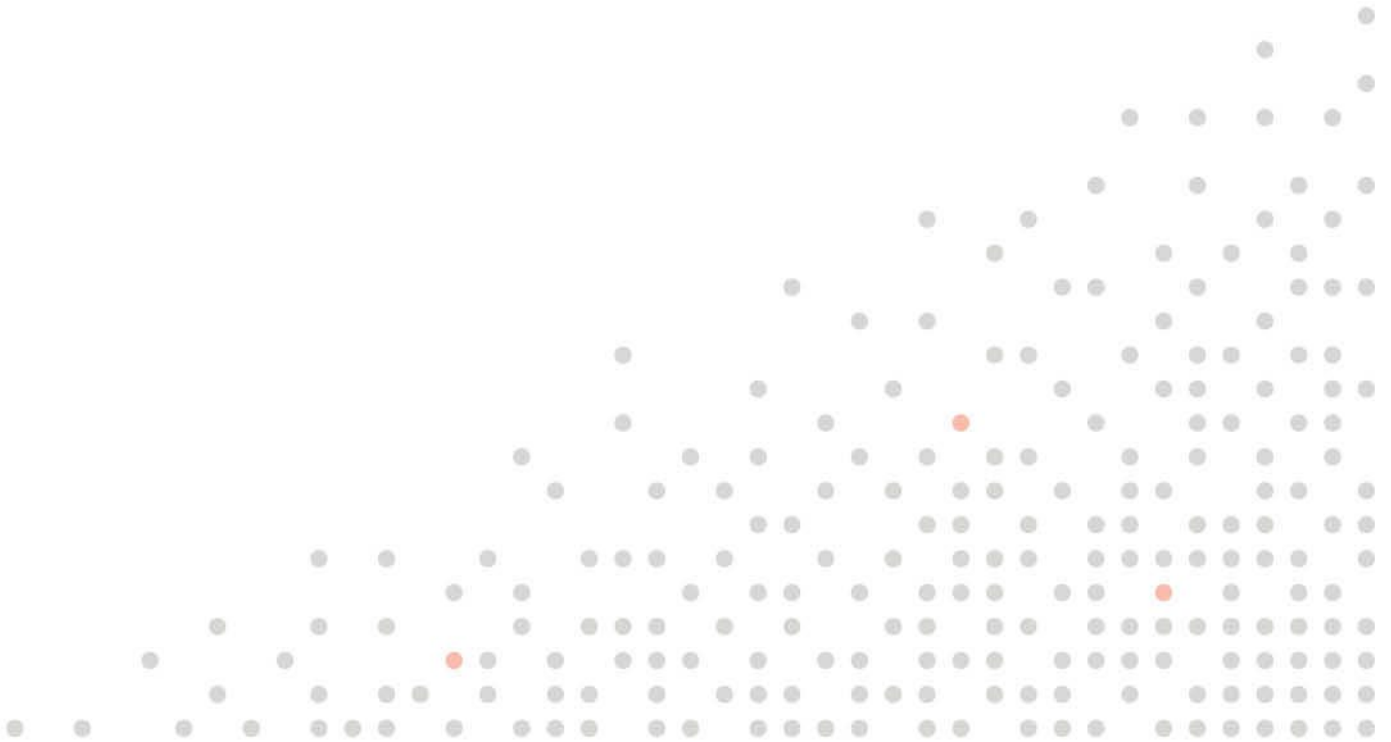




Australian Government
Department of Finance



Campaign Advertising by
Australian Government
Departments and Entities
Report 2023–24



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About the report on campaign advertising

This report details campaigns undertaken by non–corporate Commonwealth entities under the *Public Governance, Performance and Accountability Act 2013* (PGPA Act) for which expenditure was greater than \$250,000. All amounts exclude Goods and Services Tax.

This report covers the 2023–24 financial year and provides detail of 30 advertising campaigns which ran during the period, based on data sourced from the Department of Finance’s Central Advertising System.

For each campaign, a short description and breakdown of expenditure by advertising medium is provided. Where campaigns did not use ethnic and/or First Nations media, the reasoning (‘exception report’) from the responsible entity is provided in Chapter 2 of this report.

This report also provides data on both direct media placement expenditure and associated indirect campaign advertising expenditure, such as market research and advertising production costs.

All amounts reported were paid in the 2023–24 financial year for work performed in the 2023–24 financial year. Campaigns spanning financial years may have incurred or may incur costs in other financial years. These costs have been/will be reported in their respective periods.

Chapter 1: The Campaign Advertising Framework

Guidelines on Information and Advertising Campaigns by non–corporate Commonwealth Entities

The *Guidelines on Information and Advertising Campaigns by non–corporate Commonwealth Entities* released in December 2022 (Guidelines) (Appendix A) applied at the time of this reporting period.

The Guidelines contain five principles for Government advertising and information campaigns, including the need for campaigns to be properly targeted, free from political content, relevant to Government responsibilities, and conducted with due regard to efficiency, effectiveness and accountability. All non–corporate Commonwealth entities under the PGPA Act are required to comply with the Guidelines.

Roles of key stakeholders

Ministers

Ministers of non–corporate Commonwealth entities undertaking a campaign have responsibility for authorising the campaign’s development and the launch of a campaign. Entities are responsible for undertaking campaign design and implementation. Ministers have a legitimate interest in the development of campaigns in their portfolios and are usually briefed by their portfolio entities throughout the campaign development process.

Government Communications Subcommittee (GCS)

The GCS of Cabinet reviewed Australian Government advertising campaigns with budgets over \$500,000 conducted by non–corporate Commonwealth entities prior to launch.

Independent Communications Committee (ICC)

On 1 July 2023, new members were appointed to the Committee. During the reporting period, the ICC was chaired by Ms. Meredith Fairweather, and its members were Mr. Adam Davey and Ms. Allyson Warrington.

The ICC provided its independent views and advice to Secretaries or Chief Executives (Accountable Authorities) of entities conducting or proposing to conduct advertising campaigns where expenditure was expected to be more than \$250,000.

The Committee’s key responsibilities included:

- considering proposed campaigns and providing advice to Accountable Authorities on the capability of compliance with Principles 1 to 4 of the Guidelines;

- reporting to responsible Ministers on the operation of the Guidelines, as necessary, including any trends and emerging issues; and
- considering and proposing to responsible Ministers any revisions to the Guidelines.

The ICC considered campaigns at an early stage of development reviewing communication strategies, media plans and research findings.

Accountable Authorities considered the ICC's compliance advice as part of the campaign development process.

The ICC's compliance advice is published at finance.gov.au/publications/compliance-advice.

Entities undertaking advertising campaigns

Accountable Authorities are responsible for certifying that advertising campaigns above the value of \$250,000 developed within their entities comply with the Guidelines and related Government policies.

Department of Finance

Finance provides policy advice, whole-of-government coordination, and assistance to entities conducting advertising activities. During the reporting period, Finance's functions included:

- providing policy advice related to the framework for information and advertising campaigns and associated processes to the Minister for Finance;
- advising entities on whether information and advertising activities fell within scope of the campaign advertising Guidelines;
- providing secretariat services to the ICC;
- managing the Government Communications Campaign Panel (GCCP);
- providing advice to entities on formative and evaluative research, campaign proposals, communications strategies and associated GCCP development processes;
- providing advice on campaign advertising;
- managing the whole-of-government contract for media buying and placement as part of the Central Advertising System (CAS); and
- coordinating annual reports on campaign expenditure.

Central Advertising System (CAS)

All campaign and non-campaign advertising by non-corporate Commonwealth entities under the PGPA Act must be placed through the CAS, which consolidates government advertising expenditure and optimises media discounts through whole-of-government negotiated media rates.

Finance operates the CAS and manages the contract for the contracted master media agency. During the period, Universal McCann handled all campaign and non-campaign (i.e. job vacancies, tenders and public notices) media planning and placement.

In addition to non-corporate Commonwealth entities, other bodies may use the CAS and access the rates, terms and conditions that the Commonwealth has negotiated. During the period, organisations that could access the CAS included:

- corporate Commonwealth entities and Commonwealth companies under the PGPA Act;
- the Northern Territory and Australian Capital Territory governments; and
- organisations provided with Australian Government funding for advertising or communications purposes.

Government Communications Campaign Panel (GCCP)

The GCCP is a whole-of-government panel of twenty communications suppliers who work on Australian Government advertising and information campaigns.

Non-corporate Commonwealth entities under the PGPA Act must use the GCCP when developing and implementing advertising and information campaigns valued at or greater than \$500,000.

Process for the development and launch of campaigns

Consistent with the Guidelines and framework in effect during the reporting period, the key steps for campaign development and launch were:

- The Minister of the relevant entity agreed to the development of a campaign.
- The entity received authorisation from the Minister for Finance to commence the campaign.
- The entity developed a communication strategy, informed by specific developmental research (and/or an analysis of existing research) and advice from the master media agency.
- The entity developed briefs for communications suppliers (which may have included advertising, public relations, research, multicultural and First Nations communications specialists), and undertook associated procurement processes.
- Communications suppliers were appointed, and the campaign developed, which usually included refining and testing the materials with the intended target audience/s to provide assurance they were performing well.
- The ICC reviewed the campaign and provided compliance advice against Principles 1 to 4 of the Guidelines. Entities were expected to consider this advice as part of the campaign development process.
- Once the campaign was finalised, the Accountable Authority considered the compliance advice from the ICC together with advice from their own entity, including advice with

regard to Principle 5 (legal and procurement matters). If satisfied of the campaign's compliance with the Guidelines, the Accountable Authority provided a certification to the responsible Minister.

- The Minister approved the launch of the campaign following certification by the Accountable Authority. The certification was published on the entity website as soon as possible after the campaign launch.
- Finance published the ICC's compliance advice on the Finance website following the launch of the campaign.
- Within the process set out above, campaigns were considered by the GCS.
- The Australian Electoral Commission (AEC) has had exemption from the Guidelines and independent review since 2009. The exemption is in relation to public information or campaign activities related to federal elections, by-elections and referenda. Campaigns by the AEC are conducted independent of Government. The AEC has committed to adhering to the intent of the Guidelines and places media through the master media agency.

Exemptions from the Guidelines

There is provision in the campaign framework for the Minister for Finance to exempt a campaign from compliance with the Guidelines on the basis of a national emergency, extreme urgency or other compelling reason. Where an exemption is approved, the ICC must be informed of the exemption, and the decision formally recorded and reported to the Parliament. No exemptions were sought or agreed during 2023–24.

Chapter 2: Australian Government campaign expenditure for 2023–24

Expenditure by medium

This chapter provides information on individual advertising campaigns above the value of \$250,000. For each campaign, a short description and breakdown of expenditure by medium are provided.

Table 1 provides information on campaign media expenditure, broken down by media types—television, press, radio, magazine, digital, out of home and cinema. Total expenditure on ethnic and First Nations media placement is reported separately.

A total of \$173.8 million was spent on all campaign advertising media placement during the reporting period, including \$10.1 million on ethnic media and \$6.8 million on First Nations media.

Further detail of historical campaign expenditure on media and communications suppliers is available in Chapter 3 of this report.

Table 1: 2023-24 Campaign advertising expenditure by channel

Media channel	Expenditure (\$ million)										
	TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	First Nations	Regional
Total	54.7	3.7	15.2	0.4	75.9	17.7	6.2	173.8	10.1	6.8	34.2*

* this is the aggregate figure for regional media advertising (including television, radio, out-of-home, newspapers, magazines and cinema).

Table 2: Advertising campaigns that appeared in 2023–24

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	First Nations
Asbestos and Safety and Eradication Agency	National Asbestos Awareness	–	–	0.0	0.0	0.3	–	–	0.4	0.1	–
Attorney General's	Child Safety	7.2	–	0.1	–	3.5	–	1.2	12.0	0.7	0.3
Australian Electoral Commission	Pre-Legislation Referendum	–	–	–	–	0.1	–	–	0.1	0.0	0.0
	Referendum on an Indigenous Voice to Parliament	6.9	1.0	5.5	–	8.4	1.5	0.5	23.9	2.4	2.0

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	First Nations
Climate Change, Energy, Environment and Water	Murray Darling Basin	5.1	0.0	0.7	–	1.9	–	0.2	7.9	0.7	0.3
Defence	Defence Force Recruiting	12.5	–	–	–	20.1	6.2	2.6	41.4	0.1	0.8
Education	Childcare Subsidy Changes	1.2	0.0	0.0	–	0.7	0.8	0.1	2.9	0.2	0.1
	Elevating Teaching	0.5	–	0.0	–	3.0	1.9	0.8	6.1	0.6	0.2
Employment and Workplace Relations	Fee-Free TAFE	2.4	–	–	–	2.0	–	–	4.4	0.4	0.1
Foreign Affairs and Trade	Smartraveller	–	–	–	–	3.1	–	–	3.1	0.3	–
Health	Aged Care Volunteer Visitors Scheme	–	–	–	–	0.2	0.1	–	0.3	0.0	–
	Cheaper Medicines	1.8	0.7	0.8	–	3.1	0.3	–	6.6	0.6	0.2
	Childhood Immunisation	–	–	–	0.0	0.4	0.2	–	0.6	0.1	0.0
	Influenza	0.2	–	0.1	0.0	1.0	0.0	–	1.3	0.1	0.4
	Medicare Urgent Care Clinics	–	0.1	0.2	–	1.7	1.4	–	3.5	0.1	0.1
	National Tobacco & E-Cigarette	3.8	–	0.5	–	0.8	0.5	0.1	5.8	0.2	0.1

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	First Nations
	Sexually Transmissible Infections	–	–	–	0.0	1.0	0.3	–	1.3	0.1	0.0
	Youth Vaping	–	–	–	–	1.3	0.3	–	1.6	–	–
Home Affairs	Act Now Stay Secure	2.2	–	0.7	–	4.6	–	0.6	8.2	0.6	0.2
Infrastructure, Transport, Regional Development, Communications and the Arts	New Vehicle Efficiency Standards	1.8	–	1.4	–	1.6	1.5	–	6.2	0.6	0.2
	Online Safety	–	–	0.2	–	2.0	–	–	2.3	0.2	0.3
	Railway Level Crossing Safety	0.7	0.0	1.1	–	0.9	0.2	–	3.0	–	0.0
Social Services	Carer Gateway	–	–	–	–	1.0	0.3	–	1.2	0.1	0.1
	Consent	1.3	–	–	–	0.9	0.8	0.2	3.1	0.2	0.1
	Stop it at the Start Phase 4	–	–	–	–	0.5	–	–	0.5	0.1	0.0
	Stop it at the Start Phase 5	0.7	–	–	–	1.0	–	0.0	1.7	0.2	0.1
Sport Integrity Australia	Play the Aussie Way	–	–	–	–	0.3	0.0	–	0.3	–	–
Treasury	Tax Cuts	6.4	1.7	3.0	–	3.7	1.0	–	15.8	1.0	0.5
Veterans' Affairs	50th Anniversary of the End of Australia's	–	0.1	–	–	0.1	–	–	0.2	–	–

Entity	Campaign	Expenditure (\$ million)								Expenditure (\$ million)	
		TV	Press	Radio	Magazine	Digital	Out of Home	Cinema	TOTAL	Ethnic	First Nations
	Involvement in the Vietnam War										
	Veteran Employment	–	0.1	0.4	0.0	0.7	–	–	1.2	0.1	0.0
	Other media expenditure including activity less than \$250,000	0.0	0.0	0.3	0.2	6.3	0.2	0.0	7.1	0.4	0.3
Total		54.7	3.7	15.2	0.4	75.9	17.7	6.2	173.8	10.1	6.8

Source: Central Advertising System.

Notes: Figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

All figures are gross media spend.

'—' indicates that no media was placed in this medium.

'0.0' indicates that media was placed in this medium, though less than \$0.050 million was spent.

Campaign summaries and expenditure

This section provides information on campaign summaries, running dates, contract values, suppliers engaged and, where ethnic and/or First Nations media have not been used, exception reports.

The campaign end dates refer to the date at which each campaign concluded during the reporting period, noting that some campaigns continued beyond the reporting period.

The titles of a number of entities changed during the reporting period, due to machinery of government changes. In those instances, the departmental or entity names used throughout the report reflect the name of the department or entity at the time relevant campaigns launched in the media.

Sources of data

Media placement expenditures are sourced from the Central Advertising System.

All other costs relating to campaign development were sourced from the entities responsible for the particular campaigns.

The tables contain both actual expenditure and contract figures. Contract values can differ from expenditure figures where contracts are valid for more than one year or may reflect that actual costs were lower than anticipated.

Expenditure is divided into media placement costs (the costs of purchasing advertising space) and associated campaign development costs (input costs that went towards the development, implementation and evaluation of the campaign). The definitions of the associated expenditure categories are as follows:

- **Advertising** – Any advertising agency costs (particularly creative and production costs but excluding media placement).
- **Market research** – This can include the costs of formative or developmental research conducted to inform the development of a communications or campaign strategy, concept testing, benchmarking, tracking and evaluation costs.
- **Public relations** – Public relations costs which are paid to a specialist agency.
- **Multicultural marketing** – Specialist consultants and translation costs (excluding media costs and printed materials).
- **First Nations communications** – Specialist consultants and translation costs (excluding media costs and printed materials).
- **Printed materials** – Printed publications, printed collateral materials, postage costs, costs associated with distribution and production, etc.

- **Other** – These are other campaign costs not included in the categories listed above. Examples could include, but are not limited to, sponsorships, events, activations (including activations by the Government’s master media buying agency), branded merchandising, and pitch fees paid to unsuccessful communications suppliers.

Asbestos and Safety and Eradication Agency: National Asbestos Awareness

Campaign commencement date: 6 November 2023

Campaign end date: 14 April 2024

Summary: The campaign aimed to remind Australians of the dangers of asbestos and encourage safe practises to help prevent exposure to asbestos fibres.

Exception reporting: In the context of the modest campaign budget and informed by their consumption of mainstream media, Universal McCann indicated First Nations audiences would be targeted through the contextually relevant media placement strategy.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	–	–	–	–
Market research	0.014	0.014	3	Quantum Market Research
Public relations	0.008	0.008	1	Horton
Multicultural marketing	0.003	0.003	Existing standing offer	Universal McCann
First Nations communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	0.025			

Summary	Expenditure (\$ million)
Consultants, services and other	0.0
Media placement	0.4
<i>Ethnic media</i>	0.1
<i>First Nations media</i>	–
Total	0.4

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Attorney-General's: Child Safety

Campaign commencement date: 22 October 2023

Campaign end date: 30 June 2024

Summary: The campaign aimed to protect children and young people from sexual abuse by helping adults understand that child sexual abuse is preventable and encouraging adults to have ongoing, proactive, preventative conversations.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.248	1.700	Existing standing offer	BMF Advertising
Market research	0.071	1.340	Existing standing offer	Verian
	0.203	0.259	Existing standing offer	Hall & Partners
Public relations	0.374	0.745	Existing standing offer	Cox Inall Change
Multicultural marketing	0.385	0.669	Existing standing offer	Cultural Perspectives
First Nations communications	0.340	0.851	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other				
Sub-total	2.621			

Summary	Expenditure (\$ million)
Consultants, services and other	2.6
Media placement	12.0
<i>Ethnic media</i>	0.7
<i>First Nations media</i>	0.3
Total	14.6

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Australian Electoral Commission: Pre-Legislation Referendum

Campaign commencement date: 1 July 2023

Campaign end date: 31 July 2023

Summary: The campaign aimed to maximise enrolment and informed participation in the referendum, and support delivery of a high-integrity electoral event.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	–	–	–	–
Market research	–	–	–	–
	–	–	–	–
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
First Nations communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	–			

Summary	Expenditure (\$ million)
Consultants, services and other	–
Media placement	0.1
<i>Ethnic media</i>	0.0
<i>First Nations media</i>	0.0
Total	0.1

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Australian Electoral Commission: Referendum on an Indigenous Voice to Parliament

Campaign commencement date: 20 August 2023

Campaign end date: 14 October 2023

Summary: The campaign aimed to maximise enrolment and informed participation in the referendum, and support delivery of a high-integrity electoral event.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.577	1.125	Existing contract (supplier appointed earlier than 2023-24)	BMF Advertising
Market research	0.712	0.820	4	Wallis Social Research
Public relations	—	—	—	N/A
Multicultural marketing	1.306	1.583	Existing contract (supplier appointed earlier than 2023-24)	Cultural Perspectives
First Nations communications	0.183	1.200	Existing contract (supplier appointed earlier than 2023-24)	Carbon Media
Printed materials and direct mail	—			
Other	—			
Sub-total	2.778			

Summary	Expenditure (\$ million)
Consultants, services and other	2.8
Media placement	23.9
<i>Ethnic media</i>	2.4
<i>First Nations media</i>	2.0
Total	26.7

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Climate Change, Energy, Environment and Water: Murray Darling Basin

Campaign commencement date: 18 February 2024

Campaign end date: 30 June 2024

Summary: The campaign aimed to create greater understanding of the Murray-Darling Basin’s significance to the ongoing prosperity of Australia, the threats it faces, and what the Basin Plan will do to deliver positive outcomes for the environment and communities.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.193	1.196	3	Clemenger BBDO
Market research	0.788	0.788	Existing standing offer	Ipsos Public Affairs
	0.298	0.300	Existing standing offer	Hall & Partners
Public relations	0.932	1.169	Existing standing offer	Horizon Communication Group
Multicultural marketing	0.201	0.201	Existing standing offer	Embrace Society
First Nations communications	0.594	0.800	Existing standing offer	Cox Inall Ridgeway
Printed materials and direct mail	—			
Other	0.062			
Sub-total	4.068			

Summary	Expenditure (\$ million)
Consultants, services and other	4.1
Media placement	7.9
<i>Ethnic media</i>	0.7
<i>First Nations media</i>	0.3
Total	12.0

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Defence: Defence Force Recruiting – ADF Careers

Campaign commencement date: 1 July 2023

Campaign end date: 30 June 2024

Summary: The ADF Careers campaign aimed to drive applications, build awareness and enhance propensity to consider a career in the Australian Defence Force.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	16.316	7.080	Existing standing offer	VMLY&R
Market research	0.265	0.379	Existing standing offer	WhereTo Research
	0.169	0.280	Existing standing offer	Fiftyfive5
	0.237	0.578	Existing standing offer	Hall & Partners
	0.728	1.460	Existing standing offer	Hall & Partners
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
First Nations communications	–	–	–	–
Printed materials and direct mail	–			
Other	2.328			
Sub-total	20.043			

Summary	Expenditure (\$ million)
Consultants, services and other	20.0
Media placement	41.4
<i>Ethnic media</i>	0.1
<i>First Nations media</i>	0.8
Total	61.4

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Education: Childcare Subsidy Changes

Campaign commencement date: 1 July 2023

Campaign end date: 30 September 2023

Summary: The campaign aimed to raise awareness of and increase understanding of the changes to the Child Care Subsidy that took effect from July 2023.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	–	0.982	Existing standing offer	The Monkeys
Market research	–	0.324	Existing standing offer	Ipsos Public Affairs
	0.068	0.130	Existing standing offer	Hall & Partners
Public relations	0.092	0.200	Existing standing offer	Horizon Communications
Multicultural marketing	0.106	0.256	Existing standing offer	Embrace Society
First Nations communications	0.102	0.289	Existing standing offer	Cox Inall Ridgeway
Printed materials and direct mail	–			
Other	–			
Sub-total	0.368			

Summary	Expenditure (\$ million)
Consultants, services and other	0.4
Media placement	2.9
<i>Ethnic media</i>	0.2
<i>First Nations media</i>	0.1
Total	3.3

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Education: Elevating Teaching

Campaign commencement date: 1 November 2023

Campaign end date: 30 June 2024

Summary: The campaign aimed to promote teaching as a valued and rewarding career that plays a critical role in cultivating the future of children, young people, and Australia.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.553	1.734	Existing standing offer	Clemenger BBDO
Market research	0.054	0.304	Existing standing offer	WhereTo Research
	0.204	0.206	Existing standing offer	Hall & Partners
Public relations	0.331	0.331	Existing standing offer	Think HQ
Multicultural marketing	0.199	0.199	Existing standing offer	Culture Verse
First Nations communications	0.299	0.300	Existing standing offer	33 Creative
Printed materials and direct mail	0.007			
Other	0.007			
Sub-total	2.654			

Summary	Expenditure (\$ million)
Consultants, services and other	2.7
Media placement	6.1
<i>Ethnic media</i>	0.6
<i>First Nations media</i>	0.2
Total	8.8

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Employment and Workplace Relations: Fee-Free TAFE

Campaign commencement date: 8 October 2023

Campaign end date: 23 March 2024

Summary: The campaign aimed to raise awareness of the availability of Fee-Free TAFE training places and drive target audiences to the YourCareer website to find out more about the courses, eligibility and where to enrol.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.126	1.229	Existing standing offer	Clemenger BBDO
Market research	0.045	0.200	Existing standing offer	WhereTo Research
	0.088	0.090	Existing standing offer	Hall & Partners
Public relations	0.250	0.250	Existing standing offer	ThinkHQ
Multicultural marketing	0.220	0.220	Existing standing offer	CultureVerse
First Nations communications	0.220	0.220	Existing standing offer	33 Creative
Printed materials and direct mail	—			
Other	—			
Sub-total	1.949			

Summary	Expenditure (\$ million)
Consultants, services and other	1.9
Media placement	4.4
<i>Ethnic media</i>	0.4
<i>First Nations media</i>	0.1
Total	6.3

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Foreign Affairs and Trade: Smartraveller

Campaign commencement date: 1 July 2023

Campaign end date: 30 June 2024

Summary: The campaign aimed to motivate Australians to better prepare themselves for overseas travel and be more self-reliant when overseas.

Exception reporting: The campaign targeted First Nations audiences through its mainstream advertising approach given the community's high level of English proficiency and consumption of mainstream media.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.154	1.924	Existing standing offer	BMF Advertising
Market research	0.221	0.442	Existing standing offer	Verian
	0.177	0.212	Existing standing offer	Hall and Partners
Public relations	0.335	0.936	Existing standing offer	Cox Inall Change
Multicultural marketing	0.351	0.919	Existing standing offer	Cultural Perspectives
First Nations communications	–	–	–	–
Printed materials and direct mail	0.107			
Other	0.730			
Sub-total	2.075			

Summary	Expenditure (\$ million)
Consultants, services and other	2.1
Media placement	3.1
<i>Ethnic media</i>	0.3
<i>First Nations media</i>	–
Total	5.2

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Health and Aged Care: Aged Care Volunteer Visitors Scheme

Campaign commencement date: 13 May 2024

Campaign end date: 30 June 2024

Summary: The campaign aimed to raise awareness of the Aged Care Volunteer Visitors Scheme and recruit new and returning volunteers into aged care.

Exception reporting: First Nations communities were targeted through stakeholder engagement activities.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.129	0.191	3	Laundry Lane
Market research	0.214	0.315	4	Kantar Public
Public relations	–	–	–	–
Multicultural marketing	–	–	–	–
First Nations communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	0.343			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	0.3
<i>Ethnic media</i>	0.0
<i>First Nations media</i>	–
Total	0.6

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Health and Aged Care: Cheaper Medicines

Campaign commencement date: 27 September 2023

Campaign end date: 18 November 2023

Summary: The campaign aimed to increase awareness and understanding of the 60-day dispensing changes among eligible Medicare card holders.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.972	0.972	Existing standing offer	Ogilvy Australia
	0.171	0.310	Existing standing offer	Carbon Media
Market research	0.194	0.296	Existing standing offer	Fiftyfive5
	0.166	0.185	Existing standing offer	Hall & Partners
Public relations	0.390	0.390	Existing standing offer	Fenton
Multicultural marketing	0.148	0.148	Existing standing offer	Cultural Perspectives
First Nations communications	0.139	0.310	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	0.299			
Sub-total	2.479			

Summary	Expenditure (\$ million)
Consultants, services and other	2.5
Media placement	6.6
<i>Ethnic media</i>	0.6
<i>First Nations media</i>	0.2
Total	9.1

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Health and Aged Care: Childhood Immunisation

Campaign commencement date: 25 March 2024

Campaign end date: 30 June 2024

Summary: The campaign aimed to inform the target audience about the benefits of childhood vaccinations and increase intention for timely completion of the childhood vaccination schedule.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.250	0.250	Existing standing offer	Carbon Media
	0.074	0.078	Existing standing offer	Ogilvy Australia
Market research	0.094	0.100	Existing standing offer	Fiftyfive5
	0.084	0.084	Existing standing offer	Hall & Partners
Public relations	0.390	0.390	Existing standing offer	Fenton
Multicultural marketing	0.133	0.150	Existing standing offer	Cultural Perspectives
First Nations communications	0.095	0.100	Existing standing offer	Carbon Media
Printed materials and direct mail	0.013			
Other	0.063			
Sub-total	1.196			

Summary	Expenditure (\$ million)
Consultants, services and other	1.2
Media placement	0.6
<i>Ethnic media</i>	0.1
<i>First Nations media</i>	0.0
Total	1.8

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Health and Aged Care: Influenza

Campaign commencement date: 8 May 2024

Campaign end date: 30 June 2024

Summary: The 2024 Influenza Vaccination campaign aimed to increase awareness and uptake of free influenza vaccination under the National Immunisation Program among key vulnerable populations.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.601	0.612	Existing standing offer	Ogilvy Australia
	0.039	0.040	Existing standing offer	Carbon Media
Market research	0.145	0.147	Existing standing offer	Fiftyfive5
	0.124	0.126	Existing standing offer	Hall & Partners
Public relations	0.190	0.190	Existing standing offer	Fenton
Multicultural marketing	0.150	0.150	Existing standing offer	Cultural Perspectives
First Nations communications	0.110	0.110	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	0.025			
Sub-total	1.384			

Summary	Expenditure (\$ million)
Consultants, services and other	1.4
Media placement	1.3
<i>Ethnic media</i>	0.1
<i>First Nations media</i>	0.4
Total	2.7

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Health and Aged Care: Medicare Urgent Care Clinics

Campaign commencement date: 10 December 2023

Campaign end date: 30 June 2024

Summary: The campaign aimed to increase awareness of new Medicare Urgent Care Clinics (Medicare UCCs) and the services they provide so that Australians know when they can present to a Medicare UCC and when they should seek emergency care.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.668	0.668	Existing standing offer	Ogilvy Australia
Market research	0.145	0.145	Existing standing offer	Fiftyfive5
	0.102	0.102	Existing standing offer	Hall & Partners
Public relations	0.433	0.433	Existing standing offer	Fenton
Multicultural marketing	0.246	0.246	Existing standing offer	Cultural Perspectives
First Nations communications	0.151	0.168	Existing standing offer	Carbon Media
Printed materials and direct mail	0.001			
Other	0.042			
Sub-total	1.788			

Summary	Expenditure (\$ million)
Consultants, services and other	1.8
Media placement	3.5
<i>Ethnic media</i>	0.1
<i>First Nations media</i>	0.1
Total	5.3

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Health and Aged Care: National Tobacco and E-Cigarette

Campaign commencement date: 9 June 2024

Campaign end date: 30 June 2024

Summary: The campaign aimed to contribute to a reduction in smoking and vaping prevalence, particularly among priority and at-risk populations aged 18-55 years.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	2.000	2.000	Existing standing offer	BMF Advertising
	0.521	0.521	Existing standing offer	Carbon Media
Market research	0.600	0.600	Existing standing offer	Verian
	0.049	0.133	Existing standing offer	Hall & Partners
Public relations	0.300	0.550	Existing standing offer	Fenton
Multicultural marketing	0.227	0.549	Existing standing offer	Cultural Perspectives
First Nations communications	0.319	0.579	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	0.057			
Sub-total	4.073			

Summary	Expenditure (\$ million)
Consultants, services and other	4.1
Media placement	5.8
<i>Ethnic media</i>	0.2
<i>First Nations media</i>	0.1
Total	9.9

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Health and Aged Care: Sexually Transmissible Infections

Campaign commencement date: 14 January 2024

Campaign end date: 30 June 2024

Summary: The campaign aimed to educate and raise awareness of STI prevention, with a focus on testing and promotion of safe sex behaviours.

Exception reporting:

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.646	0.646	Existing standing offer	Ogilvy Australia
Market research	0.225	0.226	Existing standing offer	Fiftyfive5
	0.070	0.072	Existing standing offer	Hall and Partners
Public relations	0.264	0.265	Existing standing offer	Fenton
Multicultural marketing	0.220	0.225	Existing standing offer	Cultural Perspectives
First Nations communications	0.227	0.227	Existing standing offer	Carbon Media
Printed materials and direct mail	0.003			
Other	0.479			
Sub-total	2.134			

Summary	Expenditure (\$ million)
Consultants, services and other	2.1
Media placement	1.3
<i>Ethnic media</i>	<i>0.1</i>
<i>First Nations media</i>	<i>0.0</i>
Total	3.4

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Health and Aged Care: Youth Vaping

Campaign commencement date: 5 February 2024

Campaign end date: 30 June 2024

Summary: The Youth Vaping Education Campaign aimed to raise awareness of the negative physical and mental health impacts of vaping, prevent uptake and increase attempts to quit, among young people aged 14 to 24 years of age.

Exception reporting: Multicultural and First Nations audiences were reached through mainstream media channels. Developmental research indicated the same norms, biases and sense of social acceptability for the target age group cut across all groups irrespective of cultural or First Nations background. As such, materials were developed to be inclusive and appropriate for all audiences-

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.300	1.300	Existing standing offer	BMF Advertising
Market research	0.600	0.600	Existing standing offer	Verian
	0.049	0.100	Existing standing offer	Hall & Partners
Public relations	0.750	0.750	Existing standing offer	Fenton
Multicultural marketing	0.150	0.150	Existing standing offer	Cultural Perspectives
First Nations communications	0.150	0.150	Existing standing offer	Carbon Media
Printed materials and direct mail	0.000			
Other	0.169			
Sub-total	3.168			

Summary	Expenditure (\$ million)
Consultants, services and other	3.2
Media placement	1.6
<i>Ethnic media</i>	—
<i>First Nations media</i>	—
Total	4.8

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Home Affairs: Act now Stay Secure

Campaign commencement date: 17 March 2024

Campaign end date: 30 June 2024

Summary: Act Now Stay Secure is a cyber security awareness raising campaign aimed at establishing a baseline cyber security capability for all Australians by empowering them to take control of their cyber security and driving awareness of the simple actions they can take every day to be more secure online.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.488	1.500	Existing standing offer	BMF Advertising
Market research	0.345	0.345	Existing standing offer	Verian
	0.078	0.106	Existing standing offer	Hall & Partners
Public relations	0.972	0.972	Existing standing offer	Cox Inall Change
Multicultural marketing	0.185	0.185	Existing standing offer	Cultural Perspectives
First Nations communications	0.148	0.148	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	0.003			
Sub-total	3.219			

Summary	Expenditure (\$ million)
Consultants, services and other	3.2
Media placement	8.2
<i>Ethnic media</i>	0.6
<i>First Nations media</i>	0.2
Total	11.4

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Infrastructure, Transport, Regional Development, Communications and the Arts: Modern, Cheaper to Run Cars

Campaign commencement date: 14 April 2024

Campaign end date: 30 June 2024

Summary: The campaign aimed to raise awareness of a New Vehicle Efficiency Standard and choice, savings and environmental benefits.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.504	1.210	Existing standing offer	Clemenger BBDO
Market research	0.307	0.550	Existing standing offer	WhereTo Research
	0.044	0.099	Existing standing offer	Hall & Partners
Public relations	0.142	0.602	Existing standing offer	Think HQ
Multicultural marketing	0.144	0.275	Existing standing offer	CultureVerse
First Nations communications	0.106	0.330	Existing standing offer	33 Creative
Printed materials and direct mail	—			
Other	—			
Sub-total	1.247			

Summary	Expenditure (\$ million)
Consultants, services and other	1.2
Media placement	6.2
<i>Ethnic media</i>	0.6
<i>First Nations media</i>	0.2
Total	7.4

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Infrastructure, Transport, Regional Development, Communications and the Arts: Online Safety

Campaign commencement date: 29 January 2024

Campaign end date: 30 June 2024

Summary: The campaign aimed to continue to raise awareness of the Government’s strengthened online safety legislation and build on the efforts of the campaign’s first phase – to reassure Australians that there are online protections in place if they experience severe online abuse and identify where they can go for help.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.152	0.176	Existing standing offer	TBWA
Market research	0.092	0.321	Existing standing offer	Orima
	0.104	0.155	Existing standing offer	Hall & Partners
Public relations	0.150	0.150	Existing standing offer	Think HQ
Multicultural marketing	0.180	0.180	Existing standing offer	Cultureverse
First Nations communications	0.230	0.230	Existing standing offer	33Creative
Printed materials and direct mail	–			
Other	0.006			
Sub-total	0.914			

Summary	Expenditure (\$ million)
Consultants, services and other	0.9
Media placement	2.3
<i>Ethnic media</i>	0.2
<i>First Nations media</i>	0.3
Total	3.2

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Infrastructure, Transport, Regional Development, Communications and the Arts: Railway Level Crossing Safety

Campaign commencement date: 19 May 2024

Campaign end date: 30 June 2024

Summary: The campaign aimed to increase awareness of safe driving behaviours at regional railway crossings.

Exception reporting: Developmental research found the campaign’s key messages were appropriate for multicultural audiences and advertising materials did not need to be translated. Paid advertising was supported by below-the-line activities targeting multicultural audiences.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.245	1.233	Existing standing offer	TBWA
Market research	0.516	0.612	Existing standing offer	Orima Research
	0.036	0.093	Existing standing offer	Hall & Partners
Public relations	0.400	0.400	Existing standing offer	ThinkHQ
Multicultural marketing	0.100	0.100	Existing standing offer	CultureVerse
First Nations communications	0.100	0.100	Existing standing offer	33Creative
Printed materials and direct mail	–			
Other	–			
Sub-total	2.397			

Summary	Expenditure (\$ million)
Consultants, services and other	2.4
Media placement	3.0
<i>Ethnic media</i>	–
<i>First Nations media</i>	0.0
Total	5.4

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Social Services: Carer Gateway

Campaign commencement date: 1 July 2023

Campaign end date: 30 June 2024

Summary: The campaign aimed to increase awareness of Carer Gateway and the services and support it offers to carers.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.041	0.041	Existing standing offer	The Monkeys
Market research	0.108	0.108	Existing standing offer	Hall & Partners
Public relations	0.658	0.658	Existing standing offer	Horizon
Multicultural marketing	0.171	0.171	Existing standing offer	Embrace Society
First Nations communications	0.150	0.150	Existing standing offer	Cox Inall Ridgeway
Printed materials and direct mail	—			
Other	0.293			
Sub-total	1.421			

Summary	Expenditure (\$ million)
Consultants, services and other	1.4
Media placement	1.2
<i>Ethnic media</i>	0.1
<i>First Nations media</i>	0.1
Total	2.6

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Social Services: Consent

Campaign commencement date: 26 May 2024

Campaign end date: 30 June 2024

Summary: The campaign aimed to reduce the incidence of sexual violence in Australia by improving community understanding and attitudes on consent and respectful relationships.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	1.889	3.035	Existing standing offer	BMF Australia
Market research	0.309	0.893	Existing standing offer	Verian Public
	0.221	0.534	Existing standing offer	Hall & Partners
Public relations	0.193	0.500	Existing standing offer	Cox Inall Change
Multicultural marketing	0.332	0.485	Existing standing offer	Cultural Perspectives
First Nations communications	0.302	0.400	Existing standing offer	Carbon Media
Printed materials and direct mail	—			
Other	0.052			
Sub-total	3.298			

Summary	Expenditure (\$ million)
Consultants, services and other	3.3
Media placement	3.1
<i>Ethnic media</i>	0.2
<i>First Nations media</i>	0.1
Total	6.4

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Social Services: Stop it at the Start Phase 4

Campaign commencement date: 1 July 2023

Campaign end date: 15 July 2023

Summary: The Stop it at the Start campaign is a primary prevention initiative under the National Plan to End Violence against Women and Children 2022–2032. The campaign targeted parents and care givers of young people aged 10-17 years and encouraged adult influencers to play a role in the prevention of disrespect and violence-supportive attitudes among young people.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	–	–	Existing standing offer	–
Market research	0.024	0.126	Existing standing offer	Hall & Partners
Public relations	–	–	Existing standing offer	–
Multicultural marketing	–	–	Existing standing offer	–
First Nations communications	–	–	Existing standing offer	–
Printed materials and direct mail	–			
Other				
Sub-total	0.024			

Summary	Expenditure (\$ million)
Consultants, services and other	0.0
Media placement	0.5
<i>Ethnic media</i>	0.1
<i>First Nations media</i>	0.0
Total	0.5

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Social Services: Stop it at the Start Phase 5

Campaign commencement date: 17 June 2024

Campaign end date: 30 June 2024

Summary: The Stop it at the Start campaign is a primary prevention initiative under the National Plan to end Violence against Women and Children 2022–2032. The campaign targeted parents and care givers of young people aged 10-17 years and encouraged adult influencers to play a role in the prevention of disrespect and violence-supportive attitudes among young people.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	2.609	2.871	Existing standing offer	BMF Advertising
Market research	0.585	0.836	Existing standing offer	Verian
	0.210	0.530	Existing standing offer	Hall & Partners
Public relations	0.185	0.770	Existing standing offer	Cox Inall Change
Multicultural marketing	0.361	0.594	Existing standing offer	Cultural Perspectives
First Nations communications	0.404	0.682	Existing standing offer	Carbon Media
Printed materials and direct mail	–			
Other	0.091			
Sub-total	4.445			

Summary	Expenditure (\$ million)
Consultants, services and other	4.4
Media placement	1.7
<i>Ethnic media</i>	0.2
<i>First Nations media</i>	0.1
Total	6.1

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Sport Integrity Australia: Play the Aussie Way

Campaign commencement date: 8 February 2024

Campaign end date: 8 June 2024

Summary: The campaign aimed to increase the level of awareness of Sport Integrity Australia among participants of sports who have adopted the National Integrity Framework.

Exception reporting: The campaign targeted First Nations and multicultural audiences through the mainstream media placement strategy in contextually relevant sites and locations.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.098	0.111	6	Coordinate
Market research	0.055	0.061	3	Snapcracker
Public relations	—	—	—	—
Multicultural marketing	—	—	—	—
First Nations communications	—	—	—	—
Printed materials and direct mail	—			
Other	0.001			
Sub-total	0.154			

Summary	Expenditure (\$ million)
Consultants, services and other	0.2
Media placement	0.3
<i>Ethnic media</i>	—
<i>First Nations media</i>	—
Total	0.5

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Treasury: Tax Cuts

Campaign commencement date: 21 April 2024

Campaign end date: 30 June 2024

Summary: The campaign aimed to ensure all Australian taxpayers were aware of the tax changes coming into effect from 1 July 2024.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	2.045	2.340	Existing standing offer	Clemenger BBDO
Market research	0.387	0.395	Existing standing offer	WhereTo Research
	0.143	0.272	Existing standing offer	Hall & Partners
Public relations	0.344	0.344	Existing standing offer	ThinkHQ
Multicultural marketing	0.472	0.498	Existing standing offer	CultureVerse HQ
First Nations communications	0.204	0.297	Existing standing offer	33Creative
Printed materials and direct mail	—			
Other	—			
Sub-total	3.595			

Summary	Expenditure (\$ million)
Consultants, services and other	3.6
Media placement	15.8
<i>Ethnic media</i>	1.0
<i>First Nations media</i>	0.5
Total	19.4

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'—' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Veterans' Affairs: 50th Anniversary of the End of Australia's Involvement in the Vietnam War

Campaign commencement date: 1 July 2023

Campaign end date: 31 August 2023

Summary: The campaign aimed to raise awareness of the 50th anniversary of the end of Australia's involvement in the Vietnam War and encourage the wider Australian community to acknowledge and learn about the service and sacrifice of our Vietnam veterans.

Exception reporting: Due to the size of the campaign, ethnic and First Nations media were not utilised, with these audiences captured through the campaign activity.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.257	0.257	Existing standing offer	Universal McCann
Market research	–	–	–	–
Public relations	0.040	0.040	Existing standing offer	Think HQ
Multicultural marketing	–	–	–	–
First Nations communications	–	–	–	–
Printed materials and direct mail	–			
Other	–			
Sub-total	0.297			

Summary	Expenditure (\$ million)
Consultants, services and other	0.3
Media placement	0.2
<i>Ethnic media</i>	–
<i>First Nations media</i>	–
Total	0.5

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

'–' indicates no expenditure against this line item.

'0.0' indicates that media was placed, though less than \$0.050 million was spent.

Veteran’s Affairs: Veteran Employment

Campaign commencement date: 10 April 2023

Campaign end date: 30 June 2024

Summary: The campaign aimed to promote the diverse and valuable experience and skills of veterans, encourage veterans to recognise the value of their skills in civilian employment and encourage employers to recruit veterans after they leave the Australian Defence Force.

Consultants, services and other costs	Expenditure (\$ million)	Contract value (\$ million)	No. of potential suppliers invited to tender	Supplier
Advertising	0.996	1.000	Existing standing offer	The Monkeys
Market research	0.456	0.456	Existing standing offer	IPSOS
	0.058	0.233	Existing standing offer	Hall & Partners
Public relations	0.373	0.792	Existing standing offer	Horizon
Multicultural marketing	0.100	0.400	Existing standing offer	Embrace Society
First Nations communications	0.105	0.400	Existing standing offer	Cox Inall Ridgeway
Printed materials and direct mail	—			
Other	—			
Sub-total	2.088			

Summary	Expenditure (\$ million)
Consultants, services and other	2.1
Media placement	1.2
<i>Ethnic media</i>	0.1
<i>First Nations media</i>	0.0
Total	3.3

Notes: In the summary table, figures are rounded to one decimal place. Discrepancies in tables between totals and sums of components are due to rounding.

Media figures are drawn from Table 1.

‘—’ indicates no expenditure against this line item.

‘0.0’ indicates that media was placed, though less than \$0.050 million was spent.

Chapter 3: Historical series of campaign advertising media expenditure

The table below details campaign advertising media expenditure placed through the CAS since 2004–05.

Table 3: Campaign Advertising Media Expenditure—2004–05 to 2022–2023.

Year	\$ million
2023-24	173.8
2022-23	131.4
2021-22	239.6
2020-21	145.3
2019-20	127.9
2018-19	140.0
2017-18	157.0
2016-17	100.1
2015-16	174.7
2014-15	107.1
2013-14	106.5
2012-13	138.9
2011-12	139.7
2010-11	116.9
2009-10	114.7
2008-09	130.1
2007-08	185.3
2006-07	170.1
2005-06	120.5
2004-05	70.6

Source: Central Advertising System

Notes: Figures are rounded to one decimal place. Discrepancies are due to rounding. From 2014–15 onwards, the reporting relates to non-corporate Commonwealth entities under the PGPA Act. In 2017–18 the Department of Health placed \$0.9 million in advertising activity outside of the Central Advertising System. As this report details expenditure placed through the Central Advertising System it has not been captured in Table 2.

Table 4: Central Advertising System Campaign Advertising Media Expenditure—July 1994 to December 2004

Year	\$ million
2003–04	97.8
2002–03	51.8
2001–02	83.9
2000–01	133.2
1999–00	186.8
1998–99	54.0
1997–98	55.1
1996–97	29.4
1995–96	47.6
1994–95	43.1

Source: Central Advertising System

Notes: Figures are rounded to one decimal place. From 2014–15 onwards, the reporting relates to non-corporate Commonwealth entities under the PGPA Act.

Table 5: Consolidated campaign advertising expenditure 2008–09 onwards

Year	Media (\$ million)	Campaign development costs (\$ million)	Total (\$ million)
2023–24	173.8	76.6	250.6
2022–23	131.4	47.9	179.3
2021–22	239.6	99.6	339.2
2020–21	145.3	40.9	186.1
2019–20	127.9	28.9	156.8
2018–19	140.0	48.3	188.3
2017–18	157.0	46.1	203.1
2016–17	100.1	33.2	133.3
2015–16	174.7	57.2	231.9
2014–15	107.1	46.5	153.6
2013–14	106.5	35.0	141.5
2012–13	138.9	59.4	198.3
2011–12	139.7	63.6	203.3
2010–11	116.9	47.8	164.7
2009–10	114.7	39.7	154.4
2008–09	130.1	38.2	168.3

Notes: Figures are rounded to one decimal place. Any discrepancies in tables between totals and sums of components are due to rounding.

Media figures are gross media spend.

Consolidated data on campaign development costs is available on a financial year basis only. No comparable data is available prior to 2008–09.

Figures relate only to expenditure by FMA Act entities until 2013–14, and from 2014–15 onwards, figures relate to non-corporate Commonwealth entities under the PGPA Act.

Appendix A: Guidelines on Information and Advertising Campaigns by non–corporate Commonwealth Entities (December 2022)

Introduction

1. This document in its entirety forms the *Guidelines on Information and Advertising Campaigns by non–corporate Commonwealth entities* (Guidelines).
2. These Guidelines set out the principles applying to information and advertising campaigns undertaken in Australia.
3. Non–corporate Commonwealth entities (entities) under the *Public Governance, Performance and Accountability Act 2013* (PGPA Act) must comply with these Guidelines.
4. Entities conducting information and advertising campaigns must comply with all relevant policies and processes issued and amended from time to time, the Minister for Finance or the entity responsible for such policies, currently the Department of Finance (Finance).
5. The Minister for Finance can exempt a campaign from compliance with these Guidelines on the basis of a national emergency, extreme urgency or other compelling reason. Where an exemption is approved, the Independent Communications Committee will be informed of the exemption, and the decision will be formally recorded and reported to the Parliament.
6. The Independent Communications Committee considers campaigns and provides advice to Chief Executives on all advertising campaigns valued at more than \$250,000 or were requested to do so by the Chief Executive.

Underlying principles

7. In general terms, a campaign is a planned series of communication activities that share common objectives, target the same audience, and have specific timelines and a dedicated budget. An advertising campaign includes paid media placement, and an information campaign does not.
8. The underlying principles governing the use of public funds for all government information and advertising campaigns are that:
 - a. members of the public have equal rights to access comprehensive information about government policies, programs and services which affect their entitlements, rights and obligations;
 - b. governments may legitimately use public funds to explain government policies, programs or services, to inform members of the public of their obligations, rights and entitlements, to encourage informed consideration of issues or to change behaviour; and
 - c. government campaigns must not be conducted for party political purposes.

Definition of advertising campaigns

9. For the purposes of these Guidelines, an advertising campaign involves paid media placement and is designed to inform, educate, motivate or change behaviour. Large-scale recruitment advertising not related to specific job vacancies and with a degree of creative content (e.g. Defence Force Recruiting) may be considered an advertising campaign. Entities are to seek advice from Finance if they are unsure whether an activity is an advertising campaign.
10. Routine, regular information activities (for example, large scale mailouts or emails to recipients of a service, program or entitlement, which are required by law or to address an operational requirement) are not considered an advertising or information campaign
11. Simple, informative advertising that generally appears only once or twice, contains factual statements and typically has a low creative content is not an advertising campaign. This category of advertising is non-campaign advertising and includes, but is not limited to:
 - » recruitment for specific job vacancies;
 - » auction and tender notices;
 - » invitations to make submissions or apply for grants;
 - » notification of date and/or location specific information (for example, notification of a public meeting at a particular time and place); and
 - » other public notices.

Campaign review and certification

12. The requirements for review and certification of campaigns are determined by the value of the campaign and whether advertising will be undertaken. The value of a campaign is the budget for all campaign elements across all financial years and includes:
 - » market or social research, public relations, advertising and/or other specialist suppliers commissioned in the development of advertising material;
 - » production and placement of advertising in print, radio, digital, cinema, television or out-of-home media; and
 - » production and dissemination of other campaign materials.
13. The value of a campaign does not include entity officials and associated costs.
14. For campaigns below \$250,000, the Chief Executive has the discretion to seek consideration of campaigns by the Independent Communications Committee.
15. For advertising campaigns of \$250,000 or more:
 - » The Independent Communications Committee will consider the proposed campaign and provide a report to the Chief Executive on compliance with Principles 1,2,3 and 4 of the Guidelines. Entities will be responsible for providing a report to their Chief Executive on campaign compliance with Principle 5 of the Guidelines.

- » Following consideration of the reports on campaign advertising compliance, the Chief Executive will certify that the campaign complies with the Guidelines and relevant Government policies.
 - » The Chief Executive will give the certification to the relevant Minister who may launch the campaign or approve its launch.
 - » The Chief Executive's certification will be published on the relevant entity's website when the campaign is launched.
 - » The conclusions of the Independent Communications Committee will be published on Finance's website after the campaign is launched.
16. Information campaigns of \$250,000 or more are not subject to review by the Independent Communications Committee or certification by the Chief Executive but must comply with these Guidelines and other relevant policies and processes as outlined in clause 4.
17. The Government will provide reports to the Parliament that detail expenditure on all advertising campaigns with expenditure in excess of \$250,000 commissioned by PGPA Act entities.
18. Chief Executives will ensure that:
- » research reports for advertising campaigns with expenditure of \$250,000 or more are published on their entity web site following the launch of a campaign where it is appropriate to do so; and
 - » details of advertising campaigns undertaken will be published in entity annual reports.

Information and advertising campaign principles

19. The following five principles set out the context in which Australian Government campaigns should be conducted. They relate to when campaigns can be conducted, how they should be presented, and the legal and procurement requirements.

Principle 1: Relevant to government responsibilities

20. In demonstrating compliance with this principle considerations include:
- » The subject matter of the campaign directly relates to the Government's responsibilities
 - » The policy or program is underpinned by:
 - (1) legislative authority; or
 - (2) appropriation of the Parliament or
 - (3) a Cabinet Decision which is intended to be implemented during the current Parliament
21. Examples of suitable uses for government campaigns include to:
- » inform the public of new, existing or proposed government policies, or policy revisions;

- » provide information on government programs or services or revisions to programs or services to which the public are entitled;
- » inform consideration of issues;
- » disseminate scientific, medical or health and safety information; or
- » provide information on the performance of government to facilitate accountability to the public.

Principle 2: Presented in an objective, fair and accessible manner

22. In demonstrating compliance with this Principle considerations include:

- » The recipients of the information can distinguish between facts, comment, opinion and analysis;
- » Information presented as a fact, is accurate and verifiable;
- » The basis of factual comparisons is clear and does not mislead the recipient about the situation;
- » Pre-existing policies, products, services and activities are not presented as new;
- » Special attention is paid to communicating with disadvantaged individuals or groups identified within the target audience. Particular attention is paid to meeting the information needs of Aboriginal and Torres Strait Islander Australians, the rural community, people with disability and those for whom English is not a convenient language in which to receive information;
- » Imagery used in campaigns appropriately reflects the diverse range of Australians. Where it is consistent with the campaign objectives, this includes the realistic portrayal of the full participation of women, Aboriginal and Torres Strait Islander Australians, culturally and linguistically diverse communities and people with disability; and
- » Campaigns are tested with target audiences to indicate they are engaging and perform well against their objectives.

Principle 3: Objective and not directed at promoting party political interests

23. In demonstrating compliance with this Principle considerations include:

- » Language used in the campaign is objective language and is free of political argument and
- » Campaigns must not try to foster a positive impression of a particular political party or promote party political interests.

24. Campaigns must not:

- » Mention the party in Government by name;
- » Directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
- » Include party political slogans or images;

- » Be designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or
- » Refer or link to the web sites of politicians or political parties.

Principle 4: Campaigns should be justified and undertaken in an efficient, effective and relevant manner

- » Campaigns are only instigated where a need is demonstrated, target recipients are clearly identified, and the campaign is informed by appropriate research or evidence;
- » Campaign information clearly and directly affect the interests of recipients:
- » The medium and volume of the advertising activities is cost effective and justifiable within the budget allocated to the campaign
- » Distribution of unsolicited materials should be carefully controlled; and
- » Campaigns are evaluated to determine effectiveness.

Principle 5: Compliant with legal requirements and procurement policies and procedures

25. The manner of presentation and the delivery of campaigns must comply with all relevant laws including:
 - a. laws with respect to broadcasting and media;
 - b. privacy laws;
 - c. intellectual property laws;
 - d. electoral laws;
 - e. trade practices and consumer protection laws; and
 - f. workplace relations laws.
26. Procurement policies and procedures for the tendering and commissioning of services and the employment of suppliers are to be followed, and there must be a clear audit trail regarding decision making.