25 year olds and specifically the issue of peer influence.

Start date: 27 December 2013

End date: 25 January 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	249.6
Creative and campaign development	112.7
Research and evaluation	72.4
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION: JAMES

Summary: A campaign promoting the benefits of improved vehicle safety, new or used, and promoting howsafeisyourcar.com.au as a destination for more information about vehicle safety.

Start date: 15 January 2014

End date: 3 February 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,512.3
Creative and campaign development	154.3
Research and evaluation	45.8
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION : BLIND

Summary: A campaign addressing the issue of distractions such as mobile phones and other devices whilst using the road network by demonstrating the potential traumatic consequences.

Start date: 6 February 2014

End date: 26 February 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	814.5
Creative and campaign development	98.7
Research and evaluation	45.8
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION : ROADTRIP FOREVER

Summary: This campaign encourages the public to experience the potential traumatic consequences of youth risk taking, through interactive video focussing on the dangers of speed and distractions whilst driving.

Start date: 10 February 2014

End date: 23 March 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	188.8
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION : THE CELL

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

Start date: 6 March 2014

End date: 26 March 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,593.8
Creative and campaign development	168
Research and evaluation	45.8
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION: VICE VERSA

Summary: A campaign dually addressing drivers and motorcyclists about shared responsibility on the road for the safety of all road users through shared experienced and greater respect for all road users.

Start date: 27 March 2014

End date: 9 April 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	827.9
Creative and campaign development	129.6
Research and evaluation	52.7
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION: DROWSY PILLOW

Summary: A launch campaign speaking to all drivers and riders about the issues of 'drowsy driving' and educating the community about the science of sleep and the body's inability to fight it.

Start date: 10 April 2014

End date: 24 April 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,989.6
Creative and campaign development	716.7
Research and evaluation	97.8
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION: DRIVER REVIVER

Summary: A tactical campaign to the support the SES Driver Reviver campaign, encouraging all holiday makers to use the stops and take a 15 minute powernap over the Easter period.

Start date: 15 April 2014

End date: 22 April 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	175.7
Creative and campaign development	32.5
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION: THE PARTY'S OVER

Summary: An existing campaign adapted to raise road user awareness of increased police enforcement activity during the Easter period.

Start date: 16 April 2014

End date: 22 April 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	256
Creative and campaign development	282.1
Research and evaluation	16.5
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION: GOOD DRIVER

Summary: A campaign addressing the issues of low level speeding, specifically the issues of justification, and encouraging drivers/rider to realistically evaluate their behaviour against the real potential consequences of speeding.

Start date: 1 May 2014

End date: 21 May 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,426.1
Creative and campaign development	115
Research and evaluation	45.8
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION: RED LINE

Summary: A campaign addressing the risk factor of newly licenced drivers, and aimed at parents of these drivers encouraging them to continue to play a role in the safety and decision making of their young drivers through continued mentoring and role modelling.

Start date: 5 May 2014

End date: 24 June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	828.8
Creative and campaign development	80.2
Research and evaluation	45.8
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION: THE PARTY'S OVER

Summary: An existing campaign adapted to raise road user awareness of increased police enforcement activity during the Queen's birthday long weekend.

Start date: 5 June 2014

End date: 9 June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	180.3
Creative and campaign development	6.2
Research and evaluation	16.5
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION: YOUR TAC

Summary: A campaign targeted at all Victorian road and transport users about the role of the TAC as a personal injury insurer.

Start date: 12 May 2014

End date: 30 June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	402
Creative and campaign development	59.8
Research and evaluation	73.6
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION : AUTO EMERGENCY BRAKING

Summary: A launch campaign demonstrating the "Auto Emergency Braking" vehicle technology and highlighting its potential to reduce collision/trauma outcomes.

Start date: 26 June 2014

End date: 22 July 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,517.4
Creative and campaign development	1,116.8
Research and evaluation	794
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION: THINGLE TODDLE

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

Start date: 1 August 2013

End date: 30 June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	331.4
Creative and campaign development	0.9
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION: TAC CUP FUTURE STARS

Summary: Naming rights and content partnership for the TAC Cup Future Stars program addressing a number of road safety issues including learner driving, education surrounding speed and safety, as well as parental influence into the early days of solo driving.

Start date: July 2013; May 2014

End date: September 2013; June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	450
Creative and campaign development	48.2
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION: COUNTRY RACING

Summary: A campaign addressing drink driving issues and specifically highlighting the increased police breath-testing activity in the lead up to 30 key regional country racing events. The campaign encourages race goers to plan ahead to avoid drink driving and enforcement detection.

Start date: September 2013

End date: June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	90.2
Creative and campaign development	33.8
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

TRANSPORT ACCIDENT COMMISSION: MELBOURNE VICTORY 'WIPE OFF 5'

Summary: A campaign as part of the Melbourne Victory partnership and aired during A-League programming, addressing the issue of low level speeding and demonstrating the benefits of slowing down.

Start date: October 2013

End date: March 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	172
Creative and campaign development	102.8
Research and evaluation	16.5
Print and collateral	-
Other campaign costs	-

VICTORIAN WORKCOVER AUTHORITY: VALUING SAFETY

Summary:

Start date: 14 July 2013; 27 October 2013; 13 January 2014

End date: 28 September 2013; 30 November 2013; 24 January 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,857.2
Creative and campaign development	171
Research and evaluation	31.5
Print and collateral	-
Other campaign costs	-

VICTORIAN WORKCOVER AUTHORITY: HOMECOMINGS

Summary: The campaign aims to reinforce the message of workplace safety and emphasise that the most important reason for making a workplace safe is not at work at all.

Start date: 1 June 2013

End date: 30 June 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,243.2
Creative and campaign development	152.1
Research and evaluation	4
Print and collateral	-
Other campaign costs	-

VICTORIAN WORKCOVER AUTHORITY: ENFORCEMENT

Summary: The aim of this campaign is to challenge people to stop and think about safety in their workplace and what is at risk if they're injured or killed at work.

Start date: 20 October 2013

End date: 26 October 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	544.4
Creative and campaign development	37.1
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

VICTORIAN WORKCOVER AUTHORITY: YOUNG WORKERS

Summary: This campaign is designed to help young workers, who are at higher risk of severe injury than other age groups, stay safe at work.

Start date: 16 February 2014

End date: 30 March 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,766.8
Creative and campaign development	62.2
Research and evaluation	36.4
Print and collateral	-
Other campaign costs	-

VICTORIAN WORKCOVER AUTHORITY: REGIONAL SPONSORSHIPS

Summary: VWA aims to increase awareness and commitment of Victorian employers, employees and the general community regarding workplace safety, particularly in regional areas.

Start date: 1 July 2013; 31 March 2014

End date: 13 October 2013; 30 June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	364.6
Creative and campaign development	91.4
Research and evaluation	62.5
Print and collateral	-
Other campaign costs	18.3

VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: 100 DAY CHALLENGE

Summary: The campaign was a call to action and encouraged problem gamblers to commit to the 100 day challenge.

Start date: 23 June 2013

End date: 27 July 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	646.5
Creative and campaign development	300
Research and evaluation	55.4
Print and collateral	-
Other campaign costs	-

VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: 100 DAY CHALLENGE

Summary: The campaign was a call to action and encouraged problem gamblers to commit to the 100 day challenge.

Start date: 15 September 2013

End date: 28 September 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	599.9
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: KIDBET

Summary: The campaign primarily targeted parents of children aged between 12 and 18 and aimed to educate them on how to protect children from the risks of gambling.

Start date: 9 October 2013; 2 November 2013

End date: 23 October 2013; 16 November 2013

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	1,289.3
Creative and campaign development	297.4
Research and evaluation	80.7
Print and collateral	140.5
Other campaign costs	-

VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: FIGHT FOR YOU

Summary: The campaign encourages problems gamblers to seek help 'fight for the real you'.

Start date: 2 February 2014

End date: 1 March 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	861.8
Creative and campaign development	94.7
Research and evaluation	64.9
Print and collateral	-
Other campaign costs	-

VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: MANY WAYS TO GET HELP

Summary: A campaign informing problems gamblers of the many free and effective ways to get help.

Start date: 29 April 2014; 2 June 2014

End date: 18 May 2014; 30 June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	2,292
Creative and campaign development	307.4
Research and evaluation	88.4
Print and collateral	-
Other campaign costs	-

VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: RESPONSIBLE GAMBLING AWARENESS WEEK

Summary: Responsible Gambling Awareness Week is held every year across Australia to raise awareness about how to make gambling safer in our community.

Start date: 26 May 2014

End date: 1 June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	328
Creative and campaign development	63.7
Research and evaluation	49.1
Print and collateral	46.3
Other campaign costs	178.7

VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: SEARCH ENGINE MARKETING

Summary: Search engine marketing ensures the prominence of Gambler's Help information when key Google searches are conducted, as well as other prominent search engines. The ads promote Gambler's Help services and direct traffic to either online or phone services.

Start date: 1 July 2013

End date: 30 June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	152.6
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

VICTORIAN RESPONSIBLE GAMBLING FOUNDATION: IN-GAMING VENUE ADVERTISING

Summary: In-gaming venue advertising places campaign messages in all bathroom conveniences in or near gaming rooms of 506 gaming venues in Victoria. This equates to more than two thousand poster frames near hand dryers and on toilet doors, with more than 2,500 card holders. More than 600,000 cards were distributed via convenience advertising throughout 2013-14.

Start date: 1 July 2013

End date: 30 June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	634.9
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	27.1

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 and racing, with messages about responsible gambling and the help services available for those with gambling problems.

Start date: 1 July 2013

End date: 30 June 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	181.8
Creative and campaign development	-
Research and evaluation	-
Print and collateral	-
Other campaign costs	-

VICTORIA POLICE: PSO RECRUITMENT CAMPAIGN

Summary: Campaign to attract suitable people with the right attributes to apply for the PSO role and continue to raise community awareness of PSOs and their successful deployment across Victoria.

Start date: 6 October 2013; 12 January 2014

End date: 17 November 2013; 31 March 2014

Campaign advertising expenditure	(\$'000) (excl GST)
Media buy	2,488.1
Creative and campaign development	192.2
Research and evaluation	25.1
Print and collateral	8.5
Other campaign costs	159.6

