

# Victorian Government Advertising Report Campaign Activity Summary 2018–19

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# Victorian Government advertising campaigns in 2018–19

This report provides a summary of major Victorian Government advertising campaigns undertaken from 1 July 2018 to 30 June 2019.

## 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 2018–19 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 and TAFE institutions.

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 accordance with the relevant Financial Reporting Direction.<sup>1</sup>

For 2018–19, 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).

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<sup>1</sup> For 2018–19, the relevant Financial Reporting Direction was [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 2018–19 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 2018–19. For an overview of all Victorian Government media advertising expenditure, including recruitment and functional advertising, refer to the *Victorian Government Advertising Report 2018–19* at [www.vic.gov.au](http://www.vic.gov.au).

# Summaries of major campaigns undertaken in 2018–19

## Australian Grand Prix Corporation – 2019 Formula 1 Rolex Australian Grand Prix

### Summary

Campaign supporting the 2019 Formula 1 Australian Grand Prix held at Albert Park on 17 March 2019. Campaign included television in capital cities and regional, print, magazine, radio and outdoor and digital web advertising.

### Duration

October 2018 – June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,967,000
Creative and campaign development	331,000
Research and evaluation	74,000
Print and collateral	21,000
Other campaign costs	74,000

## Australian Grand Prix Corporation – 2018 Australian Motorcycle Grand Prix

### Summary

Campaign supporting the 2018 Australian Motorcycle Grand Prix held at Phillip Island on 28 October 2018. Campaign included television in capital cities and regional, print, magazine, radio and outdoor and digital web advertising.

### Duration

July – October 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	422,000
Creative and campaign development	196,000
Research and evaluation	14,000
Print and collateral	21,000
Other campaign costs	48,000

## Bendigo Kangan Institute – 2018 semester 2 advertising

### Summary

Campaign to meet student enrolments and student retention goals for semester 2, 2018. The campaign also aimed to boost awareness of the Kangan Institute and Bendigo TAFE brands.

### Duration

1 April 2018 – 31 July 2018\*

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	397,049
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 2018 calendar year.

## Bendigo Kangan Institute – Always On Radio Campaign

### Summary

Acquisition campaign designed to drive 2018 enrolments for all courses via radio.

### Duration

1 January – 31 December 2018\*

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	522,655
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 2018 calendar year.

## Bendigo Kangan Institute – Always On Digital Campaign

### Summary

Acquisition campaign designed to drive 2018 enrolments for all courses via digital channels.

### Duration

1 January – 31 December 2018\*

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	541,500
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 2018 calendar year.



## Box Hill Institute – Mid Year campaign

### Summary

Campaign to recruit students via direct entry.

### Duration

April – July 2018\*

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	110,558
Creative and campaign development	0
Research and evaluation	0
Print and collateral	605
Other campaign costs	0

\* Box Hill Institute's annual report covers the 2018 calendar year.

## Chisholm Institute – Mid-year recruitment

### Summary

Integrated acquisition campaign for 2018 mid-year enrolment.

### Duration

April – July 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	705,816
Creative and campaign development	179,118
Research and evaluation	13,000
Print and collateral	0
Other campaign costs	0

\* Chisholm Institute's annual report covers the 2018 calendar year.

## Chisholm Institute – Chase Your Calling - January 2019 recruitment

### Summary

Main acquisition campaign for 2019 student enrolment executed across television, cinema, out of home, radio, print and digital channels.

### Duration

November – December 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,029,511
Creative and campaign development	408,768
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

2 December 2018 – February 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	188,312
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	16,363

## Department of Education and Training – Public School. Our School

### Summary

This promoted Victorian government schools as great places to study and work, aimed at parents and carers and those interested in a teaching career.

### Duration

27 August 2018 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	2,358,349
Creative and campaign development	749,934
Research and evaluation	20,000
Print and collateral	43,826
Other campaign costs	125,114

## Department of Education and Training – Our Fair Share

### Summary

Raised Victorian public awareness and understanding of a Commonwealth funding deal which meant Victorian public schools would miss out on \$500 million in federal funding every year.

### Duration

24 February – 25 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	427,874
Creative and campaign development	169,311
Research and evaluation	0
Print and collateral	0
Other campaign costs	4,190

## Department of Education and Training – Tech Schools

### Summary

Victoria's 10 tech schools opened their doors to the community during Education Week 2019. The campaign aimed to inform the public about tech schools and encourage people to attend their open days.

### Duration

13 – 31 May 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	139,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	10,000
Other campaign costs	30,000

## Department of Education and Training – TAFE Will Take You There

### Summary

This campaign aims promote the state's TAFE network under one united brand and promotes TAFE Victoria as a provider of courses that help Victorians get real jobs.

### Duration

4 November – 16 December 2018

30 December 2018 – 24 February 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	940,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## Department of Education and Training – Free TAFE

### Summary

A campaign to motivate and encourage prospective students to enrol in free TAFE courses and communicate the breadth and depth of TAFE offering.

### Duration

29 July – 21 October 2018

14 April 2019 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	2,269,422
Creative and campaign development	129,731
Research and evaluation	16,500
Print and collateral	13,363
Other campaign costs	122,322

## Department of Environment, Land, Water and Planning – Take Charge: Victorian Energy Compare

### Summary

External communications campaign focused on informing Victorians about the Victorian Energy Compare website so they can compare energy prices and find the best deal for them. The campaign included television, radio, print and social media advertising.

### Duration

22 January – July 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	550,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## Department of Environment, Land, Water and Planning – Planned Burns

### Summary

A public safety campaign that runs yearly to advise communities of planned burns in their areas.

### Duration

September 2018 – March 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	281,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## Department of Environment, Land, Water and Planning – Power Saving Bonus

### Summary

Campaign promoting a government incentive to use the Victorian energy compare energy comparison site to find the best energy deal on the market

### Duration

January – February 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	2,500,000
Creative and campaign development	0
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

15 September – 31 December 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	196,596
Creative and campaign development	49,789
Research and evaluation	32,063
Print and collateral	35,127
Other campaign costs	0

## Department of Health and Human Services – Kilojoules on the Menu

### Summary

This is the second year this campaign has run and it supports the implementation of the *Food Amendment (Kilojoule Labelling Scheme and Other Matters) Act 2017* by raising awareness of kilojoule labelling and encouraging Victorians to make better informed, healthier food choices.

### Duration

1 May – 30 June 2019

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	161,641
Creative and campaign development	7,815
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## Department of Health and Human Services – Our Fair Share

### Summary

Campaign to build awareness of a significant Commonwealth health funding shortfall and to advocate for Victoria's position for appropriate and equitable health funding

### Duration

April – June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	400,000
Creative and campaign development	126,826
Research and evaluation	0
Print and collateral	4,190
Other campaign costs	454

## Department of Health and Human Services – SafeScript

### Summary

Campaign to promote community awareness of the SafeScript real-time prescription monitoring system ahead of its statewide roll-out in April 2019

### Duration

1 September – 3 November 2018 and 3 March – 4 May 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	802,200
Creative and campaign development	42,000
Research and evaluation	0
Print and collateral	45,000
Other campaign costs	18,000



## 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

19 August – 25 October 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	884,215
Creative and campaign development	270,500
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## Department of Health and Human Services – Seasonal Influenza

### Summary

Campaign to prepare Victorians for the 2019 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

23 April – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	717,154
Creative and campaign development	30,872
Research and evaluation	50,000
Print and collateral	39,250
Other campaign costs	104,537

## 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 2018 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	267,544
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## Department of Health and Human Services – Survive the Heat 2018–19

### 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 2018 – 31 March 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	530,760
Creative and campaign development	16,521
Research and evaluation	26,400
Print and collateral	12,905
Other campaign costs	5,000

## Department of Jobs, Precincts and Regions – Regional Development Victoria – Ready When You Are

### Summary

Campaign to continue Victorian Government's promotion of regional Victoria as an ideal relocation destination for Melburnians.

### Duration

1 July 2018 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	100,000
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Department of Jobs, Precincts and Regions – Regional Development Victoria – Ready When You Are: Regional Jobs

### Summary

An extension of the Ready When You Are campaign, the regional jobs campaign amplified the jobs message in regional Victoria. This campaign created awareness of job opportunities that are being created and currently exist.

### Duration

1 July 2018 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	150,000
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Department of Jobs, Precincts and Regions – Made in Victoria Campaign

### Summary

Campaign to raise awareness of Victoria's capabilities in manufacturing, designing and making local products. Aiming to instil pride amongst Victorians by asking them to support Victorian businesses by buying Victorian products, helping create local jobs and build strong and vibrant communities.

### Duration

20 July – 30 November 2017

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	403,044
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Department of Jobs, Precincts and Regions – Small Business Victoria – Year Long Engagement

### Summary

Campaign to boost engagement and service participation of the Business Victoria website and its related digital channels.

### Duration

1 July 2018 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	120,000
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Department of Jobs, Precincts and Regions – Victoria: The State of Defence Excellence

### Summary

To increase awareness of Victoria's defence industry and capabilities by positioning Victoria as a state of defence industry excellence and leverage high profile defence events.

### Duration

1 July 2018 – 30 June 2019

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	236,895
Creative and campaign development	N/A
Research and evaluation	N/A
Print and collateral	N/A
Other campaign costs	N/A

## Department of Justice and Regulation – Summer Fire campaign 2018–19

### 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

7 - 14 October 2018, 11 November 2018 – 28 February 2019 and March 2019

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	4,045,127
Creative and campaign development	556,969
Research and evaluation	364,536
Print and collateral	0
Other campaign costs	273,256

## Department of Justice and Regulation – Play it Safe by the Water 2018–19 campaign

### Summary

Play it Safe by the Water is a public education and awareness program aimed at increasing safety around water and reducing the number of drowning incidents in Victoria. 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	711,358
Creative and campaign development	174,226
Research and evaluation	86,182
Print and collateral	0
Other campaign costs	11,135

## Department of Premier and Cabinet – Deadly Questions Treaty Communications

### Summary

A multi-year campaign aiming to build greater understanding between Aboriginal and non-Aboriginal people by discussing history and sharing the strength and vibrancy of Aboriginal cultures to raise awareness and support for the path to treaty.

### Duration

July 2018 – June 2019

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,904,000
Creative and campaign development	413,000
Research and evaluation	110,000
Print and collateral	74,000
Other campaign costs	184,000

## 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

July – September 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	235,000
Creative and campaign development	352,000
Research and evaluation	0
Print and collateral	8,000
Other campaign costs	0

## Department of Premier and Cabinet – Victorian Labour Hire Licensing Scheme

### Summary

Promoted and informed labour hire providers and host employers of the Labour Hire Licensing Authority and the Victorian Labour Hire Licensing Scheme, which commenced on 29 April 2019, to encourage licensing and compliance.

### Duration

July – September 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	280,000
Creative and campaign development	110,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

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

### Summary

Designed to initiate a conversation about Victoria's shared values through the themes of contribution and belonging, emphasising that what holds us together as a community are our shared values, in addition to our diversity.

### Duration

August 2018 – March 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	108,000
Creative and campaign development	531,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## Department of Transport – Fair Share Campaign

### Summary

Campaign advocating that Victorians get the funding they deserve for the projects they need the most.

### Duration

21 April – 28 May 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	399,931
Creative and campaign development	172,508
Research and evaluation	0
Print and collateral	0
Other campaign costs	0



## Department of Transport – Level Crossing Removal Project

### Summary

Campaign to inform Melbourne’s travelling community, 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 2018 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	2,314,145
Creative and campaign development	48,743
Research and evaluation	34,030
Print and collateral	0
Other campaign costs	0

## Department of Transport – 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 2018 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	834,007
Creative and campaign development	235,950
Research and evaluation	37,140
Print and collateral	0
Other campaign costs	0

## Department of Transport – MTIA Graduate Program

### Summary

Campaign to promote a centralised graduate program developed in 2019 to support the future generation of Victoria’s communications, engineers, human resources and environmental experts. The campaign highlights the scale of employment opportunities available for young graduates in a growing infrastructure industry.

### Duration

4 – 29 March 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	125,495
Creative and campaign development	16,040
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## Department of Transport – North East Link Project: Community Design Update

### Summary

Promotion of a North East Link design update, sharing how community and stakeholder feedback helped shape the updated design and further opportunities to provide feedback.

### Duration

August - September 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	422,503
Creative and campaign development	15,753
Research and evaluation	0
Print and collateral	118,395
Other campaign costs	0

## Department of Transport – North East Link Project: Environment Effects Statement

### Summary

Promotion of the Environment Effects Statement (EES) extended exhibition period and to invite communities and stakeholders to read the technical studies, talk to specialists at community drop-in sessions and to encourage submissions to the independent panel process. Statutory and additional newspaper advertising targeted local and CALD communities in the project corridor as well as a social media campaign and radio advertising.

### Duration

April – June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	198 324
Creative and campaign development	20,686
Research and evaluation	0
Print and collateral	173,876
Other campaign costs	0

## Department of Transport – Streamlining Hoddle Street: More Go Time

### Summary

Campaign to inform and educate Victorian road users about Melbourne's first Continuous Flow Intersection being built at Swan Street and Punt Road.

### Duration

24 February – 30 March 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	389,138
Creative and campaign development	76,600
Research and evaluation	0
Print and collateral	6,861
Other campaign costs	4,400

## Department of Transport – 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

30 July 2018 – 30 June 2019

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	2,767,410
Creative and campaign development	482,144
Research and evaluation	0
Print and collateral	3,577
Other campaign costs	0

## Department of Transport – West Gate Tunnel: Get Moving Again

### 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

1 September 2018 – 30 June 2019

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,907,668
Creative and campaign development	165,027
Research and evaluation	29,500
Print and collateral	0
Other campaign costs	0

## Development Victoria – Riverwalk Werribee

### Summary

Riverwalk is a land development in Werribee. Marketing activity, including advertising, was undertaken to drive property sales.

### Duration

July 2018 – continuing into 2019-20

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	155,178
Creative and campaign development	578,613
Research and evaluation	2,100
Print and collateral	0
Other campaign costs	0

## Development Victoria – Alfie (Altona North)

### Summary

Alfie is a townhouse development in Altona North. Marketing activity, including advertising, was undertaken to drive property sales.

### Duration

July 2018 – continuing into 2019–20

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	129,915
Creative and campaign development	657,114
Research and evaluation	Incl in creative and campaign development
Print and collateral	0
Other campaign costs	0

## Energy Safe Victoria – Be Sure - Carbon monoxide awareness

### Summary

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

### Duration

16-30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	380,000
Creative and campaign development	216,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	3,000

## Energy Safe Victoria – Know the Drill before you Grill

### Summary

Reducing BBQ fires by teaching people BBQ safety and maintenance.

### Duration

4 November 2018 – 27 January 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	183,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	35,000
Other campaign costs	0

## Energy Safe Victoria – Never Work Live / Look Up and Live

### Summary

Encouraging industry never to work with live electricity and to beware of overhead powerlines.

### Duration

1 July - 9 September 2018

31 March – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	210,000
Creative and campaign development	166,000
Research and evaluation	0
Print and collateral	44,000
Other campaign costs	0

## Federation Training – 2019 recruitment

### Summary

Acquisition campaign targeting February 2019 student enrolments.

### Duration

1 November – 31 December 2018\*

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	140,199
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

\* Federation Training's annual report covers the 2018 calendar year

## GOTAFE (Goulburn Ovens Institute of TAFE) – Apply Now – 2018 campaign for 2019 Intake

### Summary

Campaign to raise the profile of GOTAFE and generate awareness of 2019 course offerings.

### Duration

November – December 2018\*

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	154,667
Creative and campaign development	0
Research and evaluation	0
Print and collateral	14,265
Other campaign costs	0

\* GOTAFE's annual report covers the 2018 calendar year.

## Holmesglen Institute – 2018 mid-year recruitment campaign

### Summary

'Learn More, Do More' recruitment campaign for 2018 executed across strategic outdoor locations, transit, radio, and digital channels.

### Duration

May to July 2018\*

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	236,900
Creative and campaign development	29,000
Research and evaluation	0
Print and collateral	21,000
Other campaign costs	10,000

\*Holmesglen Institute's annual report covers the 2018 calendar year.



## Holmesglen Institute – 2019 Free TAFE recruitment campaign

### Summary

Free TAFE recruitment campaign executed across strategic outdoor locations, transit, radio, cinema and digital channels.

### Duration

August – December 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	336,147
Creative and campaign development	38,665
Research and evaluation	8,000
Print and collateral	28,000
Other campaign costs	30,000

## Holmesglen Institute – 2018 Open Day campaign

### Summary

Seven Open Days were held in 2018. The advertising campaign is digitally focused with radio support to drive registrations to events and showcase Holmesglen.

### Duration

January – December 2018\*

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	167,215
Creative and campaign development	22,000
Research and evaluation	0
Print and collateral	6,000
Other campaign costs	8,000

\*Holmesglen Institute's annual report covers the 2018 calendar year.

# Independent Broad-Based Anti-Corruption Commission – 'Yes, it's corruption. Yes, I can do something about it' campaign

## Summary

Campaign to increase community awareness about public sector corruption, how to report suspected corruption and the legal protections available. The campaign included advertising in metropolitan and regional newspapers, on radio, via digital media and other mediums.

## Duration

3 – 28 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	630,000
Creative and campaign development	175,298
Research and evaluation	102,264
Print and collateral	0
Other campaign costs	36,113

## Launch Victoria – Scale Up Your Career campaign

### Summary

Campaign seeking to grow the talent pool of people working in the scale-up economy (high growth and innovative tech-based businesses) with a focus on roles that will support their growth such as Sales and Marketing, Product Design and Software Development.

### Duration

7 January – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	578,000
Creative and campaign development	181,000
Research and evaluation	32,000
Print and collateral	N/A
Other campaign costs	N/A

## Melbourne Polytechnic – 2018–19 Summer campaign

### Summary

Brand campaign promoting 2019 student enrolments.

### Duration

1 November – 31 December 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	164,366
Creative and campaign development	317,211
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## Melbourne Polytechnic – 2018 Mid-Year campaign

### Summary

Brand campaign promoting 2018 mid-year enrolments.

### Duration

2 April – 31 July 2018\*

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	759,053
Creative and campaign development	196,912
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

\*Melbourne Polytechnic's annual report covers the 2018 calendar year.

## Melbourne Polytechnic – Open Day campaign

### Summary

Enrolment and brand campaign to encourage students to attend Open Day.

### Duration

23 July – 19 August 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	133,650
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## Museums Victoria – *Revolutions: Records and Rebels*

### Summary

Campaign to drive visitation to Melbourne Museum's exhibition *Revolutions: Records and Rebels*.

### Duration

March 2019 - ongoing\*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	301,070
Creative and campaign development	29,415
Research and evaluation	0
Print and collateral	75,836
Other campaign costs	97,653

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

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

### Summary

Presenting more than 200 key works, the exhibition traced the development of art and design from the late nineteenth century to the present day. The marketing campaign was designed to attract local, regional, interstate and international audiences and leveraged media partnerships to amplify coverage.

### Duration

9 June 2018 – 7 October 2018\*

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	423,000
Creative and campaign development	-
Research and evaluation	21,000
Print and collateral	2,000
Other campaign costs	44,000

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

## National Gallery of Victoria – *Mel&NYC*

### Summary

In a landmark, city-wide event, MEL&NYC saw unprecedented collaboration between Victoria's arts and culture community, bringing together more than fifty organisations, institutions, communities, venues and local artists to celebrate Melbourne and New York as major cultural capitals. Running concurrently with MoMA at NGV, the four-month festival was supported by live marketing activations, out-of-home and stadium advertising, radio, print, digital and social media advertising.

### Duration

1 June 2018 – 30 September 2018\*

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	298,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	17,000
Other campaign costs	2,000

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

## National Gallery of Victoria – *Escher X Nendo – Between Two Worlds*

### Summary

A world-first presentation of the works of Dutch artist M. C. Escher in dialogue with acclaimed Japanese design studio nendo, the marketing campaign featured targeted print and outdoor advertising, cinema advertising, digital and social media executions.

### Duration

02 December 2018 – 7 April 2019

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	441,000
Creative and campaign development	23,000
Research and evaluation	30,000
Print and collateral	4,000
Other campaign costs	5,000

## National Gallery of Victoria – *Terracotta Warriors: Guardians of Immortality & Cai Guo-Qiang: The Transient Landscape*

### Summary

The Qin Emperor's ancient terracotta warriors exhibition was displayed alongside new works by contemporary artist, Cai Guo-Qiang. The marketing campaign targeted diverse local, regional, interstate and international audiences with an emphasis on negotiated media partnerships to maximise advertising reach.

### Duration

24 May 2019 – 13 October 2019\*

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

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

## Public Transport Victoria – Mobile Myki

### Summary

The campaign introduced Victorians to mobile ticketing technology available on Android devices. The campaign aimed to ensure passengers were aware of the new technology. Secondary objectives focused on the timesaving benefits of Mobile Myki such as ‘topping up on the go’ and checking your balance in real time.

### Duration

31 March – 22 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	489,353
Creative and campaign development	133,145
Research and evaluation	0
Print and collateral	104,763
Other campaign costs	0

## Public Transport Victoria – Safest Way to Cross - Pedestrians

### Summary

Rail crossing behaviour has been singled out as a key issue lacking in public education and awareness across Victoria. The campaign targeted pedestrians and unsafe behaviour, including texting, daydreaming and using a mobile phone, aiming to reduce the number of incidents (collisions and near misses) that occur near rail crossings.

### Duration

5 August – 9 September 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	251,806
Creative and campaign development	35,400
Research and evaluation	0
Print and collateral	104,763
Other campaign costs	0



# Public Transport Victoria – Safety You Can See – Protective Service Officers

## Summary

This campaign addressed the lack of public awareness of personal safety and security initiatives on public transport. Launched in July 2018, it aimed to educate about the presence and role of Protective Services Officers (PSOs). Secondary messages aimed to improve awareness of key safety infrastructure across the network, such as CCTV and Safety Zones.

## Duration

27 July – 2 September 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	372,479
Creative and campaign development	57,642
Research and evaluation	0
Print and collateral	21,850
Other campaign costs	0

## Respect Victoria – Respect Women: Call It out

### Summary

Behaviour change campaign targeting bystanders to intervene when they witness gender inequality and sexual harassment – two drivers that can lead to family violence and particularly violence against women.

### Duration

April – July 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	863,000
Creative and campaign development	289,000
Research and evaluation	165,000
Print and collateral	0
Other campaign costs	0

## Respect Victoria – Respect Older People: Call It out

### Summary

Behaviour change campaign aimed at preventing elder abuse by raising awareness of early behaviours and signs of elder abuse with family members and those in close contact, such as carers, healthcare workers and seniors club members.

### Duration

April – July 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	372,000
Creative and campaign development	0
Research and evaluation	50,000
Print and collateral	11,000
Other campaign costs	15,000

## Transport Accident Commission – Distracted Driving – If You're On Your Phone, You're Driving Blind

### Summary

A third of Victorians admit to using their phone illegally while driving, and the most common behaviour admitted to is reading texts. The first step towards behaviour change is to overcome drivers' denial that they are putting themselves, and others, in danger with a two second glance at a text. This campaign launched with TV, radio, online, billboards, cinema and social media.

### Duration

31 May – 30 June 2019

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,635,576
Creative and campaign development	1,144,776
Research and evaluation	184,680
Print and collateral	0
Other campaign costs	0

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

### Summary

Beyond a certain point, our bodies are not able to fight the chemicals in our bodies that lead to sleep. Entertaining social media films refreshed this campaign over the long weekends in March, April and June.

### Duration

1 March – 10 June 2019

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	14,901
Creative and campaign development	107,027
Research and evaluation	42,165
Print and collateral	0
Other campaign costs	0

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

### Summary

Campaign advises 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. Billboards, TV, radio, regional newspapers and out of home advertising conveyed the unpredictable nature of enforcement by booze/drug buses, unmarked patrol cars and marked motorcycles.

### Duration

3 March – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,718,137
Creative and campaign development	147,867
Research and evaluation	42,165
Print and collateral	0
Other campaign costs	0

## Transport Accident Commission – Enforcement – Think of us

### Summary

This campaign aims to deter deliberately risky behaviour. Police are portrayed as personal guardians who help us make better decisions about our driving in three different scenarios where drivers consider whether to speed, drink-drive and text-drive. A new Christmas-themed commercial reminded us that police do not wish to knock on the doors of our loved ones with bad news.

### Duration

8 November 2018 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,802,222
Creative and campaign development	291,603
Research and evaluation	56,889
Print and collateral	0
Other campaign costs	0

## Transport Accident Commission – Infrastructure – Safety Barriers Save Lives

### Summary

Community interest in seeing a vehicle crash into safety barriers is high, and this campaign responds by showing a vehicle crashing into a safety barrier and explaining how safety barriers work. The campaign ran across TV, cinema, radio, out of home, digital and social media, with a focus on reaching regional communities state-wide.

### Duration

1 July 2018 – 30 June 2019

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,707,756
Creative and campaign development	633,609
Research and evaluation	104,665
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 regional and metropolitan road users at the time it is most relevant to them. Increasingly, new sites with digital capability have been added to TAC's portfolio to enable more efficient changeover of messaging.

### Duration

July 2018 – June 2019

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	4,214,210
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 – Motorcyclist Safety – Driver think rider. Rider think driver

### Summary

Campaign speaks to drivers about their role in keeping riders safe on our roads. Motorcycles don't have the protection that cars can offer and so riders must take extra precautions on the road, by wearing protective gear, making themselves visible and riding within their limits. The campaign shares specific instructions to drivers and riders.

### Duration

7 October – 1 December 2018

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	1,002,528
Creative and campaign development	121,920
Research and evaluation	42,165
Print and collateral	0
Other campaign costs	0

## Transport Accident Commission – Motorcyclist Safety – Perfect Ride

### Summary

The campaign targets experienced riders with specific roadcraft messages. Radio, press and billboard media companies provided free spots to the TAC (in addition to paid spots) in response to the loss of riders' lives over summer. Social media was extensive.

### Duration

7 February – 23 March 2019

Campaign advertising expenditure	\$ (excluding GST)
Media advertising buy	383,405
Creative and campaign development	45,294
Research and evaluation	42,165
Print and collateral	0
Other campaign costs	0

## Transport Accident Commission – Night Time Practise for Learner Drivers

### Summary

This new online campaign targets Learners and their parents to promote the TAC’s free online resource known as “DriveSmart”. DriveSmart is an award-winning tool supporting Learners as they progress through the licensing system. Recent changes now require Learners to double their night time practise, up from a minimum of 10 hours to 20 hours.

### Duration

2 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	109,892
Creative and campaign development	36,640
Research and evaluation	42,165
Print and collateral	0
Other campaign costs	0

## Transport Accident Commission – Towards Zero – Man on the Street

### Summary

The emotive “Man on the Street” campaign shows a man being asked for his opinion on an acceptable number of lives to lose each year on our roads. The campaign was updated and re-run in 2018 to provoke the community’s thoughts on the acceptability of road trauma today and to maintain community belief that zero is possible.

### Duration

2 September – 6 October 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	591,172
Creative and campaign development	132,840
Research and evaluation	42,165
Print and collateral	0
Other campaign costs	0

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

## Summary

This online campaign conveys that vehicle safety is affordable in used cars under \$5,000. Safety features can prevent crashes as well as reducing the forces of impact in a crash. Two segments of the community benefit the most from vehicle safety: younger drivers (due to inexperience) and older drivers (due to our bodies' vulnerability and fragility).

## Duration

29 April – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	204,027
Creative and campaign development	32,575
Research and evaluation	42,165
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

2 December 2018 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,000,000
Creative and campaign development	236,000
Research and evaluation	400,000
Print and collateral	0
Other campaign costs	1,863,000

## VicRoads – Regional Roads Victoria

### Summary

Public launch campaign to create brand awareness and inform regional road users of Regional Roads Victoria (RRV) as a new division of VicRoads. The campaign focused on promotion of a new hotline enabling rural people to provide direct feedback, and educate on the essential role performed by the rural arterial network in connecting regional Victorians for maximum social and economic prosperity.

### Duration

December 2017 – January 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	846,000
Creative and campaign development	170,000
Research and evaluation	27,000
Print and collateral	191,000
Other campaign costs	291,000

## VicRoads – Share the Road

### Summary

A public awareness campaign to get people in Victoria sharing the roads respectfully, in keeping with the Towards Zero 2016-2020 Road Safety Strategy. The campaign aims to start influencing behaviour change on our roads across multiple transport modes.

### Duration

December 2017

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	120,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## VicRoads – Motorcycle Safety

### Summary

A targeted campaign in response to the high motorcyclist road toll seen in 2019. The campaign provides easy access for Victorian motorcyclists to reliable, trusted content so they are equipped with the right knowledge and skills to ride safely in all conditions.

### Duration

June 2018 – July 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	500,000
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 2018 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	3,592,000
Creative and campaign development	682,000
Research and evaluation	250,000
Print and collateral	23,000
Other campaign costs	137,000

## Victoria Police – PSO Community Assurance campaign

### Summary

Advertising, communication and marketing activities for the community awareness and recruitment of PSOs.

### Duration

1 July 2018 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,740,000
Creative and campaign development	603,000
Research and evaluation	58,000
Print and collateral	1,200
Other campaign costs	26,000

## Victorian Building Authority – Carbon Monoxide Training Program

### Summary

Radio and press activity to support statewide Carbon Monoxide Safety Program to enhance the skills of plumbers who install and service gas heaters and other gas appliances.

### Duration

29 July 2018 – 1 September 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	105,036
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## Victorian Electoral Commission – State Election 2018

### Summary

During the 2018 election the Victorian Electoral Commission communicated with electors through advertising, social media, the VEC website, the digital VoterAlert system and the published Election Guide and Easy English Guide to raise awareness around how and where to enrol to vote, the early voting process and how to vote on the day.

### Duration

1 September – November 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	3,800,000
Creative and campaign development	0
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## 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 2018 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	796,680
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 2018 – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	647,521 (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 – Effects of gambling

### Summary

Targeting people who gamble in a risky way to increase awareness about the negative emotional consequences that gambling can cause.

### Duration

19 May – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	1,416,810
Creative and campaign development	356,560
Research and evaluation	178,834
Print and collateral	0
Other campaign costs	0

## VRGF – Early intervention – Reducing harm among low-risk gamblers, Gambling Harm Awareness Week – Talk. Share. Support.

### Summary

Inviting the community to have open discussions about gambling harm.

### Duration

8 – 14 October 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	94,600
Creative and campaign development	40,340
Research and evaluation	58,675
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 January – 30 June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	246,352
Creative and campaign development	13,706
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 for parents how the normalisation of gambling makes it difficult for young people to recognise the risks involved.

### Duration

26 August – 30 September 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	884,212
Creative and campaign development	17,470
Research and evaluation	42,000
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 or quit gambling, the 100 Day Challenge offers 100 activities over 100 days, to get more out of life.

### Duration

1 January – 2 March 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	832,203
Creative and campaign development	27,345
Research and evaluation	61,474
Print and collateral	0
Other campaign costs	0



## WorkSafe Victoria – Agriculture campaign

### Summary

The quad bike safety campaign entered a third phase, reinforcing the dangers of quad bikes, and encouraging the uptake of the Victorian Government's rebate scheme for installation of roll-over protection or to purchase an alternative work vehicle.

### Duration

November 2017 – February 2018

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	413,000
Creative and campaign development	348,000
Research and evaluation	49,000
Print and collateral	0
Other campaign costs	37,000

## WorkSafe Victoria – Asbestos

### Summary

Campaign targeting tradespeople conducting renovation and maintenance that may expose them to asbestos, aimed at building their awareness of asbestos risks and safe work procedures.

### Duration

May – June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	102,000
Creative and campaign development	42,000
Research and evaluation	22,000
Print and collateral	0
Other campaign costs	33,000

## WorkSafe Victoria – CALD Vulnerable Workers campaign

### Summary

Language and cultural barriers may prevent workers who are not proficient in English from accessing and understanding information about workplace health and safety. Targeted advice and support is offered in nine languages to build an understanding of workplace health and safety among this highly vulnerable section of the community.

### Duration

December 2018 – June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	425,000
Creative and campaign development	78,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	31,000

## WorkSafe Victoria – Christmas Safety campaign

### Summary

The rush to end-of-year holidays is historically one of the most dangerous times of the year. This campaign aims to influence behaviour to prevent harm to all workers.

### Duration

November – December 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	200,000
Creative and campaign development	32,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	0

## WorkSafe Victoria – Functional advertising

### Summary

Functional advertising can include details about community consultation, public hearings, investigations, seminars and the availability of government grants, public notices, or urgent public health or safety announcements.

### Duration

July 2018 - June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	165,000
Creative and campaign development	52,000
Research and evaluation	108,000
Print and collateral	0
Other campaign costs	0

## WorkSafe Victoria – Hearts and Minds

### Summary

An attitudinal change campaign designed to shape and change community social norms on safety and prevention. It aims to broaden the community's understanding of what a workplace culture of health, safety and wellbeing looks like to ensure positive, proactive prevention is front and centre in Victorian workplaces.

### Duration

October 2018 - June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	3,652,000
Creative and campaign development	1,884,000
Research and evaluation	247,000
Print and collateral	0
Other campaign costs	79,000

## WorkSafe Victoria – Occupational Violence and Aggression in Healthcare – It’s Never OK

### Summary

Campaign reminding the community that it’s never acceptable to commit acts of violence or aggression against healthcare workers, while also encouraging and empowering workers to report incidents

### Duration

July 2018 - June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	318,000
Creative and campaign development	243,000
Research and evaluation	0
Print and collateral	0
Other campaign costs	1

## WorkSafe Victoria – WorkWell

### Summary

Campaign promoting the WorkWell online mental health and wellbeing platform, which assists employers to look after the mental health and wellbeing of their employees.

### Duration

August 2018 – May 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	199,000
Creative and campaign development	488,000
Research and evaluation	14,000
Print and collateral	0
Other campaign costs	6,000

## WorkSafe Victoria – Young Workers

### Summary

This campaign aims to empower young workers by encouraging them to take action and speak up if they feel unsafe, as well as educate employers on their responsibilities.

### Duration

May - June 2019

<b>Campaign advertising expenditure</b>	<b>\$ (excluding GST)</b>
Media advertising buy	145,000
Creative and campaign development	52,000
Research and evaluation	108,000
Print and collateral	0
Other campaign costs	0