

Victorian Government Advertising Report

Campaign Activity Summary 2016–17

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Victorian Government advertising campaigns in 2016–17

This report provides a summary of major Victorian Government advertising campaigns undertaken from 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](#).

Reporting requirements for Victorian Government advertising

Each year, Victorian government departments and public bodies publish information within their annual reports about their expenditure on major advertising campaigns, in line with the relevant Financial Reporting Direction.¹

For 2016–17, this means departments and bodies must report the following details for each advertising campaign with a total advertising buy of \$100,000 or greater (exclusive of GST):

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

¹ For 2016–17 the relevant Financial Reporting Direction is [FRD 22H Standard disclosures in the Report of Operations \(May 2017\)](#).

Advertising campaigns included in this report

This summary report includes a short description of each major government campaign reported for 2016–17 and a breakdown of the expenditure for each. Campaign expenditure is broken down by:

- **Advertising media expenditure** – expenditure arranged 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.

Note that this report includes details of major government advertising campaigns for 2016–17. For an overview of all Victorian Government media advertising expenditure, including recruitment and functional advertising, refer to the [Victorian Government Advertising Report 2016–17](#) on the Department of Premier and Cabinet website.

Summaries of major campaigns undertaken in 2016–17

Australian Grand Prix Corporation – 2016 Michelin Australian Motorcycle Grand Prix

Summary

Campaign supporting the 2016 Australian Motorcycle Grand Prix held at Phillip Island on 23 October 2016. Campaign included television in capital cities and regional, print, magazine, radio and outdoor and digital web advertising.

Duration

July–October 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	352,000
Creative and campaign development	224,000
Research and evaluation	20,000
Print and collateral	21,000
Other campaign costs	41,000

Australian Grand Prix Corporation – 2017 Formula 1 Rolex Australian Grand Prix

Summary

Campaign supporting the 2017 Formula 1 Australian Grand Prix held at Albert Park on 26 March 2017. Campaign included television in capital cities and regional, print, magazine, radio and outdoor and digital web advertising.

Duration

September 2016 – March 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,849,000
Creative and campaign development	341,000
Research and evaluation	38,000
Print and collateral	29,000
Other campaign costs	59,000

Bendigo Kangan Institute – 2016 mid-year and open day

Summary

Campaign to drive enrolments for all courses for the 2016 mid-year intake, as well as to raise awareness of Bendigo Kangan Institute.

Duration

May – August 2016*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	221,895
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

* Bendigo Kangan Institute's annual report covers the 2016 calendar year, so a proportion of this reported campaign expenditure occurred during the 2015–16 financial year.

Bendigo Kangan Institute – 2016 end-of-year advertising

Summary

Campaign to drive awareness and enrolments for Semester 1, 2017 intake.

Duration

September – December 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	208,500
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Chisholm Institute – 2016 mid-year recruitment

Summary

Integrated acquisition campaign for mid-year enrolment.

Duration

6 June – 11 July 2016*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	232,850
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

* Chisholm Institute's annual report covers the 2016 calendar year, so a proportion of this reported campaign expenditure occurred during the 2015–16 financial year.

Chisholm Institute – 2017 recruitment campaign

Summary

Acquisition campaign for 2017 student recruitment.

Duration

1 October – 31 December 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	180,000
Creative and campaign development	0
Research and evaluation	1,500
Print and collateral	0
Other campaign costs	0

Department of Economic Development, Jobs, Transport and Resources – Automotive Transition

Summary

Campaign to promote Victorian Government assistance available to support affected businesses and workers in the lead up to the closure of Ford, Holden and Toyota manufacturing plants.

Duration

10 September – 24 December 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	278,049
Creative and campaign development	5,664
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Department of Economic Development, Jobs, Transport and Resources – Level Crossing Removal Project

Summary

To inform and educate communities including residents, rail commuters, drivers, pedestrians and traders of the disruptions associated with level crossing removal works. The campaign encouraged people to seek more information and plan extra time for their journey.

Duration

1 July 2016 – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	3,172,739
Creative and campaign development	484,457
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Department of Economic Development, Jobs, Transport and Resources – Metro Tunnel Awareness Campaign

Summary

To increase awareness and understanding of Metro Tunnel Project works and benefits as well as disruptions associated with the June and July 2017 works in the Domain.

Duration

30 April 2017 – 25 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,375,065
Creative and campaign development	829,716
Research and evaluation	36,273
Print and collateral	0
Other campaign costs	0

Department of Economic Development, Jobs, Transport and Resources – Small Business Festival Victoria

Summary

The month-long Small Business Festival features hundreds of events across metropolitan and regional Victoria. The festival provides information, ideas and inspiration to people who are starting or growing a business.

Duration

1 July – 31 August 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	227,696
Creative and campaign development	184,172
Research and evaluation	17,472
Print and collateral	192,800
Other campaign costs	21,956

Department of Economic Development, Jobs, Transport and Resources – Summer boating safety campaign: lifejacket safety

Summary

To improve awareness of lifejacket legislation and promote safer boating behaviour.

Duration

4 December 2016 – 31 March 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	280,000
Creative and campaign development	50,000
Research and evaluation	20,000
Print and collateral	34,695
Other campaign costs	0

Department of Economic Development, Jobs, Transport and Resources – Trade and Investment Victoria

Summary

A national marketing campaign to build awareness of Victoria's trade and investment strengths.

Duration

18 August 2016 – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,480,000
Creative and campaign development	130,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Department of Economic Development, Jobs, Transport and Resources – Victoria – the State of Defence Excellence 'Mission Possible, Defence Excellence'

Summary

The 'Mission Possible, Defence Excellence' campaign increased awareness of the Victorian Defence industry and its capabilities when competing for the LAND 400 military vehicles contract with the Commonwealth.

Duration

23 January 2017 – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	500,000
Creative and campaign development	120,000
Research and evaluation	0
Print and collateral	25,000
Other campaign costs	80,000

Department of Education and Training – Never Leave Kids in Cars

Summary

Campaign to raise awareness of the dangers of leaving children unattended in cars on hot days, and the speed the temperature doubles inside a parked car. Campaign conducted in partnership with the Department of Health and Human Services, Ambulance Victoria and KidSafe.

Duration

December 2016 – March 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	169,852
Creative and campaign development	15,265
Research and evaluation	0
Print and collateral	8,134
Other campaign costs	67,030

Department of Education and Training – TAFE Victoria

Summary

This campaign aims to restore pride in the TAFE network, position TAFE as a market leader and, ultimately, increase enrolments.

Duration

December 2016 – June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,498,615
Creative and campaign development	695,518
Research and evaluation	104,400
Print and collateral	15,120
Other campaign costs	25,560

Department of Environment, Land, Water and Planning – Planned burning 2017

Summary

External communications campaign focused on informing communities about the planned burning work program in Autumn 2017, and explaining how to find further information about the planned burns. The campaign included advertising, media placement, roadside signage, online notifications and social media.

Duration

1 March – 31 May 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	181,279
Creative and campaign development	18,953
Research and evaluation	56,485
Print and collateral	0
Other campaign costs	105,548

Department of Health and Human Services – Beat the Bite

Summary

Summer campaign to educate Victorians about the most effective protective measures to avoid mosquito bites.

Duration

December 2016 – March 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	290,000
Creative and campaign development	30,000
Research and evaluation	40,000
Print and collateral	10,000
Other campaign costs	10,000

Department of Health and Human Services – Childhood Immunisation: No Jab No Play

Summary

Campaign to increase awareness of the importance of childhood immunisation and the introduction of ‘No Jab, No Play’ legislation.

Duration

15 January – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	594,064
Creative and campaign development	73,493
Research and evaluation	50,000
Print and collateral	0
Other campaign costs	0

Department of Health and Human Services – Heat Health 2016–17

Summary

Summer 2016–17 campaign to ensure the community understands the risks of extreme heat to their health and how to manage these risks appropriately

Duration

4 December 2016 – 31 March 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	268,900
Creative and campaign development	35,800
Research and evaluation	33,000
Print and collateral	0
Other campaign costs	82,500

Department of Health and Human Services – Save Lives. Save 000 for Emergencies

Summary

Campaign to remind Victorians of the role of Ambulance Victoria as an emergency service and encourage them to use other resources across the health system for non-emergency situations.

Duration

5 March 2016 – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,325,243
Creative and campaign development	527,186
Research and evaluation	141,174
Print and collateral	8,679
Other campaign costs	0

Department of Health and Human Services – Smoke and Your Health 2016–17

Summary

Campaign to educate Victorians about how they can protect their health from smoke from planned burns and bushfires.

Duration

17 January – 30 April 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	197,298
Creative and campaign development	63,161
Research and evaluation	45,000
Print and collateral	0
Other campaign costs	0

Department of Justice and Regulation – Building tool campaign

Summary

Campaign to highlight the information and advice available for consumers building or renovating by using the online building tool in collaboration with Victorian Managed Insurance Authority and Victorian Building Authority.

Duration

23 October – 10 December 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	141,144
Creative and campaign development	26,838
Research and evaluation	7,700
Print and collateral	0
Other campaign costs	0

Department of Justice and Regulation – Community Correctional Services: Advanced Case Manager Brand Awareness campaign

Summary

The case managers' recruitment campaign was a key reform of the Community Correctional Services workforce, and provided an opportunity to raise awareness of this change and the opportunities for potential applicants.

Duration

4 August – 4 September 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	332,867
Creative and campaign development	262,446
Research and evaluation	66,500
Print and collateral	0
Other campaign costs	0

Department of Justice and Regulation – Community Correctional Services: Workforce Reform Vacancy Driven Recruitment campaign

Summary

Vacancy driven advertising to fill the roles associated with the reform of the Community Correctional Services workforce.

Duration

4 August 2016 – 2 January 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	264,785
Creative and campaign development	0
Research and evaluation	0
Print and collateral	3,165
Other campaign costs	0

Department of Justice and Regulation – Play it Safe by the Water 2016–17 campaign

Summary

Play it Safe by the Water is an annual community safety campaign that raises awareness of the risks posed by water among select target audiences, in partnership with aquatic and partner agencies.

Duration

18 December 2016 – 29 April 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	684,835
Creative and campaign development	214,659
Research and evaluation	146,991
Print and collateral	0
Other campaign costs	0

Department of Justice and Regulation – Summer Fire campaign 2016–17

Summary

The Summer Fire campaign is an annual Victorian bush and grassfire awareness campaign that aims to improve community understanding of fire and fire risk, encourage Victorians to take responsibility for their own safety and prompt people to leave early to minimise injury and loss of life due to fire.

Duration

October 2016 – March 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	4,511,755
Creative and campaign development	573,550
Research and evaluation	195,660
Print and collateral	80,820
Other campaign costs	121,500

Department of Premier and Cabinet – Family Violence Behaviour Change campaign

Summary

Year one of a multi-year campaign to change the behaviours of family violence victims, perpetrators and bystanders.

Duration

December 2016 – June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	2,600,026
Creative and campaign development	1,292,715
Research and evaluation	0
Print and collateral	0
Other campaign costs	71,314

Department of Premier and Cabinet – Victorian. And proud of it

Summary

Year one of a multi-year campaign to promote social cohesion and the Victorian Values Statement through stories of diverse Victorians contributing and belonging.

Duration

February – June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,294,273
Creative and campaign development	1,367,918
Research and evaluation	66,800
Print and collateral	20,783
Other campaign costs	22,444

Energy Safe Victoria – Carbon Monoxide, the Silent Killer

Summary

An ongoing campaign to educate people on the dangers of carbon monoxide.

Duration

July 2016 – June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	100,000
Creative and campaign development	2,000
Research and evaluation*	19,000
Print and collateral	2,000
Other campaign costs	0

*Includes reach and recall survey covering both 2016–17 ESV campaigns.

Energy Safe Victoria – DIE=DIY

Summary

Behaviour change campaign warning people not to do their own electrical work.

Duration

April – May 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	229,000
Creative and campaign development	11,000
Research and evaluation*	19,000
Print and collateral	21,000
Other campaign costs	15,000

*Includes reach and recall survey covering both 2016–17 ESV campaigns.

GO TAFE (Goulburn Ovens Institute of TAFE) – Enrol Now (Burst 1)

Summary

'Enrol Now' campaign promoting the training and student experience at GOTAFE, with the objective of driving a strong intake into courses for 2017. Promotional activities include television, radio, print, online, digital, social media and outdoor billboards.

Duration

15 October – 31 December 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	133,382
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Holmesglen Institute – 2016 mid-year recruitment campaign

Summary

'Learn More Do More' recruitment campaign for 2016 executed across strategic outdoor locations, transit and radio audiences, including radio and digital for Holmesglen's Open Day.

Duration

May – July 2016*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	135,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	23,000
Other campaign costs	0

*Holmesglen Institute's annual report covers the 2016 calendar year, so a proportion of this reported campaign expenditure occurred during the 2015–16 financial year.

Holmesglen Institute – 2017 New Year recruitment campaign

Summary

'Learn More Do More' recruitment campaign for 2017 executed across strategic outdoor locations, transit and radio audiences, including radio and digital for Holmesglen's Open Day.

Duration

October – December 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	248,000
Creative and campaign development	52,000
Research and evaluation	0
Print and collateral	55,000
Other campaign costs	7,855

Independent Broad-based Anti-corruption Commission – ‘When something’s not right. Report it.’ campaign

Summary

Campaign raising awareness of the different forms public sector corruption can take and encouraging Victorians to report it to IBAC.

Duration

16 December 2016 – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	375,000
Creative and campaign development	69,090
Research and evaluation	15,400
Print and collateral	258,437
Other campaign costs	106,910

Melbourne Polytechnic – Greensborough Opening Campaign

Summary

Enrolment and brand campaign promoting Greensborough campus opening in 2017.

Duration

22 August – 31 December 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	156,282
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Melbourne Polytechnic – Open Days Campaign 2016

Summary

Promotion of six Open Day events in 2016.

Duration

18 August – 21 November 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	116,744
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Melbourne Polytechnic – Summer Campaign 2016

Summary

2016 enrolment and brand campaign.

Duration

17 October – 31 December 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,598,470
Creative and campaign development	180,000
Research and evaluation	45,455
Print and collateral	0
Other campaign costs	0

National Gallery of Victoria – David Hockney: Current

Summary

Campaign supporting the headline NGV Summer exhibition, David Hockney: Current, which featured more than 1,200 works from the artist's career. The integrated marketing campaign included outdoor, digital, social and print advertising, and a commercial featuring an exclusive NGV interview with the artist, which aired on the Seven network and in cinemas nationally.

Duration

11 November 2016 – 13 March 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	420,000
Creative and campaign development	23,000
Research and evaluation	10,000
Print and collateral	61,000
Other campaign costs	0

National Gallery of Victoria – Degas: A New Vision

Summary

Campaign to support a major exhibition featuring more than 200 works from artist Edgar Degas. Marketing activity included outdoor and transit advertising, targeted digital activity and a strategic social media campaign to extend the reach of the exhibition. The campaign was amplified by significant support from many corporate, media and tourism partners.

Duration

24 June – 18 September 2016*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	325,000
Creative and campaign development	1,000
Research and evaluation	28,000
Print and collateral	4,000
Other campaign costs	0

*Campaign spanned the 2015–16 and 2016–17 financial years.

National Gallery of Victoria – Van Gogh and the Seasons

Summary

Campaign to support the NGV's 2017 Melbourne Winter Masterpieces exhibition, Van Gogh and the Seasons. Media partnerships enabled a comprehensive local and interstate outdoor and transit advertising campaign and targeted digital activity, supported by social media activity to reach key international audiences.

Duration

28 April – 12 July 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	374,000
Creative and campaign development	18,000
Research and evaluation	0
Print and collateral	72,000
Other campaign costs	0

National Gallery of Victoria – Viktor&Rolf: Fashion Artists

Summary

In a major display of haute couture, this exhibition presented more than 40 signature ensembles by the Dutch fashion label Viktor&Rolf. The marketing campaign for this exhibition targeted outdoor and print advertising as well as strategic digital activity.

Duration

11 November 2016 – 13 March 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	420,000
Creative and campaign development	23,000
Research and evaluation	10,000
Print and collateral	61,000
Other campaign costs	0

Public Transport Victoria – Explore the World of Melbourne by bus

Summary

The campaign improved understanding and attitudes to buses. Buses are a vital local connecting service and the campaign reminded people where buses go in their community and encouraged them to explore their local suburbs and towns by bus. It also encouraged non-users to consider buses.

Duration

Phases 1 & 2: October 2016 – June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	747,947
Creative and campaign development	590,696
Research and evaluation	56,000
Print and collateral	280,227
Other campaign costs	166,235

Public Transport Victoria – Fare compliance/myki pass

Summary

The campaign promoted the benefits of myki pass to frequent (myki money) public transport users. It aimed to address accidental and unintentional fare evasion that occurs when customers are unprepared to travel, with insufficient funds on their myki.

Duration

19 June – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	499,754
Creative and campaign development	22,633
Research and evaluation	0
Print and collateral	16,408
Other campaign costs	0

Public Transport Victoria – High Capacity Metro Trains

Summary

The campaign informed public transport users about bus replacement services on the Cranbourne–Pakenham rail corridor during 2017. This was due to work done on the railway line for the High Capacity Metro Trains project.

Duration

3 April – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,099,596
Creative and campaign development	326,281
Research and evaluation	145,500
Print and collateral	3,333
Other campaign costs	0

Public Transport Victoria – Night Network – 24-hour weekend public transport

Summary

The campaign maintained awareness and encouraged the use of the Night Network, 24-hour public transport on Friday and Saturday nights.

Duration

10 October 2016 – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,257,566
Creative and campaign development	354,732
Research and evaluation	0
Print and collateral	65,569
Other campaign costs	0

Sustainability Victoria – TAKE2 campaign

Summary

Campaign asking Victorians to pledge their support for action on climate change in Victoria.

Duration

August 2016 – June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	183,971
Creative and campaign development	212,889
Research and evaluation	41,250
Print and collateral	1,630
Other campaign costs	73,961

Transport Accident Commission – Drinking. Driving. They're better apart.

Summary

Campaign encouraging males aged 18–39 years not to drive at all if drinking. TAC research on social behaviours indicates that the Victorian community already believes that driving with an illegal Blood Alcohol Concentration (BAC) is one of the most unacceptable actions. The timing aligned with the AFL Finals, where key events saw increased consumption of alcohol.

Duration

12 September – 16 October 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	503,105
Creative and campaign development	103,060
Research and evaluation	44,333
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – Driver think rider. Rider think driver

Summary

This campaign educated drivers about how to help keep motorcycle riders safe on our roads. It also raised awareness among riders on the extra precautions they can take on road, including wearing protective gear, making themselves visible and riding within their limits.

Duration

21 October – 20 November 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	799,954
Creative and campaign development	828,767
Research and evaluation	135,413
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – Every speed has a consequence. Rethink speed.

Summary

Campaign building awareness of how the impact speed of a vehicle when it crashes determines the severity of damage to our bodies. The campaign targets those aged 18–35 years, because younger people are more likely to admit to speeding, while also indicating that they are more accepting of lower speed limits.

Duration

21 November – 15 December 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	899,920
Creative and campaign development	922,737
Research and evaluation	121,223
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – In an emergency, AEB brakes if you don't

Summary

Campaign demonstrating how Auto Emergency Braking (AEB) vehicle technology works and highlighting its potential to reduce collisions and trauma. The campaign used TV, radio and online advertising to direct car buyers to HowSafeisYourCar.com.au to find cars with AEB in their price range when choosing their next new vehicle.

Duration

18 July – 14 August 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	249,994
Creative and campaign development	198,142
Research and evaluation	44,333
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – Knocking on doors/Police out in force

Summary

This tactical campaign targeted communities in regional areas where police enforcement of speed on back roads was increased. Primarily a social media campaign, the campaign was also supported by radio, press, online advertising, outdoor billboards and event partnerships.

Duration

5 November – 23 December 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	512,972
Creative and campaign development	385,366
Research and evaluation	44,333
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – Large Format Outdoor Billboards

Summary

The TAC's extensive outdoor network provides important 'point of sale' messaging to road users at the time it is most relevant to them. The portfolio covers regional Victoria and metropolitan Melbourne. New sites with digital capability have been added to TAC's portfolio to enable more efficient changeover of messaging.

Duration

July 2016 – June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	4,499,915
Creative and campaign development	(Costs included in campaign production spend)
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – More drug tests, more places, more often

Summary

This launch campaign warns drivers that police are continually increasing the number of drugs tests that are conducted each year to increase detection of drivers with drugs such as amphetamines and cannabis in their systems.

Duration

19–20 April 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	699,320
Creative and campaign development	573,756
Research and evaluation	130,808
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – The Party’s Over

Summary

A multifaceted campaign to support increased police enforcement activity over the Christmas and New Year holidays, targeting drink driving, speeding, drug driving, unlicensed drivers and unregistered vehicles. The campaign featured Victoria Police Assistant Commissioner for Road Policing, Doug Fryer.

Duration

12 December 2016 – 8 January 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	598,442
Creative and campaign development	166,320
Research and evaluation	44,333
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – What kind of driver are you raising?

Summary

A campaign focusing on positive parental role modelling and the influence this has on a child’s driving style in their first years of driving. The long term goal is to reduce road trauma for young drivers during their first months of solo driving, when their risk of road trauma is at its highest.

Duration

27 May – 25 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	599,562
Creative and campaign development	113,108
Research and evaluation	44,333
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – You can't fight sleep

Summary

A seasonal campaign reminding all drivers and riders about the issues of 'drowsy driving' by educating the community on the science of sleep and the body's inability to fight the need for sleep. This campaign complemented activity with SES and Driver Reviver sites over the Easter break, encouraging drivers to break their journey and take a 15-minute powernap

Duration

4–19 April 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	599,924
Creative and campaign development	166,442
Research and evaluation	44,333
Print and collateral	0
Other campaign costs	0

VicHealth – Change Our Game

Summary

Print media, online and social campaign to increase the profile of women's sport and improve attitudes towards gender equality in sport for women and girls.

Duration

February – June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	188,000
Creative and campaign development	209,000
Research and evaluation	186,000
Print and collateral	0
Other campaign costsThank	100,000

Victorian Building Authority – Building reforms awareness campaign

Summary

Information and awareness campaign advising those involved in the building industry of legislation changes and how they impact their business.

Duration

4 June – 9 July 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	199,849
Creative and campaign development	9,495
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Victoria Police – Police Officer recruitment campaign

Summary

Advertising, communication and marketing activities for the recruitment of Victoria Police Officers.

Duration

29 January – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	2,350,000
Creative and campaign development	513,000
Research and evaluation	90,000
Print and collateral	15,500
Other campaign costs	65,000

Victoria Police – Protective Services Officer recruitment campaign

Summary

Advertising, communication and marketing activities for the recruitment of Victoria Protective Services Officers.

Duration

17 July – 10 September 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	250,000
Creative and campaign development	159,000
Research and evaluation	57,000
Print and collateral	0
Other campaign costs	0

VicRoads – Summer Roadworks

Summary

Public awareness campaign to inform Victorians of the significant program of works occurring throughout Melbourne during the summer of 2016–17, including a three-day closure of the Tullamarine Freeway.

Duration

December 2016 – January 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	350,000
Creative and campaign development	90,000
Research and evaluation	20,000
Print and collateral	0
Other campaign costs	0

Victorian Responsible Gambling Foundation (VRGF) – Early intervention – reducing harm among low-risk gamblers: ‘Keep it well played’

Summary

Campaign targeting people who gamble in a risky way to increase knowledge about how to avoid harm from gambling and practical ways to gamble responsibly.

Duration

January – June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	158,177
Creative and campaign development	147,813
Research and evaluation	126,100
Print and collateral	0
Other campaign costs	0

VRGF – Early intervention – reducing harm among moderate-risk gamblers: ‘Harm from gambling starts earlier than you think’

Summary

Campaign targeting people who gamble in a risky way to increase knowledge about the signs of gambling harm and to encourage self-reflection and behaviour change.

Duration

26 April – 3 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,242,439
Creative and campaign development	297,189
Research and evaluation	99,300
Print and collateral	0
Other campaign costs	0

VRGF – Help-seeking – culturally and linguistically diverse communities: ‘Gambling can be an issue in any language’

Summary

Local advertising campaign raising awareness of in-language help services in Vietnamese, Chinese (Cantonese and Mandarin) and Arabic, to increase help seeking in these communities.

Duration

16 October 2016 – 1 April 2017

Campaign advertising expenditure		\$ (excluding GST)
Media advertising buy		208,897
Creative and campaign development	N/A (creative included in advertising costs)	
Research and evaluation	N/A (research conducted by Dentsu Mitchell as part of media buy)	
Print and collateral		0
Other campaign costs		0

VRGF – Help-seeking – continuous digital promotion of help services (digital continuity)

Summary

Ongoing digital promotion allows help-seeking messages to be served continuously via paid digital display advertising, enabling the foundation to better reach those who need help.

Duration

1 July 2016 – 30 June 2017

Campaign advertising expenditure		\$ (excluding GST)
Media advertising buy		244,064
Creative and campaign development		0
Research and evaluation	N/A (research conducted by Dentsu Mitchell as part of media buy)	
Print and collateral		0
Other campaign costs		0

VRGF– Help-seeking – Gambler’s Help: Getting help sooner

Summary

Campaign positioning Gambler’s Help and the act of seeking help itself as a positive experience with an emphasis on encouraging action for those contemplating change.

Duration

January 2017 – June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,332,980
Creative and campaign development	188,437
Research and evaluation	254,100
Print and collateral	0
Other campaign costs	0

VRGF – In-venue convenience advertising

Summary

In-venue advertising places responsible gambling and help services messages in the conveniences in or near gaming rooms in almost all venues in Victoria.

Duration

1 July 2016 – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	578,696 (print costs included)
Creative and campaign development	N/A – included in advertising costs
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

VRGF – Prevention – Gambling normalisation: ‘Love the game, not the odds’

Summary

Campaign highlighting how the normalisation of gambling in sport is changing the way teenagers and young adults experience sport.

Duration

September 2016 – March 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,298,873
Creative and campaign development	310,884
Research and evaluation	133,984
Print and collateral	0
Other campaign costs	0

VRGF – Prevention – Responsible Gambling Awareness Week

Summary

Campaign targeting the general community, and specifically people who gamble aged 25–54, to increase knowledge about how to avoid harm from gambling and practical ways to gamble responsibly.

Duration

16 October – 22 October 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	198,131
Creative and campaign development	42,534
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

VRGF – Radio advertisements on AFL Live regional broadcasts (Croc Media)

Summary

AFL Live regional radio broadcasts complement the foundation's statewide campaigns by extending reach to regional Victoria, a market typically difficult to reach.

Duration

1 July 2016 – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	129,987
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

VRGF – Search Engine Marketing

Summary

Search Engine Marketing (SEM) ensures the prominence of Gambler's Help information when people are searching for information. Google advertisements promote a range of help services and direct traffic to either the website or telephone services.

Duration

1 July 2016 – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	249,998
Creative and campaign development	0
Research and evaluation	N/A (research conducted by Dentsu Mitchell as part of media buy)
Print and collateral	0
Other campaign costs	0

Victoria State Emergency Service – '15 to float' flood awareness campaign

Summary

The '15 to float' campaign was launched as a one-week online video, social media, radio and print media campaign in June 2017. The campaign explained to drivers that it can take as little as 15 centimetres of flood water for a vehicle to lose traction, become unstable or start to float.

Duration

June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	139,029
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

WorkSafe Victoria – 'Bad Days' enforcement campaign

Summary

Enforcement campaign using TV, press, radio, cinema, outdoor and digital advertising.

Duration

2 October 2016 – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	2,028,088
Creative and campaign development	105,826
Research and evaluation	24,778
Print and collateral	0
Other campaign costs	15,476

WorkSafe Victoria – Father’s Day

Summary

Press, radio and digital advertising campaign.

Duration

21 August – 12 September 2016

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	189,686
Creative and campaign development	750
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

WorkSafe Victoria – Culturally and Linguistically Diverse campaign

Summary

Radio, outdoor and digital campaign for culturally and linguistically diverse audiences.

Duration

16 October 2016 – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	323,473
Creative and campaign development	78,358
Research and evaluation	111,350
Print and collateral	0
Other campaign costs	30,244

WorkSafe Victoria – Farm Safety: Quad Bikes

Summary

TV, press, radio, outdoor and digital farm safety campaign.

Duration

4 September 2016 – 30 April 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	420,062
Creative and campaign development	27,554
Research and evaluation	44,778
Print and collateral	0
Other campaign costs	79,040

WorkSafe Victoria – Mother's Day campaign

Summary

Press, radio and digital campaign.

Duration

30 April – 14 May 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	192,143
Creative and campaign development	58,720
Research and evaluation	24,778
Print and collateral	0
Other campaign costs	0

WorkSafe Victoria – Occupational Violence and Aggression in Healthcare

Summary

New TV, cinema, radio, outdoor and digital campaign to reduce violence against healthcare workers.

Duration

5 June – 31 July 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	487,323
Creative and campaign development	1,141,837
Research and evaluation	77,905
Print and collateral	0
Other campaign costs	52,092

WorkSafe Victoria – Regional football and netball sponsorship campaign: ‘One Goal’

Summary

Regional campaign spanning TV, press, radio and digital advertising.

Duration

21 August 2016 – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	195,534
Creative and campaign development	7,653
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

WorkSafe Victoria – Return to Work ‘Getting Back’ campaign

Summary

TV, press, radio, outdoor and digital campaign for workers returning to work after injury or illness.

Duration

21 August 2016 – 30 June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	2,087,038
Creative and campaign development	1,141,837
Research and evaluation	77,905
Print and collateral	0
Other campaign costs	52,092