

Victorian Government Advertising Plan

2020–21

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

June 2021



Unless indicated otherwise, this work is made available under the terms of the Creative Commons Attribution 4.0 international licence. To view a copy of this licence, visit <https://creativecommons.org/licenses/by/4.0/>.

It is a condition of this Creative Commons Attribution 4.0 Licence that you must give credit to the original author who is the State of Victoria.

ISSN 2208-8393 - Online

**Accessibility**

If you would like to receive this publication in an accessible format, such as large print or audio, email [advertising@dpc.vic.gov.au](mailto:advertising@dpc.vic.gov.au).

# Contents

[Contents 3](#_Toc46322587)

[About the 2020–21 advertising plan 4](#_Toc46322588)

[Adjusting the annual advertising plan 4](#_Toc46322589)

[Reporting on government advertising expenditure 4](#_Toc46322590)

[Non-campaign advertising 5](#_Toc46322591)

[Advertising standards in legislation 5](#_Toc46322592)

[Government campaign advertising planned for 2020–21 6](#_Toc46322593)

[Priority area 1: Public safety, personal security and behaviour change 7](#_Toc46322594)

[Priority area 2: Social cohesion, civic pride and community spirit 8](#_Toc46322595)

[Priority area 3: Commercial and economic investment in Victoria 9](#_Toc46322596)

[Priority area 4: Generation of revenue for institutions or events 10](#_Toc46322597)

[Priority area 5: Compliance with legislative requirements 11](#_Toc46322598)

[Planned department and agency campaign advertising: 2020–21 and 2019–20 12](#_Toc46322599)

# About the 2020–21 advertising plan

By publishing of the *Victorian Government Advertising Plan 2020–21,* theVictorian Government’s continues its commitment to maintaining transparency on government advertising expenditure.

In developing the advertising plan for 2020–21, each advertising campaign proposed by Victorian Government departments and agencies was carefully considered and assessed.

The government’s 2020–21 advertising plan includes allowance for significant new campaigns to promote public health and safety in the face of the coronavirus (COVID-19) pandemic, to address the impacts of the pandemic, and to support the Victorian community, business and organisations to recover during 2020–21 and beyond.

As in previous years, the plan includes campaigns raising awareness of disruptions and service changes caused by major road and rail infrastructure projects, and major behaviour change campaigns tackling family violence and gambling harm.

The 2020–21 advertising plan also includes major new campaigns to encourage Victorians to plan and prepare for the 2020–21 fire season, and to support the Victorian tourism industry, public schools, and the TAFE sector.

The government considers these activities are critical to delivering its strategic priorities for Victoria, while representing an effective investment of public money.

Throughout 2020–21, each individual campaign underwent a further layer of scrutiny to ensure the level of advertising expenditure planned for the campaign is prudent and represents the minimum amount required to achieve the campaign’s strategic objectives.

## **Adjusting 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 2020–21 plan will not take place as scheduled, while additional advertising will be required that was not anticipated when the plan was developed.

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

## **Reporting on government advertising expenditure**

Each year, the Victorian Government publishes a report on total government advertising expenditure for the previous financial year, as well as a report summarising significant advertising campaigns undertaken during the year. These reports can be found online at www.vic.gov.au/advertising-plans-and-spend.

Departments and agencies also report details of any advertising campaigns with media advertising costs of $100,000 or more, within their annual reports.

## **Non-campaign advertising**

This advertising plan summarises Victorian Government advertising campaigns planned for 2020–21. Campaign advertising is generally intended to communicate a particular message or change people’s behaviour over time – for example, road safety campaigns.

The Victorian Government also undertakes a range of ‘non-campaign’ advertising, which includes recruitment advertising and functional advertising (such as requests for tender, notifications about community consultations 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 passed legislation to strengthen governance of communication and advertising undertaken by public sector bodies, by introducing new   
Part 5A to the *Public Administration Act 2004* (the Act).

Part 5A of the Actincludes measures to restrict government television advertising to five purposes or ‘priority areas’. No other government television advertising is permitted under the Act.

As detailed within this report, all advertising campaigns included in the 2020–21 advertising plan contribute to one of these five communication priority areas.

In 2018, the government also introduced new Regulations under Part 5A of the Act to further strengthen governance of public sector communication and advertising.

The Actand the Public Administration (Public Sector Communication Standards) Regulations 2018 can be viewed online at www.legislation.vic.gov.au.

# Government campaign advertising planned for 2020–21

All campaign advertising undertaken by the Victorian Government during 2020–21 fulfilled one of five priority areas for government communications:

1. To promote public safety, personal security and behaviour change

2. To promote social cohesion, civic pride and community spirit within the general public

3. To promote commercial and economic development within the state

4. To generate revenue for public sector bodies or for the state through consumption of products, services or events delivered by or in partnership with public sector bodies

5. To promote compliance with legislative requirements.

These communication priority areas mirror those included in Part 5A of the Act*,* which establishes parameters for government advertising on television.

The chart below shows planned spending for each priority area as a proportion of the government’s overall expenditure on campaign advertising for 2020–21.

More information about each priority area, including examples of significant advertising campaigns planned for 2020–21, is provided on the following pages.

## **Priority area 1: Public safety, personal security and behaviour change**

The Victorian Government invests significantly in the promotion of safe and responsible behaviour, to advise of service disruptions and to promote programs that help people stay safe and well.

This includes campaigns that carry crucial public health messaging about the COVID-19 pandemic and restrictions, and campaigns to support the community to recover throughout 2020–21. Other campaigns target 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.

### ***Coronavirus response***

In 2020–21 the government continued to undertake extensive advertising to inform the community of the public health response to the COVID-19 pandemic, including messaging around movement restrictions, personal protective equipment requirements and physical distancing measures. The dynamic nature of the pandemic situation required government campaign messaging to be reviewed on a regular basis.

### ***Victoria’s Big Build***

Continuing in 2020–21, government campaigns provided the community with information on major transport infrastructure projects, including road and rail projects in Melbourne and regional Victoria, such as Level Crossing Removals, Metro Tunnel, the North East Link Project and Regional Rail Projects. Advertising informed the public of transport disruptions and project progress and promoted alternative transport arrangements during construction.

### ***Road safety and workplace safety***

In 2020–21, the Transport Accident Commission (TAC) and WorkSafe Victoria continued to deliver critical safety messages to reduce the risk of deaths and injuries. Campaigns promoted responsible behaviour and practices and educated Victorians about how to stay safe on the roads and in the workplace. This included campaigns from TAC highlighting the dangers of speeding and distracted driving, particularly during holiday periods, and of not wearing seatbelts.

### ***Victorian Responsible Gambling Foundation***

To reduce harm and encourage a balanced perspective on gambling in the community, the Victorian Responsible Gambling Foundation runs campaigns to increase community and individual understanding of harm from gambling. The campaigns challenge the normalisation of gambling in sport and the impact that stigma has on people’s willingness to seek help.

### ***Family violence***

During 2020–21, the government continued its major, long-term initiative to prevent family violence. The program is supported by advertising intended to change behaviour through the ‘Respect Women: Call It Out’ campaign, as well as campaign aimed at keeping older people and LGBTIQ people safe from family abuse

## **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 contribute to 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.

### ***Deadly & Proud***

The ‘Deadly & Proud’ campaign promoted awareness and pride of Aboriginal cultures among the Victorian community. The campaign supported the government’s continued commitment to advancing Aboriginal self-determination and Treaty.

***Australia Day and veterans’ acknowledgement***

Each year, the Victorian Government promotes celebration of Australia Day and acknowledges the service of Victoria’s veterans through campaigns to increase community awareness and inform Victorians of opportunities to participate in various events.

## **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.

### ***Tourism promotion***

In 2020–21, advertising campaigns by Visit Victoria, such as the ‘Stay Close, Go Further’ campaign, encouraged Victorians to explore the best their own state has to offer, in response to restrictions on interstate and international travel.

The ‘Click for Vic’ campaign highlighted the stories of artisan makers and creators in Melbourne and regional Victoria and encouraged Victorians to ‘buy local’ and purchase local products online.

***Business Victoria***

Business Victoria undertook a variety of campaigns to assist Victorian businesses, particularly small businesses, recover from the aftermath of the 2020 bushfires and the COVID-19 pandemic. The campaigns encouraged small business participation in workshops and mentoring programs to facilitate business recovery and growth.

## **Priority area 4: Generation of revenue for institutions or events**

This priority area supports Victoria’s many iconic arts and educational institutions and major events, which offer world-class attractions, events and services.

Many of these institutions and events rely on advertising to attract the patronage and attendance that generates revenue for their programs and activities. In 2020–21, this advertising was more important than ever to attract patrons back to these institutions as COVID-19 restrictions allowed.

### ***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 2020–21, advertising informed Victorians about virtual and live events at these iconic venues, as they safely welcomed back visitors.

### ***TAFE and vocational institutions***

Advertising in 2020–21 supported the TAFE Victoria brand by encouraging Victorians to explore the opportunities for learning, development and advancement offered by Victorian TAFEs, including the government’s Free TAFE for Priority Courses initiative. Throughout 2020–21, advertising undertaken by individual institutions informed 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. Once COVID-19 restrictions lifted, advertising by Zoos Victoria promoted new experiences offered by these venues and encouraged Victorians to visit, explore and learn about the natural heritage of Australia and the world.

## **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 new requirements.

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

### ***Consumer Affairs Victoria***

Consumer Affairs Victoria undertakes campaigns to raise awareness of consumer rights, particularly in areas where there have been legislative changes and reforms, such as in rental agreements and real estate.

### ***Local Government Elections 2020***

Advertising promoted awareness of elections for 76 of Victoria’s 79 local councils. The two-part campaign encouraged Victorians to register and then to vote in the October 2020 elections which were held via a postal vote. The campaign was run by the Victorian Electoral Commission.

***Raising awareness of rights and responsibilities***

In 2020–21, government campaigns continued to raise community and business awareness of rights and responsibilities in relation to energy providers and energy costs, portable long service requirements, and fair and legal wages for workers.

# Planned department and agency campaign advertising: 2020–21 and 2019–20

The charts below show the proportion of campaign advertising planned by government departments and agencies during 2020–21 and 2019–20. Each chart lists examples of significant department and agency advertising campaigns, including major new initiatives planned for the year.

### Planned campaign advertising expenditure – 2020–21

**Departments (40%)**

Continuing core activities:

* Summer fire season preparation campaigns
* Teacher recruitment
* Prevention of family violence and elder abuse

New activities in key areas:

* Response to COVID-19 pandemic
* Establishment of new Fire Rescue Victoria organisation

**Agencies (60%)**

Continuing core activities:

* Promotion of Victoria as a tourism destination
* Transport infrastructure projects and associated disruptions
* Gambling harm minimisation
* Police recruitment
* Road and workplace safety

New activities in key areas:

* Economic recovery post COVID-19 pandemic
* Victorian Local Government elections

### Planned campaign advertising expenditure – 2019–20

**Departments (24%)**

Continuing core activities:

* Summer fire campaign
* Preventing family violence and abuse of older people
* ‘Deadly Questions’ Treaty campaign

New initiatives in key areas:

* Teacher recruitment

**Agencies (76%)**

Continuing core activities:

* Road and workplace safety
* Transport infrastructure projects
* Tourism promotion
* Minimising gambling harm

New initiatives in key areas:

* Police recruitment campaign
* Police assistance line and online reporting
* Home safety campaigns (e.g. gas heater safety)