

Victorian Government Advertising Report

Campaign Activity Summary 2017–18

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Victorian Government advertising campaigns in 2017–18

This report provides a summary of major Victorian Government advertising campaigns undertaken from 1 July 2017 to 30 June 2018.

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 used the MAMS contract during 2017–18 qualified for significantly discounted government media rates. These included:

- 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 'Buying For Victoria' 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 2017–18, this means departments and public 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 2017–18, 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 2017–18 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 2017–18. For an overview of all Victorian Government media advertising expenditure, including recruitment and functional advertising, refer to the *Victorian Government Advertising Report 2017–18* at www.vic.gov.au.

Summaries of major campaigns undertaken in 2017–18

Australian Centre for the Moving Image – *Wallace & Gromit and Friends: The Magic of Aardman*

Summary

A fully integrated marketing campaign to promote this exhibition celebrating Aardman's rich creative legacy, artists and animators, as part of ACMI's Melbourne Winter Masterpieces exhibition.

Duration

June 2017 – January 2018*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	158,950
Creative and campaign development	N/A (completed in house)
Research and evaluation	40,000
Print and collateral	27,395
Other campaign costs	40,034

* Campaign spanned the 2016–17 and 2017–18 financial years.

Australian Centre for the Moving Image – *Wonderland*

Summary

A fully integrated marketing campaign to promote this ACMI conceived and developed exhibition celebrating Lewis Carroll's timeless tale, as part of ACMI's Melbourne Winter Masterpieces exhibition.

Duration

April – October 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	195,043
Creative and campaign development	N/A (completed in house)
Research and evaluation	30,585
Print and collateral	36,468
Other campaign costs	122,240

Australian Grand Prix Corporation – 2017 Michelin Australian Motorcycle Grand Prix

Summary

Campaign supporting the 2017 Australian Motorcycle Grand Prix held at Phillip Island on 22 October 2017. Campaign included television in capital cities and regional, print, magazine, radio and outdoor and digital web advertising.

Duration

July – October 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	403,000
Creative and campaign development	218,000
Research and evaluation	24,000
Print and collateral	21,000
Other campaign costs	45,000

Australian Grand Prix Corporation – 2018 Formula 1 Rolex Australian Grand Prix

Summary

Campaign supporting the 2018 Formula 1 Australian Grand Prix held at Albert Park on 25 March 2018. Campaign included television in capital cities and regional, print, magazine, radio and outdoor and digital web advertising.

Duration

October 2017 – June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	2,005,000
Creative and campaign development	473,000
Research and evaluation	42,000
Print and collateral	31,000
Other campaign costs	74,000

Bendigo Kangan Institute – 2017 semester 1 advertising

Summary

Campaign to meet student enrolments and student retention goals for semester 1, 2017. The campaign also aimed to boost awareness of the Kangan Institute and Bendigo TAFE brands.

Duration

January – March 2017*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	950,000
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 2017 calendar year.

Bendigo Kangan Institute – 2017 mid-year and open day advertising

Summary

Campaign designed to drive May-August 2017 enrolments for all courses.

Duration

April – August 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	600,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Bendigo Kangan Institute – 2017 end-of-year advertising

Summary

Campaign to drive awareness and enrolments for Semester 1, 2018 intake.

Duration

September – December 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	450,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Box Hill Institute – Victorian Tertiary Admissions Centre (VTAC) and direct entry campaign

Summary

Campaign to recruit students via VTAC and direct entry.

Duration

October 2016 – February 2017*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	189,310
Creative and campaign development	16,723
Research and evaluation	0
Print and collateral	610
Other campaign costs	11,670

* Box Hill Institute's annual report covers the 2017 calendar year.

Chisholm Institute – January 2017 recruitment

Summary

Main acquisition campaign for 2017 student enrolment.

Duration

Not supplied in annual report*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	376,993
Creative and campaign development	1,500
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

* Chisholm Institute's annual report covers the 2017 calendar year.

Chisholm Institute – Mid-year recruitment

Summary

Integrated acquisition campaign for 2017 mid-year enrolment.

Duration

April – July 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	390,534
Creative and campaign development	715
Research and evaluation	0
Print and collateral	0
Other campaign costs	5,040

Chisholm Institute – Tactical campaign

Summary

Short-term tactical campaign to boost 2017 enrolments.

Duration

3 September – 14 October 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	259,264
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Chisholm Institute – 2018 recruitment campaign – Choose Your Calling

Summary

Acquisition campaign for 2018 student recruitment – Choose Your Calling.

Duration

6 November 2017 – 31 March 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,966,680
Creative and campaign development	860,500
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

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

Summary

Campaign to inform Melbourne's public transport users, residents and businesses about disruptions associated with the level crossing removal works. Key messaging enables people to make informed travel plans to ensure they can get to where they need to go as quickly and as efficiently as possible whilst these works are undertaken.

Duration

1 July 2017 – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	3,375,127
Creative and campaign development	126,105
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

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

Summary

Campaign to increase awareness and understanding of the Metro Tunnel Project works and benefits, as well as specific disruption works and periods. The call to action encourages people to seek more information and plan extra time for their journey.

Duration

1 July 2017 – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	2,816,620
Creative and campaign development	437,860
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

Summary

To increase awareness of Victoria's defence industry and capabilities, including the promotion of Victoria's credentials as the ideal location for defence industry contracts and suppliers.

Duration

1 July 2017 – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,115,000
Creative and campaign development	161,257
Research and evaluation	0
Print and collateral	3,743
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 – 30 September 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	237,000
Creative and campaign development	125,000
Research and evaluation	31,000
Print and collateral	100,000
Other campaign costs	300,000

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

Summary

Campaign to promote Victorian Government assistance available to retrenched workers in the lead-up to the end of car manufacturing in Victoria.

Duration

20 July – 30 November 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	199,708
Creative and campaign development	32,025
Research and evaluation	26,159
Print and collateral	0
Other campaign costs	4,720

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

21 January – 29 April 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	236,264
Creative and campaign development	4,985
Research and evaluation	19,998
Print and collateral	3,080
Other campaign costs	6,858

Department of Economic Development, Jobs, Transport and Resources – Victoria's Big Build

Summary

Campaign to deliver coordinated messaging to Victorians relating to disruptions associated with major transport infrastructure projects through a centralised phone number and website. The campaign highlights the scope and magnitude of current and future infrastructure projects. The website also provides a jobs portal, promoting employment opportunities across all projects.

Duration

7 February – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	2,000,000
Creative and campaign development	804,601
Research and evaluation	66,500
Print and collateral	0
Other campaign costs	0

Department of Economic Development, Jobs, Transport and Resources – West Gate Tunnel

Summary

To increase awareness and inform motorists and communities of the West Gate Tunnel Project construction and associated traffic disruptions. The campaign used TV, radio, social media and print in both metro and regional areas to provide information about the project.

Duration

11 February – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	680,651
Creative and campaign development	374,110
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

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 2017 – March 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	119,469
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	21,381

Department of Education and Training – Look Before You Lock

Summary

Campaign to raise awareness of the factors that lead to accidentally leaving children locked in a car, which has the potential to be fatal. The campaign promoted strategies to lower the risk of inadvertently leaving a child in a car.

Duration

13 February – 22 March 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	177,950
Creative and campaign development	50,000
Research and evaluation	48,800
Print and collateral	9,251
Other campaign costs	6,281

Department of Education and Training – TAFE Victoria

Summary

This campaign aims to position TAFE as a market leader and the trusted choice for vocational education to ultimately increase enrolments.

Duration

1 July 2017 – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	2,726,562
Creative and campaign development	32,297
Research and evaluation	67,900
Print and collateral	33,110
Other campaign costs	134,113

Department of Environment, Land, Water and Planning – Victorian Energy Compare

Summary

External communications campaign focused on informing communities about the Victorian Energy Compare website and the \$50 incentive for using the website. The campaign included television, radio, print and social media advertising.

Duration

22 January – 2 March 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	740,948
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Department of Environment, Land, Water and Planning – Powerline Bushfire Safety Program (PBSP) power outages media campaign: Summer 2017–18

Summary

External communications campaign designed by the PBSP, delivering on powerline protection-related recommendations from the 2009 Victorian Bushfires Royal Commission. The campaign included advertising, media placement, posters, videos, guides and social media.

Duration

January – February 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	86,514
Creative and campaign development	3,280
Research and evaluation	0
Print and collateral	0
Other campaign costs	11,000

Department of Health and Human Services – Smoke free outdoor dining

Summary

Campaign to support the introduction of smoke-free outdoor dining in Victoria from 1 August 2017.

Duration

1 July – 17 December 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	460,000
Creative and campaign development	50,000
Research and evaluation	0
Print and collateral	600,000
Other campaign costs	0

Department of Health and Human Services – Supercare Pharmacies

Summary

Campaign to raise awareness of the scale and scope of services offered by Supercare Pharmacies throughout Victoria.

Duration

1 July 2017 – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	295,000
Creative and campaign development	70,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Department of Health and Human Services – Epidemic Thunderstorm Asthma

Summary

This public health and safety campaign was developed in response to recommendations identified in the Inspector-General of Emergency Management's 'Review of response to the thunderstorm asthma event of 21-22 November 2016'.

Duration

1 September – 31 December 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	250,000
Creative and campaign development	100,000
Research and evaluation	20,000
Print and collateral	0
Other campaign costs	0

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 October – 30 November 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	630,000
Creative and campaign development	30,000
Research and evaluation	20,000
Print and collateral	0
Other campaign costs	20,000

Department of Health and Human Services – Child protection recruitment

Summary

Campaign to encourage applications from diverse and qualified professionals for 450 new child protection roles, instil pride in the job among the current workforce and begin to change the community's thinking about child protection.

Duration

13 November 2017 – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	350,000
Creative and campaign development	220,000
Research and evaluation	53,000
Print and collateral	0
Other campaign costs	0

Department of Health and Human Services – Heat Health 2017–18

Summary

Campaign to ensure the community understands the risks of extreme heat to their health and how to manage these risks appropriately.

Duration

10 December 2017 – 31 March 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	320,000
Creative and campaign development	45,000
Research and evaluation	25,000
Print and collateral	60,000
Other campaign costs	40,000

Department of Health and Human Services – Respect Women: Call It out

Summary

Campaign to target bystanders to intervene when they witness gender inequality and sexism – two of the main drivers of family violence.

Duration

December 2017 – June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	3,132,974
Creative and campaign development	1,201,067
Research and evaluation	177,543
Print and collateral	0
Other campaign costs	913,696

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

Summary

Campaign to remind Victorians to save Triple Zero for emergencies and promote a range of other health services as options for non-life threatening situations.

Duration

21 January – 30 March 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,250,000
Creative and campaign development	525,000
Research and evaluation	53,000
Print and collateral	0
Other campaign costs	0

Department of Health and Human Services – Seasonal Influenza

Summary

Campaign to prepare Victorians for the 2018 flu season by raising broad awareness of the risks of influenza, particularly among those most at risk of complications, and the protective steps available, including immunisation.

Duration

22 April – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	740,000
Creative and campaign development	321,000
Research and evaluation	17,000
Print and collateral	21,000
Other campaign costs	45,000

Department of Health and Human Services – Kilojoules on the menu

Summary

This campaign supports the implementation of the *Food Amendment (Kilojoule Labelling Scheme and Other Matters) Act 2017* by raising awareness of kilojoule labelling, required daily intake and encouraging Victorians to make better informed, healthier food choices.

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 – Real Estate Underquoting Consumer campaign

Summary

Campaign aimed to empower home buyers by promoting new real estate underquoting laws and assist them to understand information provided by real estate agents. This will enable informed decisions when researching and buying real estate property.

Duration

1 October – 20 December 2017 and February 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	138,390
Creative and campaign development	37,703
Research and evaluation	30,000
Print and collateral	0
Other campaign costs	1,020

Department of Justice and Regulation – Summer Fire campaign 2017–18

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. The campaign was run at three different stages of the bushfire season.

Duration

13–20 October 2017, 1 December 2017 – 28 February 2018 and March 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	4,141,390
Creative and campaign development	592,223
Research and evaluation	175,971
Print and collateral	2,929
Other campaign costs	132,780

Department of Justice and Regulation – Play it Safe by the Water 2017–18 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. This year's campaign targeted Victorian parents/carers of children aged 0–4 years old, and older Victorians aged 55 years and over.

Duration

17 December 2017 – 28 April 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	760,768
Creative and campaign development	123,828
Research and evaluation	85,325
Print and collateral	0
Other campaign costs	21,947

Department of Premier and Cabinet – Deadly Questions

Summary

Year one of a multi-year campaign aiming to build greater understanding between Aboriginal and non-Aboriginal people. The campaign promotes the new Deadly Questions online platform, which allows non-Aboriginal Victorians to ask Aboriginal Victorians questions they always wanted to ask, but were too afraid or embarrassed.

Duration

May – June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	375,000
Creative and campaign development	343,000
Research and evaluation	160,000
Print and collateral	373,000
Other campaign costs	198,000

Department of Premier and Cabinet – Pick My Project

Summary

Campaign to encourage Victorians to engage with the Pick My Project initiative and apply for project funding to benefit their local community.

Duration

May – June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	228,000
Creative and campaign development	60,800
Research and evaluation	0
Print and collateral	13,400
Other campaign costs	0

Department of Premier and Cabinet – Victoria is Hiring

Summary

Campaign to promote the range of employment opportunities available within the Victorian Government and direct job seekers to the Victoria is Hiring website.

Duration

December 2016 – June 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,300,000
Creative and campaign development	622,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

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

Summary

Year two of a multi-year campaign to promote social cohesion and the Victorian Values Statement through stories of diverse Victorians contributing and belonging. The 2017–18 advertising program included promotion of the campaign engagement vehicle – Vicky the Truck – as it travelled across Victoria to take the campaign to communities across the state.

Duration

August 2017 – June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	443,000
Creative and campaign development	140,000
Research and evaluation	35,000
Print and collateral	0
Other campaign costs	165,000

Department of Treasury and Finance – Regional awareness campaign

Summary

Campaign contained two key components. The first was to raise awareness among regionally-based Victorians of government initiatives, including changes to stamp duty and the doubling of the First Home Owner Grant. The second was to promote the government's reductions in payroll tax for businesses based in regional Victoria.

Duration

3 September – 28 October 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	800,000
Creative and campaign development	235,328
Research and evaluation	82,500
Print and collateral	0
Other campaign costs	39,820

Energy Safe Victoria – Carbon monoxide awareness

Summary

Campaign educating Victorians on the dangers of carbon monoxide and encouraging them to take action to reduce their risks.

Duration

20 May – 24 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	160,000
Creative and campaign development	0
Research and evaluation	10,000
Print and collateral	8,000
Other campaign costs	8,000

Energy Safe Victoria – Carbon monoxide awareness (extension)

Summary

Extension of the Winter 2018 carbon monoxide awareness campaign in response to risks associated with open flue heaters.

Duration

17 June – 29 July 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	167,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Energy Safe Victoria – DIY=DIE

Summary

Warning Do It Yourself (DIY) enthusiasts of the dangers of undertaking their own electrical work.

Duration

25 March – 6 May 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	199,000
Creative and campaign development	0
Research and evaluation	10,000
Print and collateral	3,000
Other campaign costs	15,000

Energy Safe Victoria – Look Before You Cook

Summary

Campaign aimed at reducing BBQ fires by teaching people how to safely maintain their gas BBQ.

Duration

31 December 2017 – 25 February 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	134,000
Creative and campaign development	0
Research and evaluation	10,000
Print and collateral	11,000
Other campaign costs	5,000

Federation Training – 2018 recruitment

Summary

Acquisition campaign targeting February 2018 student enrolments.

Duration

6 November – 31 December 2017*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	122,722
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

* Federation Training's annual report covers the 2017 calendar year

GOTAFE (Goulburn Ovens Institute of TAFE) – Apply Now – 2016–17 campaign

Summary

Campaign to raise awareness of the profile of GOTAFE and generate awareness of 2017 course offerings.

Duration

1 January – 28 February 2017*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	142,567
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

* GOTAFE's annual report covers the 2017 calendar year.

Holmesglen Institute – 2017 mid-year recruitment campaign

Summary

'Learn More, Do More' recruitment campaign for 2017 executed across strategic outdoor locations, transit, radio, television commercial and cinema audiences.

Duration

March – July 2017*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	264,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	21,000
Other campaign costs	10,000

*Holmesglen Institute's annual report covers the 2017 calendar year.

Holmesglen Institute – 2017 New Year recruitment campaign

Summary

'Learn More, Do More' recruitment campaign for 2017 executed across strategic outdoor locations, transit, radio, television commercial and cinema audiences.

Duration

August – December 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	270,000
Creative and campaign development	2,000
Research and evaluation	0
Print and collateral	28,000
Other campaign costs	5,000

Holmesglen Institute – 2017 Open Day campaign

Summary

'Learn More, Do More' Open Day call to action campaign. Digitally-focused with radio support to drive Open Day bookings to the website and capture prospects in the conversion funnel.

Duration

January – December 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	128,000
Creative and campaign development	12,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

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

Summary

An extension of a campaign raising awareness of the different forms public sector corruption can take and encouraging Victorians to report it to IBAC. Existing creative was disseminated via digital, radio and print media.

Duration

30 July – 24 September 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	111,656
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Melbourne Polytechnic – 2016–17 Summer campaign

Summary

Brand campaign promoting 2017 student enrolments.

Duration

1 January – 28 February 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	380,200
Creative and campaign development	11,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

*Melbourne Polytechnic's annual report covers the 2017 calendar year.

Melbourne Polytechnic – 2017 mid-year campaign

Summary

Brand campaign promoting 2017 mid-year enrolments.

Duration

24 April – 23 July 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	285,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Melbourne Polytechnic – VTAC campaign

Summary

Enrolment and brand campaign to encourage students to enrol via VTAC.

Duration

1 August – 30 September 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	239,400
Creative and campaign development	101,500
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Melbourne Polytechnic – 2017–18 Summer campaign

Summary

Brand campaign promoting 2018 student enrolments.

Duration

1 October – 31 December 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	801,100
Creative and campaign development	391,300
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Museums Victoria – *Bug Lab*

Summary

Campaign to drive visitation to Melbourne Museum's travelling exhibition *Bug Lab*.

Duration

June – October 2017*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	283,000
Creative and campaign development	0
Research and evaluation	5,000
Print and collateral	24,000
Other campaign costs	36,000

* Campaign spanned the 2016–17 and 2017–18 financial years.

Museums Victoria – *Vikings: Beyond the Legend*

Summary

Campaign to drive visitation to Melbourne Museum's touring exhibition *Vikings: Beyond the Legend*.

Duration

March 2018 - ongoing

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	151,000
Creative and campaign development	40,000
Research and evaluation	5,000
Print and collateral	65,000
Other campaign costs	66,000

National Gallery of Victoria – The House of Dior: Seventy Years of Haute Couture

Summary

Campaign supporting The House of Dior exhibition, which was a collaboration between NGV and prestigious French haute couture house, Christian Dior. An integrated marketing campaign was developed to attract local, regional, interstate and international visitors through cinema, transit, print and digital/social media advertising.

Duration

27 August – 7 November 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	504,000
Creative and campaign development	23,000
Research and evaluation	10,000
Print and collateral	1,000
Other campaign costs	3,000

National Gallery of Victoria – NGV Triennial

Summary

Campaign to support a major exhibition featuring works from more than 100 artists and designers from 32 countries. The marketing campaign featured the national release of a cinema advertisement, local and international print advertising and targeted outdoor advertising.

Duration

15 December 2017 – 15 April 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	394,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	2,000
Other campaign costs	9,000

National Gallery of Victoria – Triennial EXTRA

Summary

Campaign to support Triennial EXTRA, a ten-night festival comprised of art, dance, performance and other events. The campaign included local radio, outdoor, print, digital and social media advertising.

Duration

19 – 28 January 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	74,000
Creative and campaign development	7,000
Research and evaluation	0
Print and collateral	20,000
Other campaign costs	6,000

National Gallery of Victoria – Melbourne Design Week 2018

Summary

The 2018 iteration of the major four-year design initiative was an ambitious and collaborative program that showcased Melbourne as a global design city. The campaign included local radio, outdoor advertising, print, digital and social media activity including satellite venue signage packages.

Duration

15 – 25 March 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	74,000
Creative and campaign development	5,000
Research and evaluation	0
Print and collateral	28,000
Other campaign costs	1,000

National Gallery of Victoria – MOMA at NGV: 130 Years of Modern and Contemporary Art

Summary

The NGV's 2018 Melbourne Winter Masterpieces exhibition provided a unique survey of the New York Museum's iconic collection. The campaign was designed to attract local, regional, interstate and international audiences through print, digital, outdoor, transit and social media activity.

Duration

9 June – 7 October 2018*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	258,000
Creative and campaign development	24,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	12,000

* Campaign spanned the 2017–18 and 2018–19 financial years.

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 line for the High Capacity Metro trains project.

Duration

1 July – 30 October 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	277,585
Creative and campaign development	35,344
Research and evaluation	77,500
Print and collateral	1,665
Other campaign costs	0

Public Transport Victoria – Supporting users to be ready to travel

Summary

The campaigns promoted high-readiness ticketing products – myki Auto Top Up and myki Commuter Club. They aimed to address accidental and unintentional fare evasion that occurs when customers are unprepared to travel, with insufficient funds on their myki.

Duration

10 July 2017 – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	788,363
Creative and campaign development	154,924
Research and evaluation	0
Print and collateral	104,260
Other campaign costs	0

Public Transport Victoria – Explore the Night with the Night Network

Summary

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

Duration

21 January – 28 April 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	976,621
Creative and campaign development	580,045
Research and evaluation	53,100
Print and collateral	85,380
Other campaign costs	0

Public Transport Victoria – Get to know your bus

Summary

The second year of the campaign focused on the Whitehorse, Manningham, Monash and Geelong communities and aimed to improve understanding and attitudes to buses.

Duration

Phase 3 and 4 – 4 February – 28 April 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	678,805
Creative and campaign development	496,965
Research and evaluation	69,000
Print and collateral	160,825
Other campaign costs	69,526

State Trustees Limited – Let's Talk – phase 1

Summary

Campaign designed to promote State Trustees, and its services.

Duration

14 May – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	177,000
Creative and campaign development	67,000
Research and evaluation	0
Print and collateral	1,000
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 2017 – June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	3,161,870
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 – Towards Zero – Living Proof and Man on the Street

Summary

Campaign told the stories of crash survivors to demonstrate that a systemic approach to safety is now in place. Eight stories from everyday Victorians shared the living proof that the choices we make on the roads can save our lives.

Duration

7 August – 3 September 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	599,316
Creative and campaign development	198,142
Research and evaluation	54,176
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – Drinking. Driving. They’re Better Apart

Summary

This campaign continues to encourage males aged 18–39 years not to drive at all after drinking. A new suite of social media films challenged us to rethink having a drink before driving, given we would not accept this behaviour of a pilot before a flight or a vet before pet surgery.

Duration

20 August – 31 October 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	795,695
Creative and campaign development	476,218
Research and evaluation	79,076
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – Vehicle Safety – How safe is your first car?

Summary

Campaign commenced soon after the RACV’s annual announcement of Used Car Safety Ratings. Key message across the set of videos targeting young drivers is that cars with safety features are available for less than \$5,000.

Duration

1 October 2017 – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	76,939
Creative and campaign development	181,731
Research and evaluation	54,176
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – Motorcyclist Safety – Driver think rider. Rider think driver

Summary

Campaign speaks to drivers about how to help keep riders safe on our roads. New creative was introduced to provide specific instructions to drivers and riders.

Duration

8 October – 4 November 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,195,317
Creative and campaign development	231,625
Research and evaluation	54,176
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – Cycling – Drivers, give the space to ride safe

Summary

A public education campaign developed in conjunction with VicRoads on the safe overtaking of bicycles by motorists, as noted in the Victorian Government's response to a Parliamentary Inquiry into the safe overtaking of cyclists.

Duration

5 November – 23 December 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	799,389
Creative and campaign development	378,028
Research and evaluation	166,495
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – Enforcement – Think of us

Summary

New campaign aims to deter risky behaviour by encouraging people to consider the presence of Victoria Police on the roads each time they drive. Police are portrayed as personal guardians who help us make better decisions about our driving in three different television commercials dealing with speeding, drink-driving and text-driving.

Duration

10 December 2017 – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	3,592,111
Creative and campaign development	1,063,746
Research and evaluation	55,260
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – Infrastructure – Safer Roads Save Lives

Summary

Advertisements featuring newly-installed safety barriers, rumble strips and roundabouts ran in regional press across digital channels, radio and outdoor billboards to demonstrate how safety features of roads are getting us towards zero. A television and cinema commercial shared the true story of two men whose lives were saved by flexible centre barriers on the Melba Highway.

Duration

26 December 2017 – 27 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,889,149
Creative and campaign development	198,677
Research and evaluation	93,176
Print and collateral	0
Other campaign costs	0

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

Summary

Campaign continues to advise the community that police are continually increasing the number of drug tests conducted each year to detect drivers and riders with amphetamines and cannabis in their system.

Duration

4 February – 3 March 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,163,225
Creative and campaign development	368,231
Research and evaluation	54,176
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – Drowsy Driving – You can't fight sleep

Summary

Over the 2018 Easter break, drivers and riders were reminded of the body's inability to fight the need for rest. The campaign drove traffic to the SES and Driver Reviver sites that offered free refreshments to incentivise drivers to break their journey and take a 15-minute power nap.

Duration

18 March – 17 April 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,197,054
Creative and campaign development	295,706
Research and evaluation	54,176
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – Child Safety – Thingle Toodle

Summary

A long-running campaign of advertisements shown in cinemas as part of the Victorian 'Starting Out Safely' program, providing early childhood education on seatbelts, helmet wearing and crossing the road.

Duration

4 – 19 April 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	198,208
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Transport Accident Commission – Drink Driving – Blow 0.5 and lose your licence

Summary

Informational campaign alerted the community to new drink-driving and drug-driving penalties. Channels included outdoor billboards, radio, digital petrol pumps, tram sides, social media and regional press.

Duration

29 April – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	599,735
Creative and campaign development	53,576
Research and evaluation	102,679
Print and collateral	0
Other campaign costs	0

VicHealth – This Girl Can – Victoria

Summary

A state-wide, mass media campaign, including sports sponsorships aimed at increasing physical activity and supporting gender equality. This campaign aims to empower women to be active however, whenever and wherever they want.

Duration

25 March – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,245,000
Creative and campaign development	741,000
Research and evaluation	148,000
Print and collateral	17,000
Other campaign costs	1,767,000

VicRoads – Summer Roadworks

Summary

Public awareness campaign to inform Victorians of the significant program of works occurring throughout Melbourne during the summer of 2017-18, including a three-day closure of the Tullamarine Freeway.

Duration

December 2017 – January 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	500,000
Creative and campaign development	65,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

VicRoads – Motorcycle lane-filtering

Summary

A public education campaign to ensure the Victorian community is aware of the legislative change making lane-filtering legal for motorcyclists.

Duration

December 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	130,000
Creative and campaign development	49,950
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

VicRoads – Motorcycle Anti-locking Braking System (ABS)

Summary

Campaign to increase the number of Victorian motorcyclists who ride motorcycles with ABS braking to reduce the instances of death and severe injury from motorcycle accidents.

Duration

March – June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	400,000
Creative and campaign development	200,000
Research and evaluation	80,000
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

1 July 2017 – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	3,461,000
Creative and campaign development	364,000
Research and evaluation	68,000
Print and collateral	17,000
Other campaign costs	65,000

Victorian Arts Centre Trust – *The Unbelievables*

Summary

Campaign to deliver experiences and engagement to audiences whilst communicating the excitement of *The Unbelievables*.

Duration

August 2017 – January 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	130,919
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

Victorian Building Authority – Building reforms

Summary

Information and awareness campaigns advising practitioners in the building and plumbing industries about VBA activity and legislative changes.

Duration

1 July 2017 – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	224,110
Creative and campaign development	36,495
Research and evaluation	25,880
Print and collateral	11,751
Other campaign costs	14,366

Victorian Responsible Gambling Foundation (VRGF) – Help-seeking – continuous digital promotion of help services (digital continuity)

Summary

Ongoing digital promotion that allows help-seeking messages to be served continuously via search engine and social media marketing, paid digital display and content advertising, enabling the VRGF to better reach those who need help.

Duration

1 July 2017 – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	433,938
Creative and campaign development	0
Research and evaluation	N/A (research conducted by MediaCom Australia as part of media buy)
Print and collateral	0
Other campaign costs	0

VRGF – In-venue convenience advertising

Summary

Advertising that places responsible gambling and help services messages in the conveniences in or near gaming rooms in almost all venues in Victoria.

Duration

1 July 2017 – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	583,328 (print costs included)
Creative and campaign development	N/A (included in advertising costs)
Research and evaluation	N/A (ongoing quarterly reporting provided)
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

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

3 – 30 September 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,324,560
Creative and campaign development	29,275
Research and evaluation	170,413
Print and collateral	0
Other campaign costs	0

VRGF – Early intervention – Reducing harm among low-risk gamblers, Responsible Gambling Awareness Week – How do you keep it well played

Summary

Targeting low-risk gamblers to improve awareness of the signs of less severe harms from gambling.

Duration

23 October – 18 November 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	823,185
Creative and campaign development	57,370
Research and evaluation	87,309
Print and collateral	0
Other campaign costs	0

VRGF– Help-seeking – Culturally And Linguistically Diverse (CALD) 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

11 February – 30 June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	245,881
Creative and campaign development	53,022
Research and evaluation	N/A (research conducted by MediaCom Australia as part of the media buy)
Print and collateral	0
Other campaign costs	0

VRGF – Prevention – Gambling normalisation – Love the game, not the odds

Summary

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

Duration

4 – 31 March 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	794,826
Creative and campaign development	245,598
Research and evaluation	78,123
Print and collateral	0
Other campaign costs	0

VRGF – Help-seeking – Gambler’s Help – 100 Day Challenge

Summary

For people who want to take a break from, or cut back on their gambling, the 100 Day Challenge offers 100 activities over 100 days, to get more out of life.

Duration

September 2016 – March 2017

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	422,287
Creative and campaign development	346,865
Research and evaluation	221,613
Print and collateral	0
Other campaign costs	0

WorkSafe Victoria – Occupational violence and aggression in healthcare

Summary

Campaign using TV, outdoor and digital advertising, designed to combat occupational violence and aggression against healthcare workers.

Duration

June – July 2017 and May – June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	919,000
Creative and campaign development	17,000
Research and evaluation	15,000
Print and collateral	0
Other campaign costs	0

WorkSafe Victoria – Return to Work (Getting back)

Summary

TV, press, radio, outdoor and digital advertising campaign to promote the benefits for workers of returning to work after injury or illness.

Duration

October 2017 – June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	826,000
Creative and campaign development	936,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

WorkSafe Victoria – Farm Safety – Quad Bikes

Summary

TV, press, radio, outdoor and digital campaign aimed at improving quad bike safety on farms.

Duration

November 2017 – February 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	441,000
Creative and campaign development	8,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	1,000

WorkSafe Victoria – Enforcement (Bad Days)

Summary

TV, press, radio, cinema, outdoor and digital advertising campaign raising awareness of WorkSafe's enforcement activities.

Duration

December 2017 – June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,787,000
Creative and campaign development	219,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

WorkSafe Victoria – Asbestos

Summary

TV, radio, digital and outdoor advertising campaign raising awareness of the dangers of asbestos in workplaces.

Duration

December 2017 – June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	121,000
Creative and campaign development	22,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

WorkSafe Victoria – CALD vulnerable workers campaign

Summary

Radio, outdoor and digital campaign targeting workers from CALD communities.

Duration

March – June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	398,000
Creative and campaign development	36,000
Research and evaluation	29,000
Print and collateral	0
Other campaign costs	0

WorkSafe Victoria – Hearts and Minds (new)

Summary

New campaign spanning TV, radio, digital and outdoor advertising, designed to promote awareness of the importance of mental and physical workplace safety.

Duration

June 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	646,000
Creative and campaign development	1,289,000
Research and evaluation	104,000
Print and collateral	0
Other campaign costs	0