

# Victorian Government Advertising Plan 2017-18

**Authorised and published by  
the Victorian Government,  
1 Treasury Place, Melbourne**

December 2017



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ISSN 2208-8393 - Online (pdf/Word).

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# About the 2017–18 plan

**The publishing of this *Victorian Government Annual Advertising Plan 2017–18* reflects the government’s commitment to maintaining transparency on government advertising expenditure.**

In developing the government’s overall advertising plan for 2017–18, each advertising campaign proposed by Victorian Government agencies and departments was carefully considered and assessed.

Activities that support vital health, safety and community wellbeing objectives, assist Victorians to respond to disruptions or service changes, or support economic or commercial development were prioritised for inclusion in the 2017–18 plan. These activities are often undertaken by independent government bodies with statutory obligations to educate and inform the community, rather than by core government departments.

This plan anticipates increased advertising expenditure by government across key communication priority areas in 2017–18. Major campaigns will be required to inform the Victorian community about disruptions and service changes caused by major infrastructure projects such as level crossing removals, road works and the Melbourne Metro Tunnel.

The government’s 2017–18 plan also reflects increased support for health and safety activities and major behaviour change campaigns tackling critical issues such as family violence and social cohesion.

The government considers that these activities are critical to delivering the government’s strategic priorities for Victoria while representing an effective investment of public money.

Throughout 2017–18 each individual campaign strategy will undergo a further layer of scrutiny to ensure that the level of expenditure planned for the campaign is prudent and represents the minimum amount required to achieve the campaign’s strategic objectives.

## **Making adjustments to the annual advertising plan**

Government advertising priorities may change throughout the year in response to changing circumstances or emerging issues. Therefore, some advertising included within the 2017–18 plan may not take place as scheduled, while additional advertising may be undertaken that had not been anticipated.

Advertising necessary to alert the community to unexpected emergencies (such as severe heat warnings) will be considered on a case-by-case basis and is not included on this annual plan.



## Reporting on government advertising expenditure

Each year, the Victorian Government also publishes a report showing total government advertising expenditure for the past financial year, as well as a summary of significant advertising campaigns undertaken during the year.<sup>1</sup>

Details of expenditure on individual campaigns with media advertising costs greater than \$100,000 are also published in departments' and agencies' annual reports.

## Non-campaign advertising

This advertising plan outlines all 'campaign' advertising planned by the government for 2017–18. Campaign advertising is generally intended to communicate a particular message or change people's behaviour over time – for example, road safety campaigns.

Government bodies also undertake 'non-campaign' advertising, which includes recruitment advertising, as well as functional advertising (such as requests for tender, notifications about community meetings and road closure notices).

While campaign advertising accounts for the majority of government advertising expenditure, the government also has measures in place to ensure non-campaign advertising is undertaken in a cost-effective manner.

An example is the government's policy that government departments should not place non-campaign advertising in metropolitan print newspapers, in favour of using digital channels which can more effectively and efficiently reach the relevant audience.

## Advertising standards in legislation

In September 2017 the government strengthened its oversight of government advertising by introducing a legislative framework for the governance of communication and advertising by public sector bodies.

*The Public Administration Amendment (Public Sector Communication Standards) Act 2017* includes measures to restrict government television advertising to five purposes or 'priority areas'. No other government television advertising will be permitted.

As detailed below, all advertising campaigns included in the government's 2017–18 advertising plan contribute to one of these five communications priority areas,

The Public Sector Communication Standards Act can be viewed online at [www.legislation.vic.gov.au](http://www.legislation.vic.gov.au).

<sup>1</sup> Reports can be accessed at: [www.dpc.vic.gov.au/index.php/news-publications/corporate-publications/victorian-government-annual-advertising-expenditure](http://www.dpc.vic.gov.au/index.php/news-publications/corporate-publications/victorian-government-annual-advertising-expenditure)

# Government campaign advertising planned for 2017–18

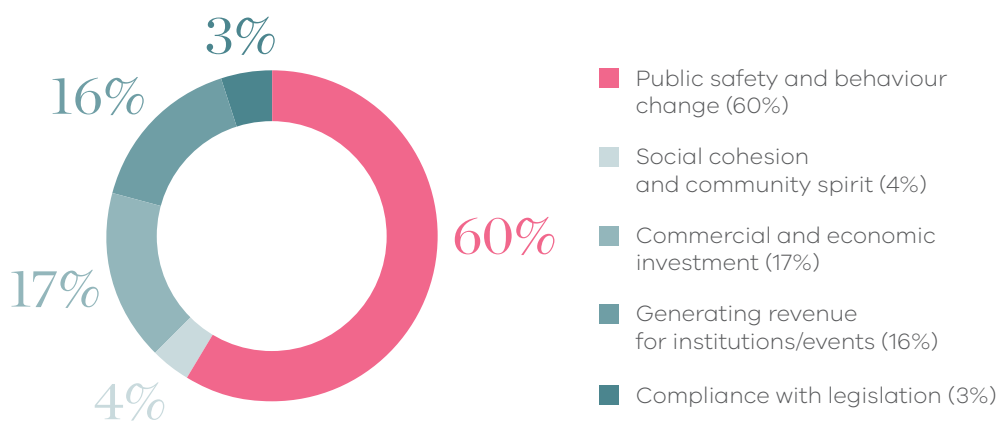
As in 2016–17, all campaign advertising undertaken by the Victorian Government during 2017–18 will fulfil one of five priority areas for government communications:

1. To promote public safety, personal security or behavioural change
2. To promote social cohesion, civic pride or community spirit within the general public
3. To promote commercial or economic investment within the state
4. To generate revenue for public sector bodies or for the state through consumption of products or services delivered by or in partnership with public sector bodies
5. To promote compliance with legislative requirements.

These communications priority areas mirror those included in section 97D of the *Public Administration Amendment (Public Sector Communication Standards) Act 2017*, which places restrictions on government television advertising.

The chart below shows planned spending for each priority area as a proportion of the government’s overall expenditure on campaign advertising for 2017–18.

## Percentage of total campaign expenditure planned for 2017-18



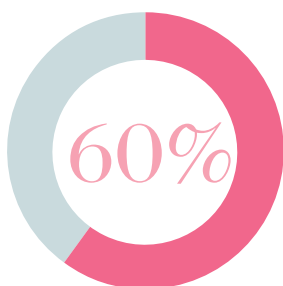
More information about each priority area, including examples of significant advertising campaigns planned for 2017–18, is provided on the following pages.

# Priority area 1

## PUBLIC SAFETY, PERSONAL SECURITY AND BEHAVIOUR CHANGE

Government invests significantly in this priority area to promote safe and responsible behaviour and support and assistance services, to advise of service disruptions and promote programs that help people stay safe and well.

### Priority area 1



■ Public safety, personal security and behaviour change

In 2017–18 this priority area will include continuing campaigns to improve road and workplace safety, increase summer fire preparedness, minimise harm caused by gambling and support the community to adapt to disruptions caused by major transport infrastructure projects.

#### Road safety and workplace safety

In 2017–18 the Transport Accident Commission and WorkSafe Victoria will continue to deliver critical safety messages to reduce the risk of deaths or injuries. Campaigns will promote responsible behaviours and practices and educate Victorians about how to stay safe on the roads and in the workplace.

#### Victorian Responsible Gambling Foundation

To reduce harm from gambling and encourage a balanced perspective on gambling in the community, the Victorian Responsible Gambling Foundation campaigns will continue to focus on increasing community and individual understanding of harm from gambling, as well as continue to challenge the normalisation of gambling in sport and the impact that stigma has on people's willingness to seek help.

#### Major transport infrastructure projects

Throughout 2017–18 the community will require up-to-date information about ongoing major transport infrastructure works such as level crossing removals and other major road works, the construction of the Melbourne Metro Tunnel and the introduction of high capacity metropolitan trains. Campaigns will inform local communities and travellers about the disruptions and service changes and alternative transport arrangements in place.

#### Family violence

During 2017–18 the government will continue its major, long-term initiative to prevent family violence. The program will be supported by an advertising campaign intended to raise awareness of the issue, change behaviours and provide support for victims.

#### Police recruitment

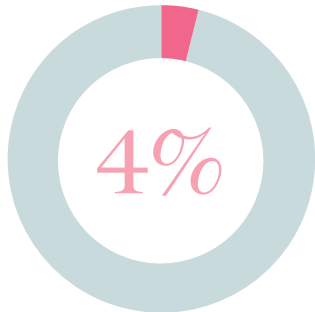
In 2017–18 a major campaign by Victoria Police to recruit additional police officers will be supported by a statewide advertising campaign.

# Priority area 2

## SOCIAL COHESION, CIVIC PRIDE AND COMMUNITY SPIRIT

Advertising in this priority area supports Victorians to participate in public life, engage with their community, understand their rights and responsibilities and play a part in maintaining Victoria's many cultural, social and natural assets. These include annual campaigns to celebrate Australia Day in Victoria and acknowledge the service and sacrifice of Victoria's veterans.

### Priority area 2



■ Social cohesion, civic pride and community spirit

Victorian. And Proud Of It.

Launched in early 2017, this multi-year campaign promoting cohesion and the Victorian Values Statement will continue in 2017–18. The campaign highlights stories of contributing and belonging from a diverse range of Victorians.

#### Treaty for Aboriginal Victorians

In 2017–18 the government will undertake a campaign in support of the negotiation of a treaty for Aboriginal Victorians. The campaign will engage with the wider Victorian community to build awareness and support for the treaty throughout the negotiation process.

#### Fostering Connections

Commencing in 2016, this campaign is designed to attract a new generation of foster carers to provide safe and nurturing environments for children and young people who cannot live with their families. In 2017–18 this advertising campaign will continue to support the government's broader strategy to improve the attraction, recruitment and retention of foster carers.

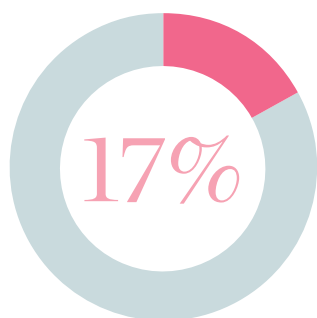


# Priority area 3

## COMMERCIAL AND ECONOMIC INVESTMENT IN VICTORIA

This priority area includes advertising campaigns that help grow Victoria's economy and promote investment by driving tourism, increasing employment and career opportunities, promoting business and commercial development, and encouraging regional growth.

### Priority area 3



■ Commercial and economic investment in Victoria

#### Tourism promotion

In 2017–18, Visit Victoria will undertake advertising campaigns to promote intra-state, inter-state and international tourism and attract visitors and business to Melbourne and regional Victoria.

#### Victoria – State of Momentum

This campaign by Trade and Investment Victoria will showcase Victoria's investment, trade and business strengths, targeting Australian and international businesses seeking to invest in Victoria, and Victorian businesses seeking to grow their exports.

#### 'Victoria is Hiring' campaign

In 2017–18 the government's 'Victoria is Hiring' project will make it easier for job seekers to find and access the job opportunities that exist with government or that are being created by government initiatives. An accompanying advertising campaign will raise awareness of government project and public sector employment opportunities.

#### Development Victoria

Throughout 2017–18 Development Victoria will undertake campaigns to promote its various urban renewal development projects to potential buyers across metropolitan Melbourne and regional Victoria and drive sales in these residential developments.

#### Changes to regional First Home Owners Grant and pay roll tax

From 1 July, 2017, the First Home Owner Grant has been doubled in regional Victoria to \$20,000, stamp duty has been abolished for first home buyers for purchases below \$600,000, and there is a 25 per cent reduction to the payroll tax rate for regional-based businesses. A government advertising campaign will promote awareness of these changes and encourage home buying, business investment and jobs growth in regional Victoria.

#### Defence Excellence – Mission Possible

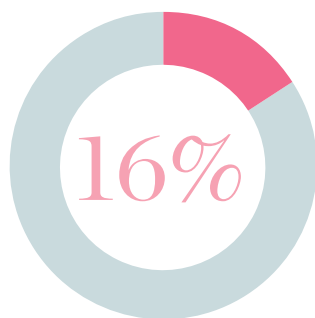
In 2017–18 an ongoing campaign will promote Victoria's defence industry strengths, including its world-class manufacturing and research capabilities and highly skilled workforce.

# Priority area 4

## GENERATION OF REVENUE FOR INSTITUTIONS AND EVENTS

This priority area supports Victoria's many iconic arts and educational institutions and major events, which offer world-class attractions, events and services for all Victorians and attract interstate and international visitors.

### Priority area 4



■ Generation of revenue for institutions and events

Many of these institutions and events rely on advertising to attract the patronage and attendance that generates revenue for their programs and activities.

### Creative Victoria campaigns

Institutions such as Museums Victoria, Arts Centre Melbourne, the National Gallery of Victoria and the Melbourne Recital Centre host a diverse range of world-class programs each year. In 2017–18 advertising will help inform Victorians about events at these iconic venues and attract interstate visitors.

### TAFE and vocational institutions

Advertising in 2017–18 will support the TAFE Victoria brand by encouraging Victorians to explore the opportunities for learning, development and advancement offered by Victorian TAFEs. Individual institutions will also undertake advertising to inform prospective students about their unique course offerings.

### Zoos

Melbourne Zoo, Healesville Sanctuary and Werribee Open Range Zoo are iconic tourism drawcards, family destinations and centres for learning and conservation. Advertising by Zoos Victoria publicises new experiences offered by these venues and encourages Victorians to visit, explore and learn about the natural heritage of Australia and the world.

### Australian Formula 1 Grand Prix and Moto Grand Prix

In 2017–18 local and interstate advertising will help drive tickets sales and attract visitors to the 2017 Moto GP at Phillip Island and the 2018 Australian F1 Grand Prix at Albert Park.

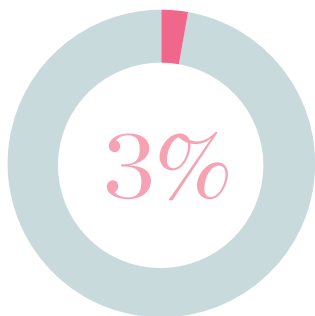
# Priority area 5

## COMPLIANCE WITH LEGISLATIVE REQUIREMENTS

When there are changes to laws or regulations that affect Victorians, government has a responsibility to communicate the changes to assist the transition to the new arrangements.

For wide-ranging changes, advertising provides an essential means of reaching as many affected people as possible.

### Priority area 5



■ Compliance with legislative requirements

### Consumer Affairs Victoria

In 2017–18 Consumer Affairs Victoria will undertake campaigns to raise awareness of legislative changes and reforms involving how building disputes are dealt with, underquoting in the real estate market, long-term residential leases and the rights of vulnerable and disadvantaged renters.

#### Reforms to building legislation

Advertising will help inform building and plumbing practitioners of their responsibilities as a result of proposed amendments to the *Building Act 1993* and educate Victorian consumers about their rights and obligations.

#### Fines reforms education campaign

Anticipated reforms to the Victorian fine recovery model during 2017–18 will be complemented by a campaign to create public awareness of the key changes and inform the public about how to deal with their outstanding matters.

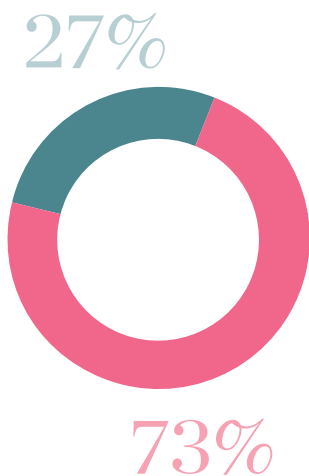
#### Reforms to puppy farm laws

Planned reforms to regulations governing the breeding and retailing of pets will be supported by advertising to raise awareness in the community about the changes.

# Department and agency campaign advertising: 2016–17 and 2017–18

The charts below show the proportion of campaign advertising planned by government departments and independent agencies during 2017–18 and 2016–17. Each chart lists examples of significant departmental and agency advertising campaigns, including major new initiatives planned for the year.

## Total planned campaign advertising spend – 2017–18



### Departments (27%)

#### Continuing core activities:

- Preventing family violence
- Summer fire campaign
- 'Victorian. And Proud Of It' campaign

#### New initiatives in key areas:

- TAFE Victoria brand campaign
- 'Victoria is Hiring' campaign
- Treaty for Aboriginal Victorians

### Agencies (73%)

#### Continuing core activities:

- Road and workplace safety
- Tourism promotion
- Creative Victoria promotional campaigns

#### New initiatives in key areas:

- Transport infrastructure projects

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## Total planned campaign expenditure – 2016–17

