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Government Advertising and Communications

October 2026

Independent assurance report to Parliament
2026–27:6

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Government Advertising and Communications

Independent assurance report to Parliament

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of the Parliament of Victoria

October 2026

The Hon Shaun Leane MLC
President
Legislative Council
Parliament House
Melbourne

The Hon Maree Edwards MP
Speaker
Legislative Assembly
Parliament House
Melbourne

Dear Presiding Officers

Under the provisions of the *Audit Act 1994*, I transmit my report *Government Advertising and Communications*.

Yours faithfully



Andrew Greaves
Auditor-General
20 October 2026

The Victorian Auditor-General's Office (VAGO) acknowledges the Traditional Custodians of the lands and waters throughout Victoria. We pay our respects to Aboriginal and Torres Strait Islander communities, their continuing culture, and to Elders past and present.

Contents

Audit snapshot..... 1

1. Our key findings..... 2

2. Our recommendations 8

3. An apolitical public sector..... 11

4. Digital channels and social media 15

5. Campaign advertising.....30

6. Appendices.....40

Audit snapshot

Do agencies make sure government advertising and communications follow required standards and do they monitor related spending?

Why we did this audit

The Victorian Government regularly communicates with Victorians about matters of public interest, such as government services, law, health and safety. It uses print, radio, television, outdoor displays, surveys, digital channels and social media for advertising and communications.

The *Public Administration Act 2004* (the Act) and other government policies require the public sector to be apolitical. Public sector agencies must make sure their communications and advertising is apolitical, of public interest and accessible to all Victorians. Agencies must also publicly report how much they spend on campaign advertising.

We did this audit to see if agencies are following advertising and communications requirements. We also looked at whether processes had improved since our 2022 *Government Advertising* report.

Key background information

The **Public Administration Act** establishes an apolitical public sector. Public money must be used for public benefit not political advantage.



In 2024–25, the government **spent** approximately
\$97 million
in advertising.



In 2024–25, **56%** of total government advertising spending was on digital and social media platforms, up from **45%** in 2021–22.



Source: VAGO.

What we concluded

Government communications and conduct do not always meet legislative requirements to be apolitical. For example, we found political content published on a government website, a survey that asks respondents to rate government performance, and public sector involvement in ministers' personal social media content.

Digital channels and social media are increasingly used for government communications and advertising, but legislation and guidance have not kept pace. This creates risks around attribution, transparency and reuse of government-funded content.

Approval processes for government campaigns have improved since our 2022 audit, but gaps remain in oversight and television advertising.

Seven of the 9 campaigns we assessed complied with the Act and Department of Premier and Cabinet's (DPC) requirements. One campaign did not comply with the Act's permitted purpose for television advertising. The Victorian Infrastructure Delivery Authority's Metro Tunnel opening television advertising segments were integrated into live news and did not use DPC's prescribed authorisation tag. This reduced transparency by blurring the line between news and paid advertising.

Most agencies met campaign spending reporting requirements, but some could improve the accuracy, traceability and completeness of their reporting.

1.

Our key findings

What we examined

Our audit followed 2 lines of inquiry:

1. Are government advertising and communications compliant with relevant standards and legislation?
2. Do agencies monitor, understand and report on their advertising and communications spending?

To answer these questions, we examined:

- all departments
- Suburban Rail Loop Authority (SRLA)
- Victorian Infrastructure Delivery Authority (VIDA)
- Victoria Police
- Optimum Media Direction Pty Ltd, the Master Agency Media Services contractor.

Master Agency Media Services contractor

The Master Agency Media Services contractor is the sole supplier the government engages to plan media strategy and buy advertising placement for all public sector agencies. The Department of Government Services (DGS) manages this contract, which Optimum Media Direction currently holds.

Identifying what is working well

In our engagements we look for what is working well – not only areas for improvement.

Sharing positive outcomes allows other public agencies to learn from and adopt good practices. This is an important part of our commitment to better public services for Victorians.

Terms used in this report

Government communication

Any information, message or material published by, or on behalf of, a public sector body.

Government advertising

A type of communication where the government pays for space or placement in media channels to reach a specific audience.

Digital channels and social media

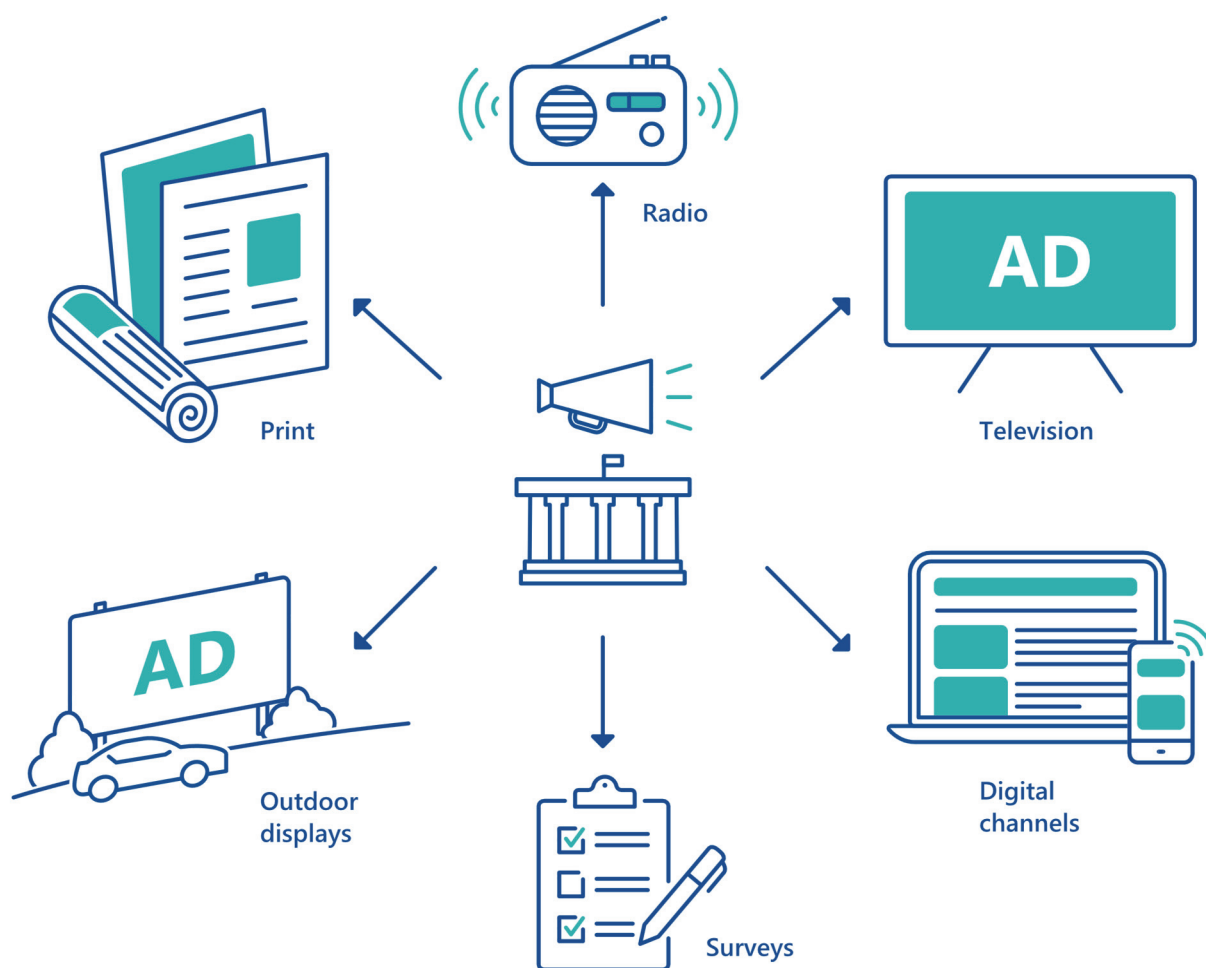
Includes search engines, digital marketplaces, in-app games, podcasts, Facebook, Instagram, X (formerly Twitter), LinkedIn, TikTok.

Social media influencers (influencers)

Individuals that create digital content and influence audiences' attitudes or behaviour through social media. Agencies may refer to them as 'content creators', 'collaborators', 'ambassadors' or 'partners'.

Background information

Figure 1: Government advertising and communications formats



Source: VAGO.

Public Administration Act 2004

The *Public Administration Act 2004* (the Act) establishes an apolitical public service. It sets out the values and principles that guide how public servants should act.

In 2017, Parliament amended the Act to regulate government communications and advertising. It set out requirements that communications must be of public interest and apolitical.

It also limited television advertising to a set of purposes because of its high cost and broad reach. This was to ensure public money is used for public benefit, not political advantage.

Code of Conduct for Victorian public sector employees

The *Code of Conduct for Victorian public sector employees* (VPS code of conduct) requires that public sector employees are impartial and conduct themselves apolitically. It reflects the values and principles set out in the Act. Together, they provide a governance framework that guides public sector agencies' conduct and performance.

Public Administration (Public Sector Commission) Regulations 2018

The *Public Administration (Public Sector Commission) Regulations 2018* (the regulations) define public interest purposes for government communications. It sets out detailed standards to support compliance with the Act.

For example, the regulations require that public sector communications do not mention or point to political parties, and that they do not refer negatively to individuals, groups or organisations without grounds.

Electoral Act 2002 and Authorisation tags for government advertising

The *Electoral Act 2002* requires advertisements containing electoral matter to include the name and address of the person who authorised the advertisement.

The Department of Premier and Cabinet (DPC)'s *Authorisation tags for government advertising* adopt a similar principle – requiring government advertising to identify its source – by mandating all Victorian Government television, cinema and online video advertising campaigns to include an authorisation tag in a prescribed format, with specified text and duration.

What we found

This section focuses on our 3 key findings:

1. Government communications and conduct do not always meet legislative requirements to be apolitical.
2. The government is increasingly using digital channels and social media for advertising and communications, but legislation and guidance have not been updated.
3. Most campaign advertising we assessed met legislated requirements, but there are gaps in television advertising compliance, campaign oversight and spend reporting.



Explore the dashboard

This report has an interactive dashboard, which includes key data behind our findings.

Find the dashboard at audit.vic.gov.au.

Consultation with agencies

When reaching our conclusions, we consulted with the audited agencies and considered their views.

You can read their full responses in Appendix A.

Key finding 1: Government communications and conduct do not always meet legislative requirements to be apolitical

We found examples where agencies did not meet the requirements set out in the Act and VPS code of conduct:

- the Premier's media centre website, previously established by DPC on a government platform now managed by DGS, hosts party-political content
- a survey commissioned by DPC had questions seeking public rating on government performance
- SRLA prepares and provides tailored content for ministers' social media accounts every month
- the Department of Transport and Planning (DTP) had guidance for staff on preparing content for ministers' social media accounts, although through the course of our audit DTP told us it is no longer in use.

Guidance to help staff stay apolitical across all forms of government communication is limited. We found that agencies were not always clear about the Act's requirements, especially about:

- maintaining an apolitical public sector
- not using public resources for political purposes
- responding to government priorities in a way that meets these requirements.

Addressing this finding

To address this finding, we made 3 recommendations to DPC, DGS, SRLA and DTP about:

- strengthening guidance for the public service on maintaining political neutrality
- ensuring the Premier's media centre compliance
- improving internal guidance on managing ministerial requests.

Key finding 2: The government is increasingly using digital channels and social media for advertising and communications, but legislation and guidance have not been updated

The Act was last amended in 2017. Since then, the way government communicates has changed. Digital channels and social media now make up a larger proportion of government advertising spending, with about \$40 million spent on these channels in 2024–25. But the legislative and governance framework has not kept pace with these changes.

Inconsistent approach in requiring influencers to disclose government involvement

Across agencies, there was no consistent approach to disclosing government involvement in influencer-created content. This means that audiences may not be aware of the government's involvement in some communications.

Controls over digital and social media content are insufficient for fast-changing media environments. We found examples where agency-produced content was shared on MPs' and ministers' social media accounts without attribution to the original agency sources. These examples illustrate the risk that agency content could be used for actual or perceived political purposes where controls over attribution, content sharing and editing are weak.

Working well: DJSIR's social media influencers policy and guidelines

The Department of Jobs, Skills, Industry and Regions (DJSIR) is the only agency with social media influencer policy and guidelines, which set out clear steps to help staff engage with influencers and ensure compliance with the Act.

Improvement during our audit: Social media influencer guidance

During our audit, DPC has developed and published guidance on engaging with social media influencers.

Addressing this finding

To address this finding, we made 2 recommendations to DPC about:

- reviewing the government advertising and communications framework
 - updating guidance for communicating and advertising on digital channels and social media.
-

Key finding 3: Most campaign advertising we assessed met legislated requirements, but there are gaps in television advertising compliance, campaign oversight and spend reporting

Seven out of 9 campaigns we assessed complied with the Act and DPC's requirements. We assessed they were in the public interest, apolitical, generally met mandated multicultural and regional media spend, and were evaluated against their objectives. Agencies follow guidance to report on campaign advertising spending but record-keeping of their spending can be improved to ensure accuracy and traceability.

Two of the campaigns we assessed were noncompliant:

- VIDA's Metro Tunnel opening integrated television advertising segments did not use DPC's prescribed authorisation tag
- Victoria Police used television advertising for recruitment, which is not a permitted purpose under the Act.

The Metro Tunnel opening television advertising was integrated into live news and did not use the government-prescribed authorisation tag required under DPC's requirements. This makes it difficult for viewers to identify government advertising.

Although VIDA funded the broadcast, it did not retain control over the full content that it paid for. Combined with its presentation within a news format, this blurs the distinction between paid government advertising and broadcaster content.

This format of advertising makes it more difficult for the audience to identify government advertising and for VAGO to assess compliance. This reduces transparency and risks undermining public trust in government communications.

Key issue: Assessing compliance with government advertising requirements remains challenging

The Act was amended in 2017 to provide a legislative framework for governance of communication and advertising by public sector bodies. These legislative changes were intended to:

- make public sector communications clearer and more transparent
- make public sector bodies more accountable for their communication
- support improved oversight by the Auditor-General.

In practice, assessing compliance remains challenging. Agencies have at times adopted broad interpretations of the requirements, while emerging advertising formats and integrated media arrangements increasingly blur the distinction between advertising, editorial content and content shaped by government-supplied messages. This evolving landscape can make it more difficult to determine when statutory requirements apply and whether the transparency and accountability objectives of the Act have been achieved.

Oversight of high-risk advertising campaigns could be improved

Since our last audit, DPC introduced a process requiring agencies to obtain independent legal advice for campaigns identified by the Advertising Approvals Group (AAG) as high risk. But DPC has not established objective criteria for determining whether a campaign is high risk and it did not require documentation of these decisions. This limits the effectiveness of the assurance process and increases the risk that campaigns requiring additional scrutiny are not identified.

We also found weaknesses in the process to declare conflicts of interest, with AAG members approving campaigns involving their own agencies' services.

Campaign spend reporting could be improved

Most agencies, except DGS, reported their campaign spending in annual reports as required by the Department of Treasury and Finance (DTF)'s Financial Reporting Directions. The Department of Families, Fairness and Housing (DFFH) and Department of Health (DH) did not follow the latest reporting format required.

Agencies could improve their record-keeping to ensure accuracy of their reports.

Addressing this finding

To address this finding, we made 4 recommendations to DPC, DGS, DH, DFFH, VIDA and Victoria Police about:

- strengthening oversight of high-risk advertising campaigns
- improving whole-of-government reporting on advertising compliance outcomes
- updating internal guidance to improve compliance
- ensuring compliance with *FRD 22 Standard disclosures in the Report of Operations* (FRD 22) reporting requirements.

Improvement during our audit: Documentation and reporting

DH started addressing gaps in its documentation and reporting processes during the audit.

DFFH updated its 2025–26 Annual Report campaign reporting and documentation process and templates to address this gap.

See Section 2 for the complete list of our recommendations, including agency responses.

2.

Our recommendations

We made 9 recommendations to address our findings. The relevant agencies have accepted 8 recommendations in full or in part and have not accepted one recommendation.

Agency responses

Finding: Government communications and conduct do not always meet legislative requirements to be apolitical

Department of Premier and Cabinet	1	In consultation with the Victorian Public Sector Commission, review and update guidance to: - clarify what constitutes public sector communication, consistent with the definition of the <i>Public Administration Act 2004</i>, including communications produced using public resources and by public sector employees - provide clearer guidance and examples to help agencies identify and manage risks associated with politically sensitive language, messaging and content that may create a perception of political advocacy - clarify agencies' responsibilities when preparing, adapting or sharing communications for ministers, members of parliament or other third parties using public resources (see Section 3).	Accepted in part	
Department of Premier and Cabinet and Department of Government Services	2	Review and strengthen governance and compliance arrangements to ensure content published on Victorian Government websites and using Victorian Government branding complies with the apolitical requirements of the <i>Public Administration Act 2004</i> (see Section 3).	Not accepted by Department of Premier and Cabinet Accepted in part by Department of Government Services	
Suburban Rail Loop Authority and Department of Transport and Planning	3	Review and strengthen internal guidance to ensure public sector employees and resources are not used to develop content for ministers' personal communication channels, consistent with the <i>Public Administration Act</i> requirements and the Victorian Public Sector Commission's <i>Code of Conduct for Victorian Public Sector Employees</i> (see Section 3).	Accepted	

Finding: The government is increasingly using digital channels and social media for advertising and communications, but legislation and guidance have not been updated

Department of Premier and Cabinet	4	Review existing government advertising and communications framework to: • assess whether it appropriately addresses the risks associated with contemporary use of digital and social media channels • identify gaps relating to attribution, content reuse or disclosure requirements • consider the roles of legislative, policy and guidance in managing these risks • advise government on any recommended regulatory, policy or guidance changes (see Section 4).	Accepted in part	
	5	Update and periodically review its guidance for communicating and advertising on digital channels and social media, while the broader framework review (Recommendation 4) is underway. This guidance should address influencer engagement, sponsorship disclosure, branding, attribution requirements and content reuse controls to reduce the risk of misuse (see Section 4).	Accepted	

Finding: Most campaign advertising we assessed met legislated requirements, but there are gaps in television advertising compliance, campaign oversight and spend reporting

Department of Premier and Cabinet	6	Strengthen government advertising oversight by: • identifying high-risk campaigns for legal review using defined criteria, such as cost, content, media channel and timing, and supported by documented risk assessment • improving conflict-of-interest management in its campaign approval process • reviewing past use of integrated segments and updating guidance to address risks around integrated segments for advertising • clarifying the permitted purposes for television advertising (see Section 5).	Accepted in part	
	7	Strengthen its whole-of-government reporting by: • committing to publish its government advertising reports within a defined timeframe for transparency • reviewing and updating its Budget Paper performance output measure to accurately reflect government compliance on communications and advertising (see Section 5).	Accepted	
Victorian Infrastructure Delivery Authority and Victoria Police	8	Update internal guidance to strengthen its advertising and communications assessment to ensure compliance with the <i>Public Administration Act 2004</i> , particularly television advertising requirements (see Section 5).	Accepted by Victorian Infrastructure Delivery Authority Accepted in principle by Victoria Police	

Department of Government Services Department of Health Department of Families, Fairness and Housing	9	Strengthen record-keeping and governance for campaign advertising disclosures to improve compliance with <i>FRD 22: Standard disclosures in the Report of Operations</i> and reporting accuracy (see Section 5).	Accepted	
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3.

An apolitical public sector

The *Public Administration Act 2004* requires public sector agencies to be apolitical and act in the public interest. This applies to conduct as well as government communications and advertising.

But we found examples of conduct and government communications that did not meet these requirements.

Covered in this section:

- Government communications were inconsistent with the apolitical requirements
- Agencies should not develop content for ministers' social media platforms.

Government communications were inconsistent with the apolitical requirements

Agency communications

We found examples of government communications managed by DPC and DGS that were inconsistent with the apolitical requirements of the Act:

- the Premier's media centre website contains party-political content (see Case study 1)
- the community attitude research survey commissioned by DPC asks respondents to rate government performance (see Case study 2).

The Premier's media centre website is hosted on the Victorian Government's Single Digital Presence (SDP) platform. DPC established the government-funded SDP in 2018 and set up the Premier's media centre website on the SDP platform, for the Premier's office.

DGS became responsible for the SDP in 2023. DPC and DGS advised that they are not involved in the operation of the website and that the Premier's office manages the content.

Single Digital Presence (SDP)

The government funds DGS to deliver the Single Digital Presence, a shared web publishing platform intended to improve access to government information and services. DGS maintains the platform's infrastructure, security and functionality, while agencies decide whether to use SDP and are responsible for approving and publishing their own content.

Political content on the Premier's media centre



Information published on the government-funded Premier's media centre is government communication and must comply with the apolitical communication standards set out in the Act.

We assessed 201 media releases posted to the website from 1 March 2026 to 22 April 2026.

We found that 173 of them contained party-political language and mention opposition party and individuals.

These media releases highlighted governing political party achievements and suggested the opposition party and individuals would not take the same approach. For example:

- 'Only Labor has new solutions to make life safer for families. The Liberals have no solutions – just cuts.'
- 'Only Labor will deliver a health system that works for everyone. Jess Wilson's Liberals have an \$11.5 billion budget black hole which means one thing: cuts to hospitals and services.'

This does not align with the apolitical standards of the Act and the regulations.

Most of the media releases address the current government as 'Allan Labor Government' instead of the 'Victorian Government'. This is inconsistent with the Victorian Government digital guide.

Publication of political government communication on the SDP platform is inconsistent with the apolitical requirement set out in the Act and constitutes an improper use of public resources.

Source: VAGO.

Key issue: DPC and DGS caused political content to be published using public resources

Since the SDP was established, DPC and DGS have continued to provide the Premier's office with access to the government-funded platform.

Both agencies told us they have no involvement or responsibility for the content published on the website.

In response to our findings, DPC updated the copyright statement on the media centre to state that content on the website was created by the Office of the Premier. The privacy statement on the media centre still refers to the Victorian Government and DPC.

But issues remain because:

- DGS, through its platform, is causing content to be published that is inconsistent with the Act
- public resources are being used to publish political content.

Sentiment polling in DPC's community attitude research survey



For the past 13 years, DPC has commissioned a community attitude research survey that collects public views about government performance. A survey is a communication tool used to provide information and gather opinions. This survey, published by DPC, is a form of government communication. DPC would not provide us with the full survey. VAGO obtained an extract of this survey as part of DPC's evaluation of its 'cost of living' campaign advertising.

The survey extract we reviewed had a question with 2 parts:

'How would you rate the State Government when it comes to ...

- actively informing the community about financial supports and rebates available to ease cost of living pressure
- providing financial support and rebates to ease cost of living pressures for Victorian households.'

Respondents were asked to rate these statements from 'very good' to 'very poor'.

Government entities may appropriately seek public views on policies or services. But questions should be framed to evaluate awareness, effectiveness or user experience, not government performance.

Specifically, the second part of the question asked respondents to rate the government performance in providing financial support initiatives. This goes beyond assessing awareness, effectiveness or experience of services. It blurs the line between service evaluation and sentiment polling.

Our opinion is that this was inconsistent with the apolitical requirements of the Act and that public resources were used for purposes unrelated to evaluating government services.

Source: VAGO.

Agencies should not develop content for ministers' social media platforms

Using public resources

The Victorian Government's digital guides provide guidance to the public service about when to publish ministerial content and outline relevant regulations and codes of conduct. It requires that agencies should not:

- have any involvement in the operation of a minister's personal website or social media platform
- prepare material or content specifically for a minister's personal website or social media platform.

The use of public resources, including staff time or publicly funded content, for political purposes is inconsistent with the apolitical requirements of the Act regardless of whether the final content includes explicit political sentiment.

**Suburban Rail
Loop Authority**

Agencies should not use public resources to create tailored content for ministers' personal social media accounts.

SRLA provided documents that explicitly guided staff to develop content solely for ministers' social media channels.

It also provides monthly social media content to its Minister and local MPs to promote the Suburban Rail Loop. In the project's social media strategy, the SRLA team develops tailored content for the Minister's channels each week and maintains a monthly content compilation from Suburban Rail Loop sites for government use – including tailored posts for local MPs to support coordinated project messaging.

Agencies can appropriately support ministers by directing them to content already published on official agency channels. But creating, tailoring or adapting content solely for politicians' personal websites or social media accounts is not an appropriate use of public resources and is inconsistent with the apolitical requirements of the Act and digital guides.

SRLA advised us that they have removed the word 'tailored' from their strategy. However, the SRLA's continued use of public resources to prepare content specifically for ministers' personal social media accounts is inconsistent with the Act and does not meet public expectations of an apolitical public service.

**Department of
Transport and
Planning**

DTP provided documents that explicitly guide staff to develop content solely for ministers' social media channels. DTP advised that the guidance we assessed is now no longer being used.

Based on the information provided by DTP, we remain concerned that DTP has not clearly articulated a position that staff should refrain from creating, drafting or preparing content for publication on ministers' personal social media accounts. Such activity is prohibited under the Victorian Government's digital guides.

We identified its current guidance could be clarified to set clear boundaries for staff.

4.

Digital channels and social media

More government advertising and communications is delivered through digital channels and social media, but legislation and guidance have not been updated.

Without adequate controls, this creates risks where publicly funded content could be reused for political purposes.

Covered in this section:

- Government use of communications and advertising channels has changed
- Agencies are working more with social media influencers
- Agencies do not always require influencers to disclose paid or sponsored posts
- Controls over digital and social media content are insufficient for a rapidly evolving media environment
- Agency-sponsored posts are not always managed consistently with relevant policy and do not reflect industry best practice

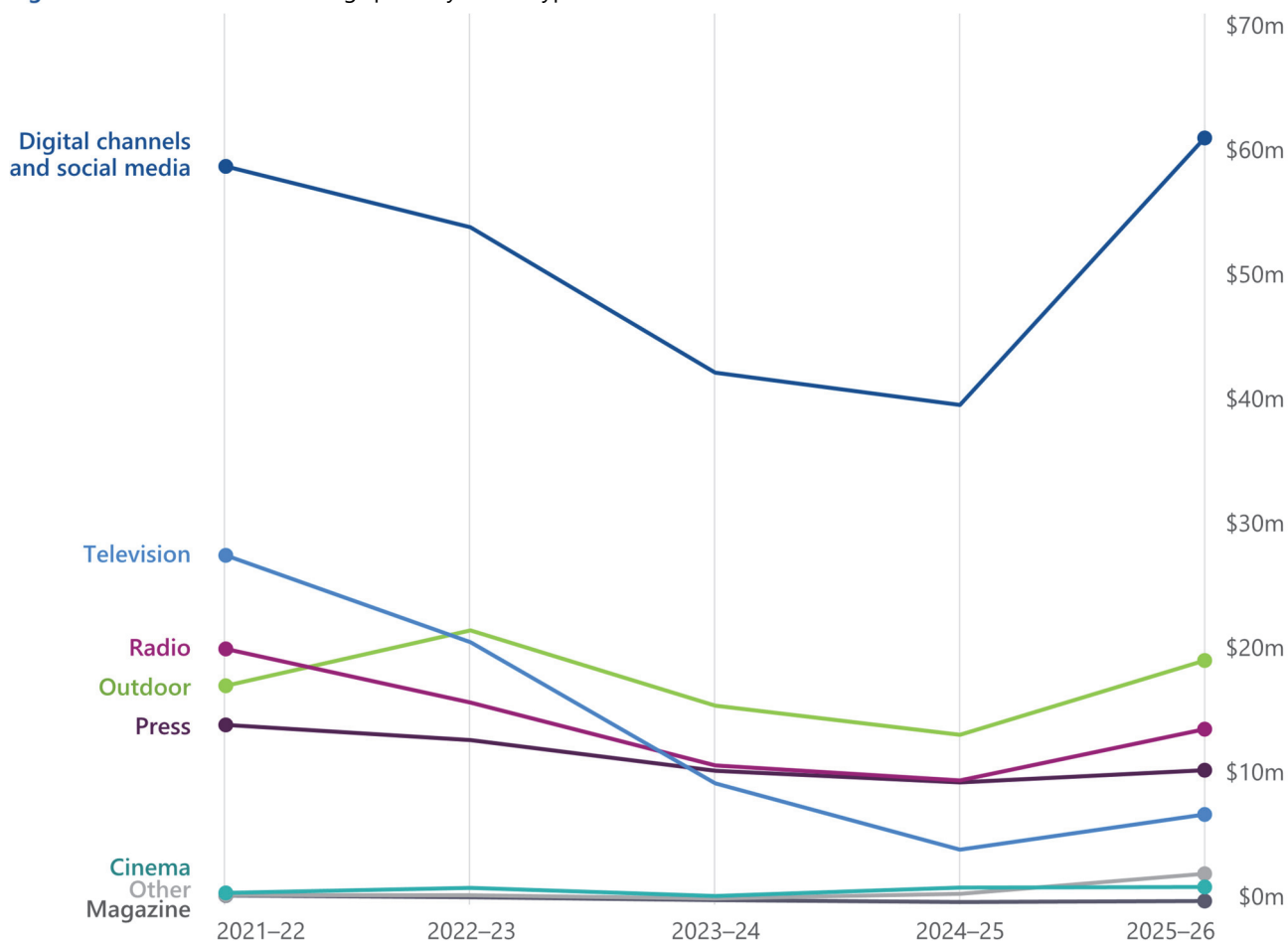
Government use of communications and advertising channels has changed

Advertising channels

Since our 2022 audit, the way the government communicates has changed.

Figure 2 shows that government spending on television advertising has declined since 2023. The government now spends more on digital channels and social media.

Figure 2: Government advertising spend by media type, from 2021–22 to 2025–26



Note: Advertising spend includes campaign, functional and recruitment advertising.

Source: VAGO, based on government advertising spend data provided by Optimum Media Direction (June 2026).



Explore the dashboard

This report's dashboard includes an interactive version of this graph.

Guidance

Despite the government increasing its use of digital channels and social media, existing guidance remains largely principles-based and does not provide agencies with specific direction on managing compliance with legislative and policy requirements when using these channels.

The government has policies and guides about managing public websites and social media accounts. But these policies and guides do not outline:

- how agencies should engage social media influencers
- what disclosure requirements should apply when influencers communicate public messages on behalf of a public sector agency
- the Act and other legal requirements that agencies should follow
- agencies' responsibility for ensuring content created by third parties meets requirements
- the expectation that agencies retain sufficient control and oversight over how their digital content is used, shared, republished or distributed by third parties.

Working well: DJSIR developed its own guidance

DJSIR developed its own social media ambassador guidance and tools covering procurement, risk assessment, briefing, reporting, evaluation and issues management. This guidance demonstrates better practice in identifying and managing risks associated with influencer engagement.

Improvement during our audit: DPC published whole-of-government guidance

During our audit, DPC has developed guidance on engaging with social media influencers and published it in late August 2026.

Agencies are working more with social media influencers

Social media influencers

Agencies publish content on their own social media channels. They also increasingly work with social media influencers to help share messages.

Agencies may use influencers to reach new audiences or communicate with specific groups of people.

Agencies should ensure influencers clearly disclose government involvement so that audiences understand where the communication is coming from.

Controlling output

Agencies remain responsible for ensuring communications shared by influencers meet relevant requirements. But the level of control agencies have over the content they create varies depending on the type of engagement.

Figure 3 outlines the different ways agencies engage social media influencers.

Figure 3: Examples of how agencies work with influencers and what they produce

Engagement type	Outputs
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Content creator	Influencers produce content based on scripts or detailed briefs provided by the agency. The content is published on the agency's official social media channels.
Media partner	A commercial brand partners with an agency to promote government initiatives. The brand creates social media content and may promote related products, discounts or services alongside government messaging; while the agency develops content that promotes both government messaging and the brand.
Brand ambassador	Influencers receive key messages and objectives and create content in their own style. The content is reviewed by the agency and published on the influencer's account, the agency's account, or both.
Public relations	Influencers are invited to events or provided with exclusive access to information about a project, service or initiative. There may be limited or no formal agreement regarding outputs. Influencers may choose to post content, allowing agencies to reach the influencer's audience.

Source: VAGO.

Working well: DJCS maintained control over influencer-generated content

The Department of Justice and Community Safety (DJCS) engaged social media influencers to create content but limited its distribution to official agency channels rather than influencers' personal accounts.

This approach allowed DJCS to maintain control over how the content was published, reducing the risk of noncompliant or inappropriate use through third-party channels.

Agencies do not always require influencers to disclose paid or sponsored posts

Paid or sponsored posts

Social media content shared by influencers engaged by the government is a form of government advertising. Agencies may pay influencers directly or provide in-kind benefits, such as brand exposure, goods or exclusive access to projects.

We selected samples of social media posts created by social media influencers based on a paid arrangement with agencies. We assessed whether:

- agencies had arrangements in place to help ensure the posts complied with the Act
- government sponsorship or paid promotional arrangements were clearly disclosed to audiences.

We did not find any social media posts that were not compliant with the Act. But agencies did not consistently require disclosure of government involvement.

Influencer disclosure

We found agencies require influencers to disclose government involvement in social media content in different ways. For example:

- identifying both the influencer and the agency as authors (Figure 4)
- using a 'paid partnership' label (Figure 5, although as at 6 October 2026 the 'paid partnership' label has since been removed from this post)
- including the hashtag '#ad' in the content (Figure 5)
- tagging the agency's account in the post using '@' (Figure 4 and 6).

Key issue: Agencies do not consistently require disclosure of government-sponsored social media content

There is no standardised approach across agencies for requiring influencers to disclose government-funded or sponsored content on social media.

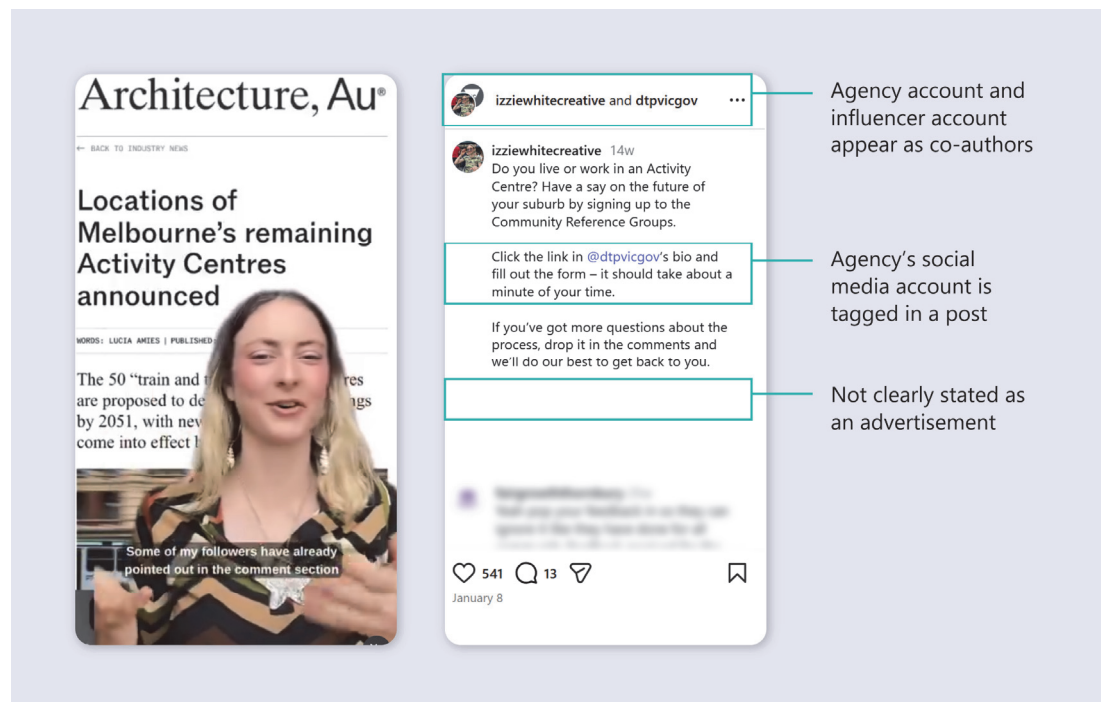
As a result, disclosures are presented inconsistently to audiences. This means that audiences cannot easily distinguish whether a post is:

- sponsored by the government with a pre-scripted message
- sponsored by the government with genuine reviews by an influencer
- not sponsored by the government
- paid or unpaid.

Requirement of disclosure varies

The examples below illustrate less and more mature approaches to requiring disclosure of government involvement in influencer content.

Figure 4: Example of a paid post without clear disclosure of government involvement



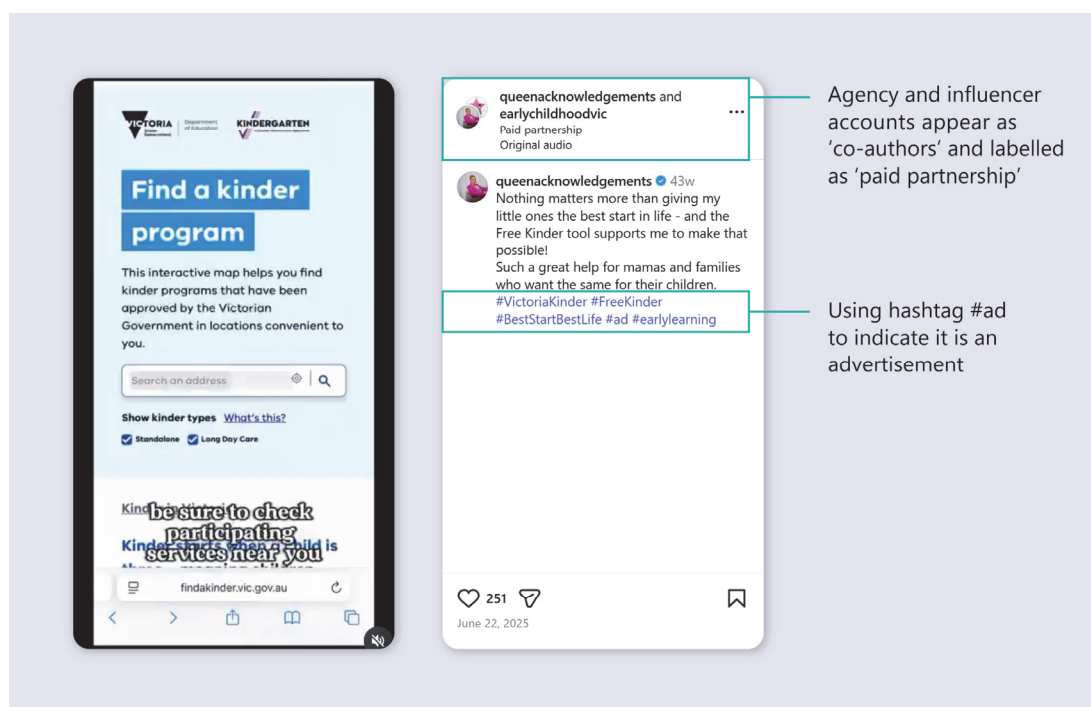
Note: The influencer's post is referenced for context only. This example assesses how agencies managed and controlled publicly funded communications, not the conduct of the individual who created the content. This post did not use '#ad' nor label 'paid partnership'. DTP's account appeared on the post as 'co-author' and tagged in content.

Source: Instagram, posted by 'izziewhitecreative'. Accessed in February 2026. This image was edited to improve resolution but the original content is unchanged. This social media content was commissioned by DTP.

Improvement during our audit: DTP improved disclosure in influencer-created posts during this audit

During the audit, DTP directed its contractor to update the post to include a hashtag '#ad' to address this gap. DTP now requires influencers to use prescribed wording and 'paid partnership' tags on content to disclose government involvement.

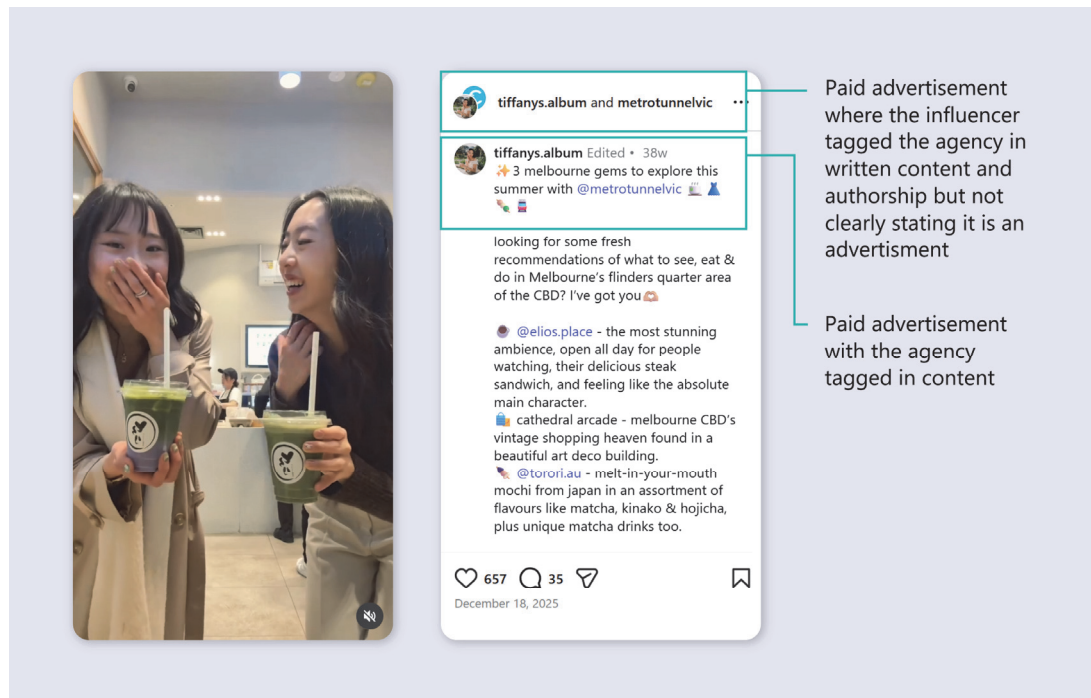
Figure 5: Example of a post where government involvement is clearly disclosed using 'paid partnership' and '#ad' labels



Note: The influencer's post is referenced for context only. This example assesses how agencies managed and controlled publicly funded communications, not the conduct of the individual who created the content.

Source: Instagram, posted by 'queenacknowledgements'. Accessed in June 2026. This image was edited to improve resolution but the original content is unchanged. This social media content was commissioned by the Department of Education (DE).

Figure 6: Example of a paid post that did not disclose it was a government advertisement



Note: The influencer's post is referenced for context only. This example assesses how agencies managed and controlled publicly funded communications, not the conduct of the individual who created the content.

Source: Instagram, posted by 'tiffanys.album'. Accessed on 5 May 2026. This image was edited to improve resolution but the original content is unchanged. This social media content was commissioned by VIDA.

Controls over digital and social media content are insufficient for a rapidly evolving media environment

Political reuse risk

Agencies often seek to maximise the reach and effectiveness of social media content by encouraging resharing, including by MPs and ministers through their personal social media channels.

We identified several instances where agency-produced content was repurposed without attribution to the original source (see case studies 3, 4 and 5). Agency social media content was repurposed in ways that illustrate risks of political reuse.

We found examples where agencies' existing controls did not prevent the repurposing of content created using public resources, including:

- content not consistently branded with clear government branding or attribution
- agencies not applying measures that require attribution when content is shared or reused.

Agency-produced digital and social media content is a public resource. While agencies cannot fully control how content is used once published, stronger governance arrangements would help to:

- promote clear attribution to agencies
- support stakeholders to share existing agency-branded materials, such as stakeholder communication packs or links to agency-published content
- prevent content from being repurposed for actual or perceived political purposes.

We found examples of better practice from agencies sharing digital content with stakeholders, including publicly available social media communication packs with approved, non-tailored messaging, and ministers resharing agencies' social media posts without modifying the original content (Figure 7).

Figure 7: Example of agency content being shared with clear attribution to original post



Note: The shared post retained the Department of Health's original message, branding and link to information.
Source: Facebook, posted by Harriet Shing MP. Accessed on 24 July 2026.

Case study 3: Unbranded social media content

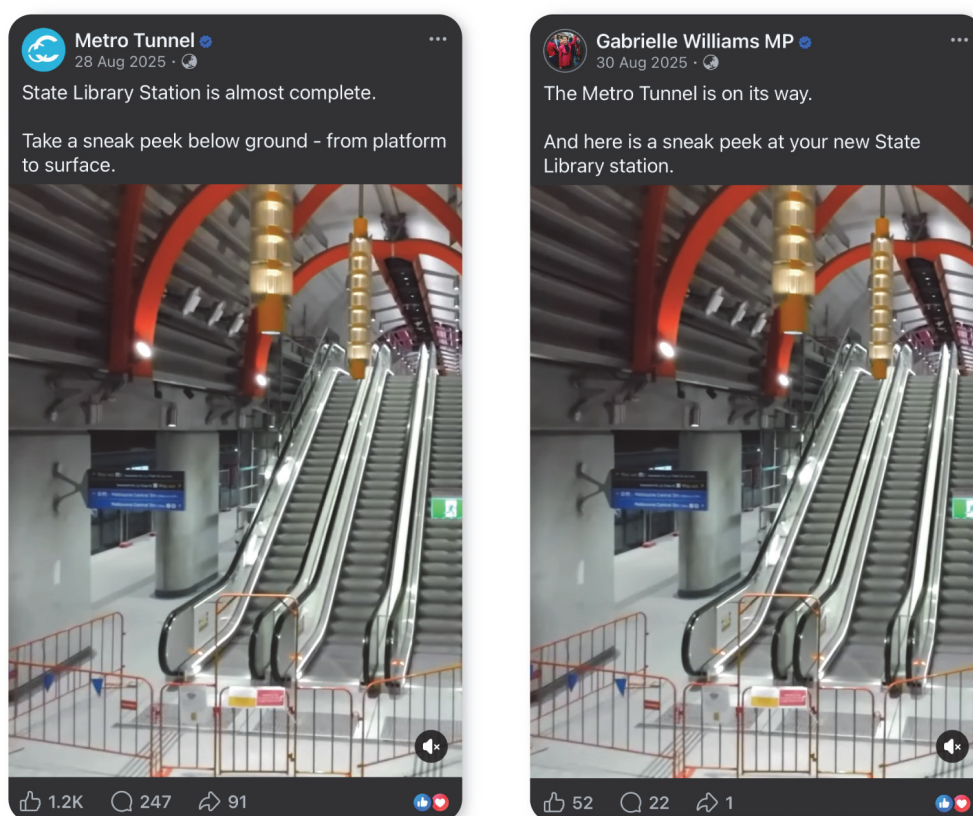
Metro Tunnel opening video

VIDA published a video for the Metro Tunnel opening on its social media account. The video did not contain agency branding or identify VIDA as the source of the content.

This increased the risk that publicly funded content could be reused without attribution to the original source, including for actual or perceived political purposes.

This video was later reposted on then-Minister Gabrielle Williams' personal social media account without attributing to its original post, as Figure 8 shows.

Figure 8: VIDA's Metro Tunnel Project video (left) and the same video reposted without original content (right)



Source: Facebook, posted by 'metrotunnelvic' on 28 August 2025 and posted by Gabrielle Williams MP on 30 August 2025. This image was edited to improve resolution but the original content is unchanged.

Note: Individuals are referenced in this case study for context only. This case study assesses the performance of VIDA in undertaking advertising and communications activities, not the conduct of the individuals mentioned.
Source: VAGO.



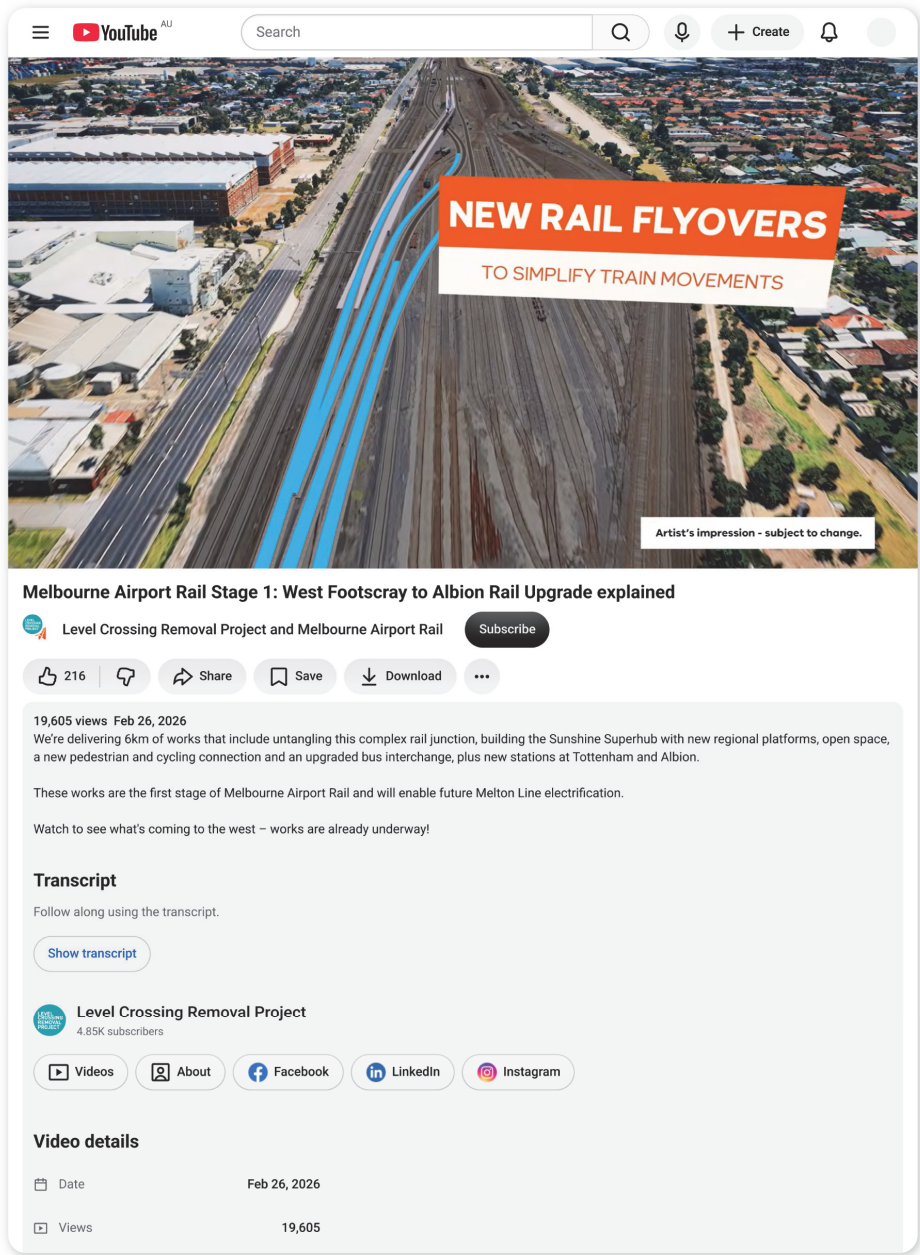
Case study 4: Example of digital content being repurposed without attribution

Melbourne Airport Rail’s project video was repurposed without attribution

VIDA published a video of the proposed Airport Rail Link. The video did not contain prominent project branding or attribution identifying VIDA as the source of the content, as Figure 9 shows. We identified an example where the video was later repurposed on then-Minister Ben Carroll’s personal social media account, without attribution to VIDA. It was modified to include messages that were not part of VIDA’s original post, as Figure 10 shows.

This demonstrates how agency-produced digital content can be reused without attribution when branding and attribution controls are limited. This increases the risk that agency-produced content can be repurposed for actual or perceived political purposes.

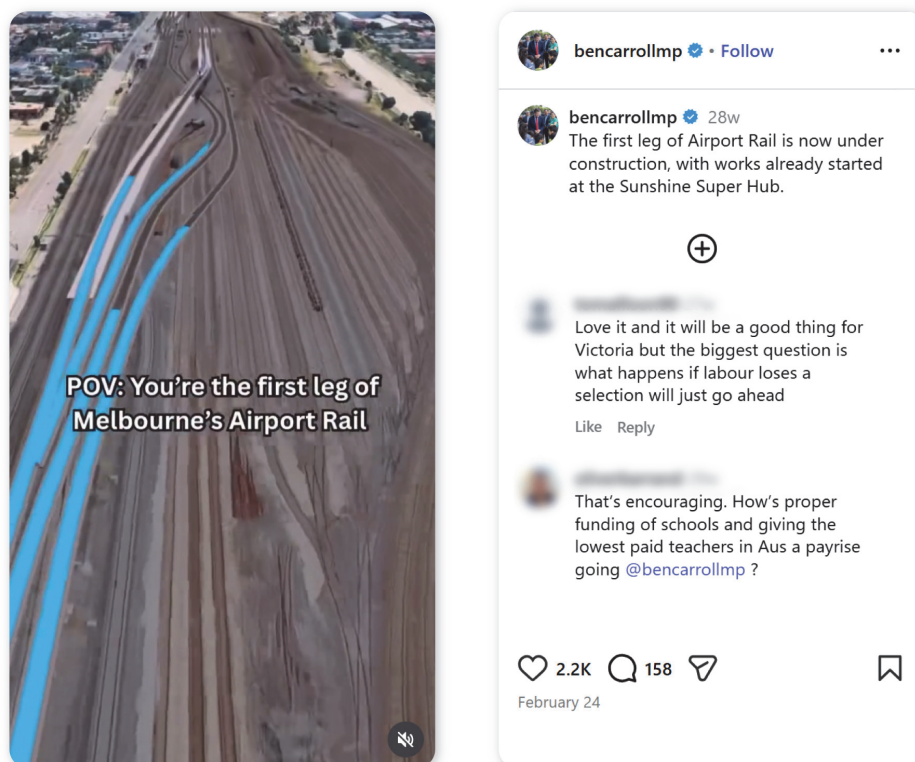
Figure 9: An animated video about the Melbourne Airport Rail, published by VIDA on YouTube



Source: Melbourne Airport Rail’s YouTube channel, accessed on 5 June 2026. This image was edited to improve resolution but the original content is unchanged.



Figure 10: The Melbourne Airport Rail video, repurposed and reposted by then-Minister Ben Carroll without original content or attribution



Source: Instagram, posted by 'bencarrollmp' on 24 February 2026. Accessed on 22 June 2026. This image was edited to improve resolution but the original content is unchanged.

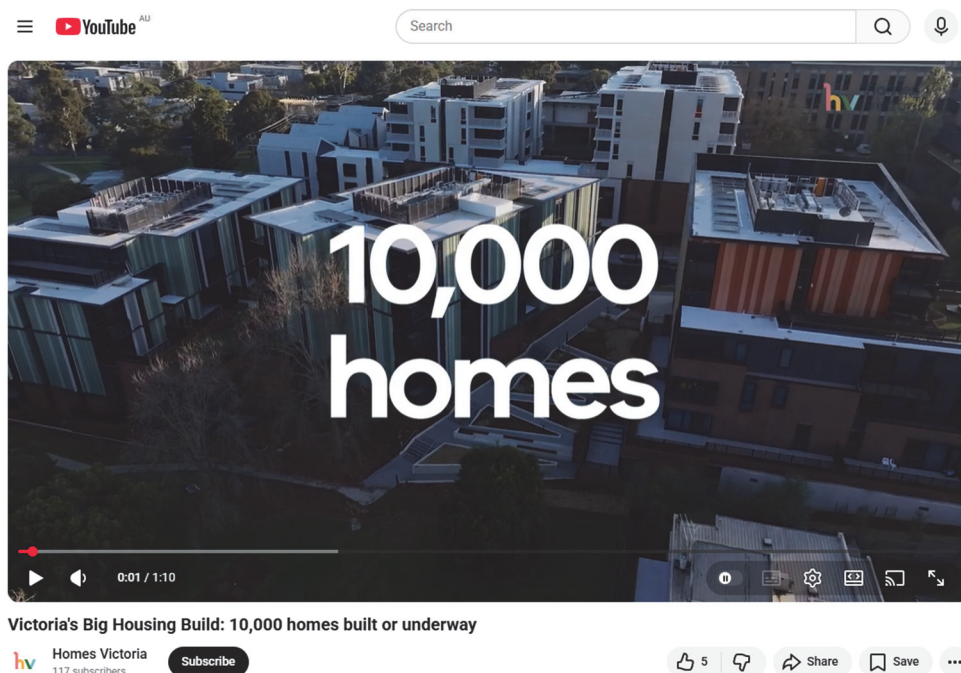
Note: Individuals are referenced in this case study for context only. This case study assessed the performance of VIDA in undertaking advertising and communications activities, not the conduct of individuals mentioned in this case study.
Source: VAGO.

Case study 5: Example of agency content being repurposed for political use

Homes Victoria's video

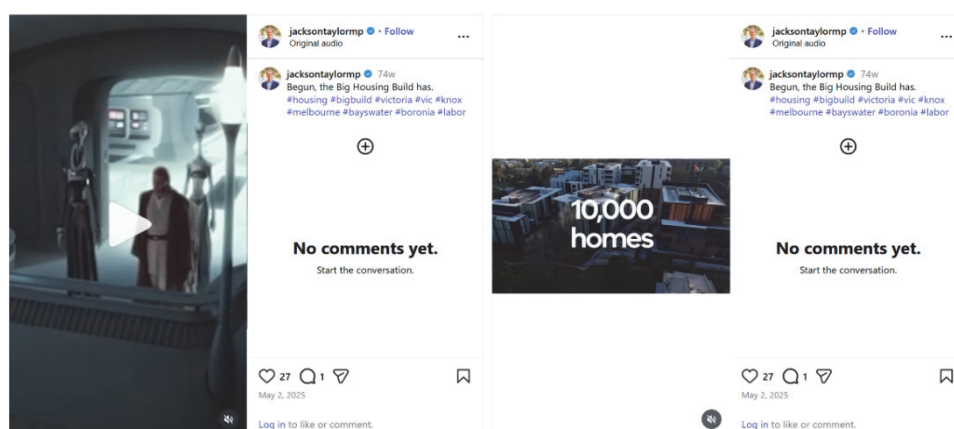
Homes Victoria published a video for Victoria's Big Housing Build. The video did not contain prominent attribution identifying Homes Victoria as the source of the content, as Figure 11 shows. This video was later edited and posted on Jackson Taylor MP's personal social media account. The video combined a movie clip with the project video. The post highlighted achievements of a political party. The post did not attribute the video footage to Homes Victoria and included a hashtag linking the project to the Labor Government, as Figure 12 shows.

Figure 11: Image of the Big Housing Build video, published by Homes Victoria



Source: Homes Victoria's YouTube channel, accessed on 22 June 2026.

Figure 12: Repurposed post using the Big Housing Build video without attribution



Source: Instagram, posted by 'jacksontaylormp'. Accessed on 20 June 2026.

Note: Individuals are referenced in this case study for context only. This case study assesses the performance of DFFH in undertaking advertising and communications activities, not the conduct of the individuals mentioned.
Source: VAGO.



Improvement during our audit: DFFH clarified on its platforms that content cannot be repurposed

In response to our audit finding, DFFH added disclaimers and guidance links to its web and social media platforms, clarifying that social media content cannot be repurposed without permission or attribution, including for political or commercial purposes.

What these examples show

These examples show that when agency-produced content is shared without clear government branding or strict attribution requirements, it can easily be repurposed for political purposes. This may weaken public confidence that government communications are impartial and produced solely in the public interest.

Agency-sponsored posts are not always managed consistently with relevant policy and do not reflect industry best practice

Other types of influencer engagement

Apart from direct payment, agencies also engage influencers or commercial brands by providing in-kind benefits. For example, providing exclusive access to a project or content, or brand exposure.

Agencies may engage influencers through partnerships, sponsorships or invitations to exclusive events. These arrangements may result in influencers sharing content about government initiatives on their social media channels.

Government policy and industry practice

The Victorian Government Sponsorship Policy, which also covers partnership agreements, requires that 'agencies providing sponsorship must ensure that the sponsored organisation provides public acknowledgement of government support'.

Ad Standards, Australia's advertising regulator, states that 'influencers must disclose any arrangement with a brand to help followers distinguish between advertising content and user generated content... it's not just where money changes hands – free products or services indicate a relationship that should be disclosed too.'

Ad Standards recommends that influencers disclose any arrangement in a way that is visible and easy to understand, for example by adding hashtags to content (such as #ad, #PaidPromotion, #sponsored) or using platform disclosure capabilities.

Across the cases we assessed, agencies did not have a consistent approach for requiring influencers, content creators or partnered brands to disclose these sponsorship or in-kind benefits. Governance arrangements for sponsored content disclosure have not kept pace with industry best practice.

Further details can be found in case studies 6 and 7.

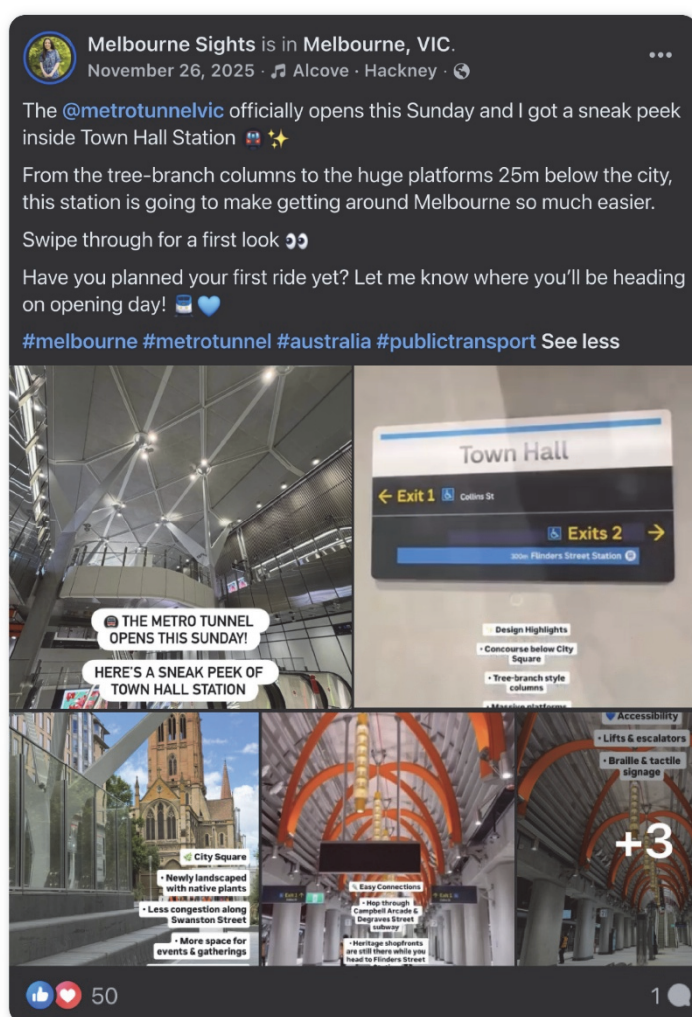
VIDA's Metro Tunnel opening campaign

VIDA invited 15 influencers to attend a pre-opening event where they took part in a test train ride and a tour of the new stations. While influencers were not paid, they received in-kind benefits through exclusive access and subsequently published social media content about the stations.

VIDA did not require influencers to disclose the nature of the arrangement or acknowledge government support when publishing content from the event (Figure 13).

Consistent with government sponsorship policy and industry better practice, agencies should establish disclosure expectations as a condition of participation which require influencers to acknowledge government support and remind influencers of government policy and industry disclosure requirements.

Figure 13: An influencer posted about the Metro Tunnel after attending a government-funded event, but was not required to disclose the sponsorship arrangement



Source: Facebook, posted by Melbourne Sights on 26 November 2025. Accessed on 22 June 2026. This image was edited to improve resolution but the original content is unchanged.

Note: Individuals are referenced for context only. This case study assesses how VIDA managed and controlled publicly funded communications, not the conduct of the individuals who created this content or participated in the event.

Source: VAGO.



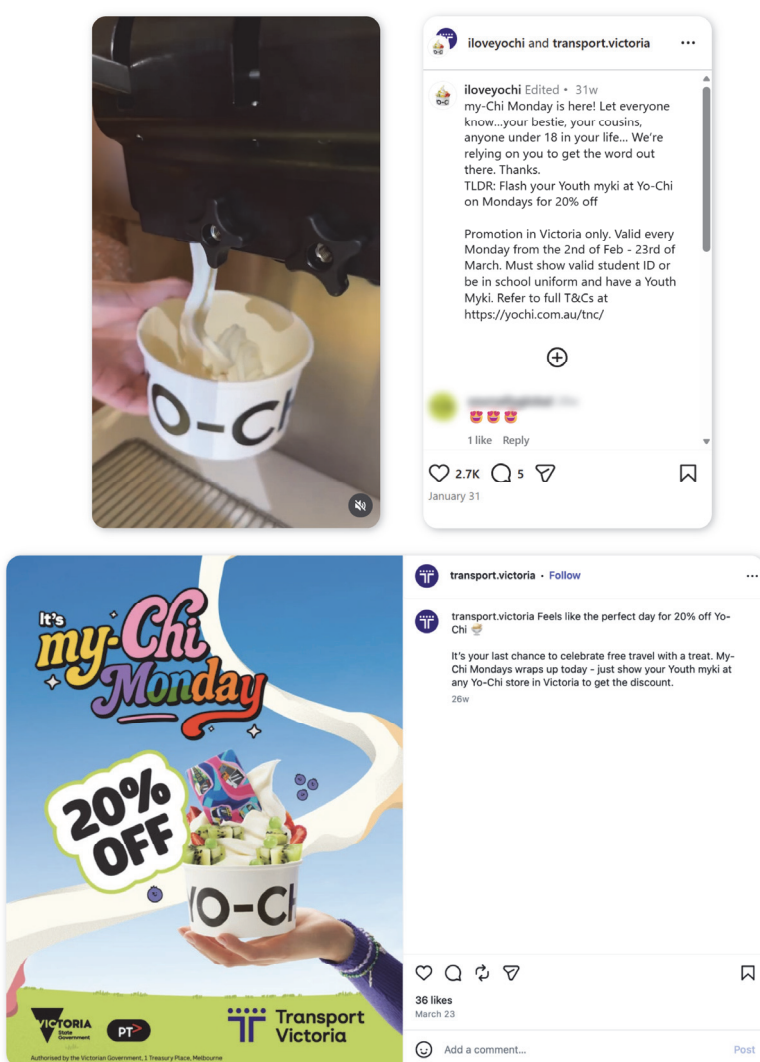
DTP's social media partnership with a commercial brand

DTP partnered with a commercial brand to promote Youth myki. In exchange for brand exposure, the commercial partner provided product discounts and curated events. Although no payment was made, the arrangement involved in-kind benefits. The social media posts created by DTP and the commercial partner did not clearly disclose the nature of the arrangement.

While the posts were published on both entities' accounts and sometimes displayed both brands, they did not explicitly acknowledge government sponsorship. As a result, audiences may not have clearly understood the government's role in the arrangement.

See examples of the partnership posts in Figure 14.

Figure 14: Social media posts to promote Youth myki, based on a partnership arrangement between a commercial brand and DTP (Transport Victoria)



Source: Instagram. Post by 'iloveyochi' published on 31 January 2026, screenshot taken in May 2026. Post by 'transport.victoria' published on 22 March 2026, screenshot taken in June 2026.

Note: A commercial brand is referenced in this case study for context only. This case study assesses how DTP managed and controlled government advertising and communications, not the performance of the commercial partner.

Source: VAGO.



5.

Campaign advertising

Campaign advertising is paid media designed to inform, educate, motivate or change behaviour of the general public.

Campaign advertising compliance has improved. But there are still gaps in television advertising compliance, oversight of high-risk campaigns, and spend reporting.

Covered in this section:

- Legislative requirements for government campaign advertising
- Television advertising did not meet requirements
- The definition of a permitted advertising purpose is unclear
- Compliance gaps remain
- DPC's oversight of government campaigns could be improved
- DPC's reporting of government spending and its outputs could be improved
- Agencies could improve reporting on campaign advertising spending
- Existing advertising definitions no longer reflect current practices.

Legislative requirements for government campaign advertising

Permitted purposes

The Act permits television advertising only for a limited set of purposes. Some permitted purposes for general government communications are not listed for television advertising, as Figure 15 shows.

Figure 15: Purposes for government communication and television advertising

Government communication purposes (regulations)	Television advertising purposes
(a) to inform the public of new, existing or proposed public sector policies or projects or Victorian legislation	Not listed
(b) to promote public safety, personal security or behavioural change	(a) to promote public safety, personal security or behavioural change
(c) to advocate on behalf of Victoria to advance Victoria's position or interests	Not listed
(d) to promote awareness of rights, responsibilities, duties or entitlements	Not listed
(e) to encourage understanding or use of public sector products and services	Not listed
(f) to report on performance in relation to public sector undertakings	Not listed
(g) to promote social cohesion, civic pride or community spirit	(b) to promote social cohesion, civic pride or community spirit within the general public
(h) to encourage public involvement in decision making by public sector bodies	Not listed
(i) to recruit staff	Not listed
(j) to promote business opportunities within the public sector	Not listed
(k) to promote commercial or economic development within Victoria	(c) to promote commercial or economic development within the state
(l) to generate revenue for public sector bodies or for Victoria through consumption of products or services delivered by or in partnership with public sector bodies.	(d) to generate revenue for public sector bodies or for the state through consumption of products or services delivered by or in partnership with public sector bodies
Not listed	(e) to promote compliance with legislative requirements.

Note: The television advertising purposes permitted are outlined in part 5A, section 97D of the Act.

Source: *Public Administration (Public Sector Communication) Regulations 2018* and *Public Administration Act 2004*.

Behavioural change

Behavioural change advertising seeks to influence behaviours, attitudes or habits to achieve a public outcome.

DPC's communication requirements guidance gives examples such as messages around bushfires, water, road and workplace safety. This is different from advertising that primarily informs the public about a government policy, project or service.

Television advertising did not meet requirements

Noncompliant advertising

We selected 9 case studies across 7 agencies for detailed analysis. Two campaigns included television advertising that did not meet the Act or DPC's requirements.

Government communication and advertising can often serve multiple purposes. For our audit, where a communication appeared to serve multiple purposes, we considered its dominant purpose when assessing whether it met the Act's television advertising requirement.

The campaign advertisement for ...	does not comply with the Act or DPC's requirements because ...
the Metro Tunnel opening (integrated television segment)	• VIDA did not follow DPC's campaign approval process to seek approval for the integrated segment advertisement or obtain final content approval before publication • it did not use a mandatory government authorisation tag. See Case study 8 for further detail.
Victoria Police recruitment	recruitment is not a permitted purpose for television advertising.

Case study 8: Metro Tunnel opening integrated television advertising segments

VIDA did not have appropriate controls over its Metro Tunnel opening integrated television advertising segments.



Integrated segments are a complex form of government advertising because they blend paid advertising with broadcaster content. They require careful controls to ensure government advertising is clear and transparent, and audiences can distinguish it from other content.

We found that VIDA did not have appropriate controls over its Metro Tunnel opening integrated segments produced in partnership with Channel 7. This made it difficult to determine what content was government advertising and what formed part of Channel 7's broadcast.

Channel 7 is referenced for context only. This case study assesses how VIDA managed publicly funded advertising and communications activities and discharged its responsibilities under the Act.

The Metro Tunnel opening integrated television advertising segments

In 2025, VIDA and DTP developed the 'More Ways to Move' campaign which included the opening of the Metro Tunnel and West Gate Tunnel. The campaign for both tunnels was endorsed with an approved total budget of \$3.65 million, with \$2.5 million for media placement. The Metro Tunnel opening campaign was delivered in 2 parts, with VIDA promoting the tunnel opening in late 2025, followed by DTP delivering messages about journey and timetable changes.

In November 2025, VIDA entered into a paid partnership with Channel 7 to promote the opening of the Metro Tunnel through integrated television and online content, including:

- a 4pm television news bulletin hosted from a Metro Tunnel station for 60 minutes
- 3 pre-recorded 'integrated segments' published during the live news
- 4pm and 6pm live weather broadcasts from a Metro Tunnel station during the live news
- a published 'brought to you by' 10 second program billboard broadcast, with a voice-over stating '7News is brought to you by Metro Tunnel, opening Sunday, search Big Build.'
- one web article
- 7 social videos.

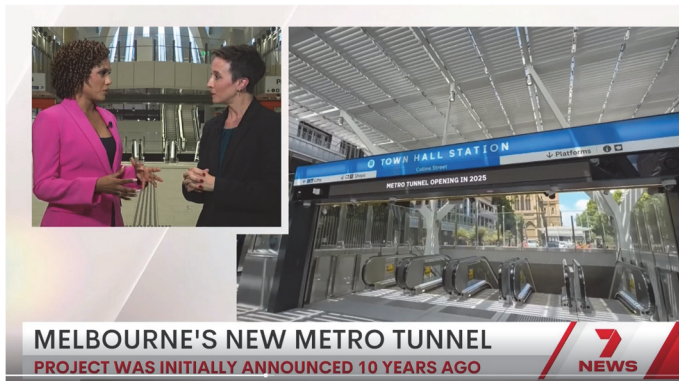
Snippets of the television broadcast are provided below in figures 16, 17 and 18.

Figure 16: A weather reporter broadcasting outside of Anzac Station, explaining station design



Source: Master Agency Media Services contractor. Recording of the news report live on 28 November 2025.

Figure 17: Live news and web video including a 3-minute interview with the Minister for Transport



Note: VIDA said this interview was not undertaken under its paid agreement with Channel 7 and had no control over its content. Source: 7news.com.au, published on 28 November 2025. Accessed on 22 June 2026.

Figure 18: Live news segment promoting food offerings in Metro Tunnel stations



Source: Master Agency Media Services contractor. Recording of the news report live on 28 November 2025.

VIDA could not demonstrate alignment between contracted and published content

VIDA provided its contract with Channel 7, payment records and the published content. We were unable to reconcile VIDA's description of the content it purchased and controlled with the evidence provided. In particular:

- the agreement and costings included deliverables, such as the 4pm news that VIDA later advised it did not pay for
- the duration of advertising that VIDA paid for differed from the duration quoted in the agreement and from the content ultimately published.

We assessed the 3 pre-recorded segments and they satisfied the behavioural change permitted purpose for television advertising. However, the segments were integrated into the broader news bulletin without authorisation tags, and subsequently packaged into web articles and social media videos. The integration of paid advertising with broadcaster content made it unclear which parts VIDA paid for. This meant we could not assess the integrated segments' compliance with the Act.

VIDA did not adequately manage risks of noncompliance

Public sector agencies are responsible for ensuring that government advertising complies with the requirements of the Act.

In our 2022 audit, we found agencies could not show that their campaigns were effective or delivered value for money. In response, DPC strengthened its communication requirements and assurance process.

Integrated segments are a complex and novel form of advertising. Despite this, we found VIDA did not take reasonable steps to ensure the advertising complied with legislative and DPC's requirements because:

- VIDA told us it paid for and provided key messages for content it ultimately did not control
- it did not get approval for the integrated segment advertisement, bypassing established assurance processes for compliance, effectiveness and value for money
- it did not apply the mandatory authorisation tag for television advertising.

VIDA advised that the integrated segment format made it impractical to apply the required tag and instead used a 'brought to you by' billboard. VAGO does not accept that transparency around government advertising should be compromised.

As a result, VIDA increased the risk that audiences could not distinguish government advertising from Channel 7 editorial content, and reduced assurance that the advertising complied with legislative requirements and represented value for money.

VIDA's decision not to retain final control over content or follow DPC's communication requirements introduced unnecessary risk into an already complex advertising campaign.

VIDA could have advertised transparently and more clearly demonstrated compliance by:

- clearly defining and documenting the content being purchased
- obtaining DPC's required approvals before publication
- applying the required government authorisation tag after each segment
- documenting an agreement with Channel 7 that VIDA retains final control over all paid content.

Note: Channel 7 is referenced for context only. This case study assesses how VIDA managed publicly funded advertising and communications activities and discharged its responsibilities under the Act, not the conduct of Channel 7.

Source: VAGO.

The definition of a permitted advertising purpose is unclear

Television advertising

In 2017, Parliament amended the Act to include additional restrictions on television advertising.

The amendments introduce permitted advertising purposes. They distinguish campaigns that promote 'public safety, personal security or behavioural change' from those that inform the public about government policies and projects, or encourage the use of government services. This indicates that Parliament intended these purposes to be treated differently.

Key issue: Unclear legislative definitions make compliance difficult to assess

The Act does not define what constitutes promoting 'public safety, personal security or behavioural change'. Agencies have broad interpretations of the permitted purpose, making it difficult to assess whether advertising aligns with Parliament's intent.

Unclear definition led to broad application

We identified different applications of the 'public safety, personal security or behavioural change' purpose across agencies. For example:

- VIDA applied the behavioural change purpose to its Metro Tunnel and West Gate Tunnel opening campaigns because by promoting new infrastructure, it encouraged Victorians to shift the way they travel
- DPC applied the behavioural change purpose to its cost-of-living campaign because it encouraged Victorians to use the government's 'Savings Finder' tool
- Victoria Police applied the same purpose to its recruitment campaign, on the basis that recruiting police officers contributes to community safety outcomes.

In our view, the above behavioural change campaigns more closely align with informing the public about a government project or encouraging the use of a government service. Similarly, recruitment is a distinct purpose and should not be broadly characterised as promoting safety.

These examples illustrate how, in the absence of a clear definition, the behavioural change purpose can be interpreted broadly in ways that may extend beyond Parliament's intended purpose. This risks weakening the Act's tighter controls on television advertising and makes compliance difficult to assess.

Compliance gaps remain

Campaign compliance

Of the 9 campaigns we assessed, 7 clearly complied with the Act and DPC's requirements. This is an improvement since our last audit, particularly as most agencies:

- met the Victorian Government communication requirements on multicultural media and regional media spend
- evaluated their campaigns within 3 months of campaign conclusion.

Figure 19: A summary of our assessment of the selected campaigns

Campaign name	Met public interest purpose	Apolitical	Met television advertising purposes	Multicultural and regional policy requirements	Evaluated within 3 months	Accurately reported in its annual report
Metro Tunnel opening campaign – VIDA	Yes	Yes	Could not assess*	Budgeted spend met requirements	Too early to assess	Too early to assess
Victorian Big Build Disruptions – VIDA	Yes	Yes	Yes	Yes	Yes	Unable to verify**
Victorian Fire Season – DJCS	Yes	Yes	Yes	Yes	Yes	Yes
Water safety – DJCS	Yes	Yes	Yes	Yes	Yes	Yes
Police recruitment – Victoria Police	Yes	Yes	No	Exempted	Yes	Yes

Campaign name	Met public interest purpose	Apolitical	Met television advertising purposes	Multicultural and regional policy requirements	Evaluated within 3 months	Accurately reported in its annual report
Learn Local brand awareness – DJSIR and Adult, Community and Further Education (ACFE) Board	Yes	Yes	N/A	Yes	Yes	Too early to assess***
Big Housing Build – DFFH	Yes	Yes	N/A	Budgeted spend met requirements	Too early to assess	Too early to assess
Real Help, Right Now cost of living – DPC	Yes	Yes	Yes	Yes	Yes	Too early to assess
Real Help, Right Now energy affordability – Department of Energy, Environment and Climate Action (DEECA)	Yes	Yes	N/A	Budgeted spend met requirements	Too early to assess	Too early to assess

Notes: *This assessment refers to the integrated television advertising segments VIDA produced with Channel 7.

**VAGO did not identify any inaccuracies in VIDA's reported expenditure, but we cannot perform independent reconciliation due to a difference in accounting treatment.

***ACFE had confirmed minor inaccuracies in its 2024–25 reporting. ACFE's 2025–26 reporting was not finalised during this audit.

Source: VAGO.

DPC's oversight of government campaigns could be improved

Risk-based approach

The AAG is chaired by DPC and comprises senior communications executives from departments and representatives from the Premier's office. The AAG plays a key role in reviewing and endorsing agency campaign proposals and assessing campaign strategies and materials for compliance before approval.

In our 2022 audit, we recommended that DPC and agencies adopt a risk-based approach to assessing compliance with the Act.

DPC has since included a new step where the AAG should identify 'high-risk' or 'sensitive' campaigns and require agencies to seek independent legal advice.

DPC defines 'high-risk' or 'sensitive' campaigns as 'any campaigns that could be, or be perceived to be, non-compliant with legislative requirements'.

We found that the new approval step is not working as intended because the:

- definition of 'high-risk' or 'sensitive' was unclear, without objective measures
- definition was documented for the AAG but not shared with agencies, limiting agencies' visibility of the criteria that may trigger additional scrutiny
- AAG is not required to document its assessment or rationale when deciding that a campaign is not high risk, reducing transparency of decisions
- AAG did not identify any campaigns as high risk or sensitive during the past 2 years.

This is despite the fact that:

- in our 2022 audit, we identified that campaigns about transport infrastructure projects carry higher risk of not complying with the Act, and there were several similar campaigns during the past 2 years
- by-elections during this period, and the pending state election, increase the risk of campaigns being perceived as indirectly or directly influencing voting behaviour.

Working well: Some agencies developed their own campaign risk assessment framework

DE, VIDA and SRLA developed risk assessment frameworks that consider factors such as campaign budget, timing, content and media channels. These frameworks provide more objective criteria for identifying higher-risk campaigns.

Conflict-of-interest process could be improved

AAG members may at times review campaigns that were proposed by their own department. To manage conflicts of interest, DPC requires representatives from the sponsoring agency to withdraw from the endorsement process.

We identified a gap in this process. DPC's cost-of-living campaign promoted the Savings Finder service, which was developed and operated by DGS. While DPC's representative withdrew from the process, the campaign was endorsed by a DGS representative. The conflict-of-interest process did not address the perceived conflict arising when an agency is involved in endorsing a campaign that promotes its own product or service.

Without appropriate conflict-of-interest controls, perceived bias in campaign endorsement decisions may undermine confidence in the effectiveness and integrity of the role of the AAG.

Case study 9: Example of a high-risk campaign that illustrates weaknesses in the risk assessment process

DPC's cost-of-living campaign was compliant but its risks were not adequately escalated

DPC's cost-of-living campaign aimed to promote government savings initiatives to ease cost-of-living pressures. Campaign materials included a call to action directing users to Service Victoria's Savings Finder website, a service operated by DGS.

DPC's post-campaign evaluation found that some respondents considered the campaign to be 'electioneering', indicating a risk that campaign messaging could be perceived as political.

Despite this risk, neither DPC nor the AAG identified the campaign as high risk or sensitive. The AAG endorsed the campaign without requesting DPC to seek legal advice on compliance with the Act, and DPC did not take additional assurance steps. In particular, it did not:

- seek independent legal advice on compliance with the Act
- raise any reputational risks in its strategy document.

We did not identify political messaging in the campaign materials. But this example demonstrates that the AAG's risk assessment processes were not sufficiently sensitive to campaigns that carry a higher risk of being perceived as political. This means campaigns with higher risks may not receive the extra scrutiny intended by the revised approval process.



Source: VAGO.

DPC's reporting of government spending and its outputs could be improved

DPC's reporting DPC reports annually on the Victorian Government's advertising spending and whether it meets policy targets.

When we started our audit in December 2025, the latest published *Government Advertising Report* was for 2022–23. During the audit, DPC published the 2023–24 report (in March 2026) and the 2024–25 report (in August 2026). DPC had not established a defined timeframe for publishing these reports, which limited transparency and timely access to information.

**Budget Paper
output**

From 2021 to 2026, one of DPC's departmental objectives was to 'maintain compliance with government advertising and communication guidelines to support effective financial management, probity, and accountability of government advertising'.

DPC's measure for this objective was 'relevant communication activity compliant with government advertising and communication guidelines'. This measure was reported as 100 per cent compliant since 2021–22, for 4 consecutive years. DPC advised that they calculated 100 per cent based on 'campaign advertising' endorsed but not on other government communication.

This limits the usefulness of the output measure because it focuses on approved campaign advertising rather than the broader scope of government communications covered by the Act.

Agencies could improve reporting on campaign advertising spending

**Meeting
reporting
requirements**

DTF's FRD 22 requires agencies to report on campaign advertising spend (with a media buy over \$100,000).

DGS has not published its campaign spend in its annual reports for the past 3 years.

DFFH and DH did not follow the latest reporting format required. They included figures for 'actual spend' but did not include approved spend for each campaign.

Record keeping

Most agencies followed the FRD 22 requirement, but not all of them have a traceable record of their campaign spend to support the accuracy and completeness of their reported figures.

We tested agencies' annual report figures for 2023–24 and 2024–25.

Three agencies (DEECA, DTP and VIDA) provided the underlying records that informed their reporting, but not in a form that allowed recalculation. This means we were unable to verify whether the figures reported in the annual report were accurate.

Existing advertising definitions no longer reflect current practices

**Advertising
definitions**

Agencies report annually on campaign spending, depending on the amount spent and whether the activity is classified as 'campaign' advertising. But existing government definitions of 'campaign' versus 'non-campaign' advertising no longer reflect how agencies classify and use advertising in practice.

Campaign advertising

is paid media designed to inform, educate, motivate or change behaviour of the general public.

Non-campaign (functional) advertising

is generally simple and informative, usually for immediate and short-term appearance.

Source: DPC's requirements.

Existing government guidance defines functional advertising as text-based, short-duration, and requiring less creative input than campaign advertising

However, we observed examples of advertising classified as 'functional' or non-campaign that shared characteristics commonly associated with campaign advertising (Figure 20).

Figure 20: Examples of 'functional' advertising that shares characteristics with campaign advertising

Traditional functional advertising	Examples we observed that share characteristics with campaign advertising
Public engagement	Traditionally, engagement advertising aims to invite the public to provide feedback on consultation. Advertising includes simple notice of timing and location of consultation. We observed examples from recent planning and infrastructure projects where public engagement included more explanation of the project and project benefits.
Disruption	SRLA's 'disruption' advertisements also promote local businesses that were impacted by project disruption.

Source: VAGO.

These examples suggest that current agency practices have expanded beyond the traditional characteristics of functional advertising reflected in government guidance. This means existing definitions may not consistently capture the range of activities that agencies classify as functional advertising. This reduces the comparability and transparency of reported advertising activity and spending.

6.

Appendices

There are 4 appendices covering responses from audited agencies, information about how we perform our work, and government advertising spend.

Appendix A: Submissions and comments

Appendix B: Abbreviations, acronyms and glossary

Appendix C: Audit scope and method

Appendix D: Government advertising spend data

Appendix A:

Submissions and comments

We have consulted with 14 agencies, and we considered their views when reaching our audit conclusions. As required by the *Audit Act 1994*, we gave a draft copy of this report, or relevant extracts, to those agencies and asked for their submissions and comments.

Responsibility for the accuracy, fairness and balance of those comments rests solely with the relevant agency head.

Responses received

Agency	Page
Department of Premier and Cabinet	A-2
Victorian Infrastructure Delivery Authority	A-8
Department of Families, Fairness and Housing	A-12
Department of Government Services	A-14
Department of Health	A-16
Department of Transport and Planning	A-18
Suburban Rail Loop Authority	A-21
Victoria Police	A-24
Department of Education	A-26
Department of Energy, Environment and Climate Action	A-27
Department of Jobs, Skills, Industry and Regions	A-28
Department of Treasury and Finance	A-29



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Mr Andrew Greaves
Auditor-General
Level 31, 35 Collins Street
MELBOURNE VIC 3000

BSEC-260900273

Dear Auditor-General

Thank you for sharing VAGO's proposed report on the Government Advertising and Communications performance audit and for providing the Department of Premier and Cabinet (DPC) with the opportunity to provide feedback on VAGO's findings and recommendations.

DPC has carefully considered the recommendations to it in the proposed report, and our action plan in response to the recommendations is attached to this letter. Where DPC has not accepted a recommendation, its position is set out in further detail in the action plan.

As DPC has advised at earlier stages of the audit, it does not agree with several of VAGO's findings and is therefore unable to accept VAGO's recommendations relating to the following matters. DPC's position remains that:

- DPC has no role in managing the Premier's Media Centre website, but will recommend that the Premier's Private Office include a disclaimer on the website to make this clear.

As communicated to VAGO during the course of the audit, this website is not owned, managed or controlled by DPC. The Department of Government Services built and maintains the platform (such as website hosting and domain address), which allows others to manage the content. Neither DPC, DGS nor the rest of the Victorian public service have any role in managing the content on the website or the decision as to what information is published on it.

- The Community Attitude Research Survey does not constitute a 'public sector communication' under the *Public Administration Act 2004*.

DPC has previously advised VAGO of its view that the survey does not fall within the scope of the legislation relating to public sector communications. There are multiple reasons for DPC's position summarised below.

Your details will be dealt with in accordance with the *Public Records Act 1973* and the *Privacy and Data Protection Act 2014*. Should you have any queries or wish to gain access to your personal information held by this department please contact our Privacy Officer at the above address.



The survey was not 'published' (as the PAA definition requires). It was disseminated only to a restricted subset of the community for research purposes and not to the public generally. The survey was an evidence-gathering exercise to inform policy development, service delivery and communications planning, and, as research, it was not a communication or advertising activity intended to convey a public message or influence opinion. The survey questions were evaluative and designed to obtain neutral feedback on the effectiveness of government supports, community awareness of available services and the effectiveness of related communications.

- The Victoria Police and Victorian Infrastructure Delivery Authority advertising campaigns referred to in the proposed report legitimately included television advertising for purposes permitted under section 97D of the Public Administration Act. The permitted purposes under section 97D include advertising to promote public safety, personal security or behavioural change.

More broadly, DPC will continue to review advertising and communications requirements and guidance, and develop targeted guidance to address any identified gaps, particularly in relation to new and emerging advertising channels. As noted by VAGO, DPC developed and published comprehensive new *Influencer and Content Creator Guidelines* for the Victorian Government in August 2026.

Yours sincerely



Chris Barrett
Secretary

28 / 9 / 2026



Department of Premier and Cabinet

Action plan to address recommendations included in the Auditor-General report –
Government Advertising and Communications

No.	VAGO recommendation (for DPC only)	Acceptance (Yes/No/In part/In principle)	Agreed management actions	Target completion date
1.	In consultation with the Victorian Public Sector Commission, review and update guidance to: - clarify what constitutes public sector communication, consistent with the definition of the <i>Public Administration Act 2004</i>, including communications produced using public resources and by public sector employees - provide clearer guidance and examples to help agencies identify and manage risks associated with politically sensitive language, messaging and content that may create a perception of political advocacy - clarify agencies' responsibilities when preparing, adapting or sharing communications for ministers, MPs or other third parties using public resources (see Section 3)	a) No. DPC does not agree that the Premier's Media Centre and the Community Attitudes Survey are examples of public sector communications that prove the need for updated guidance. However, as per Management Action 1, DPC will develop a disclaimer for publishing on the Premier's Media Centre. b) No. DPC considers its existing public guidance that government advertising and communication must be apolitical, under the <i>Public Administration Act 2004</i> and Public Sector Communications Regulations, is adequate. c) Yes.	- DPC will develop a disclaimer to be shared with the Premier's Private Office which clarifies that content on the Premier's website differs from content on Victorian Government department and agency websites. - DPC will consider the findings and recommendations of VAGO's final audit report and consider whether DPC should develop additional WoVG guidance to address the finding (Section 3) that "Agencies should not develop content for ministers' social media platforms."	- October 2026 - June 2027

dpc.vic.gov.au

No.	VAGO recommendation (for DPC only)	Acceptance (Yes/No/In part/In principle)	Agreed management actions	Target completion date
2.	(With DGS) Review and strengthen governance and compliance arrangements to ensure content published on Victorian Government websites and using Victorian Government branding complies with the apolitical requirements of the <i>Public Administration Act 2004</i> .	No. DPC does not consider this recommendation applies to content published on the Premier's Media Centre, as this content is not a public sector communication and is not required to comply with the <i>Public Administration Act 2004</i> . DPC reiterates that it has no role in managing the Premier's Media Centre website.	As per DPC's response to Recommendation 1, above, DPC will Recommend options, such as a Disclaimer, to distinguish content generated by the Premier's Office, from public sector communications generated by Victorian Government entities.	October 2026
4.	Review existing government advertising and communications framework to: a. assess whether it appropriately addresses the risks associated with contemporary use of digital and social media channels b. identify gaps relating to attribution, content reuse or disclosure requirements c. consider the roles of legislative, policy and guidance in managing these risks d. advise government on any recommended regulatory, policy or guidance changes.	a) No. DPC considers the existing overarching requirements for government advertising and communication under the under the <i>Public Administration Act 2004</i> (the Act) and the Public Sector Communications Regulations are comprehensive and apply to both digital and social media channels, as well as other non-digital channels such as radio, television and print. b) Yes. c) No. As above, DPC considers the existing requirements for government advertising and communication under the Act and the Regulations are comprehensive. d) No. As above.	DPC will continue to review advertising and communications requirements and guidance. Where it identifies specific gaps in guidance (such as disclosure of partnerships with social media content creators), DPC will address these with targeted guidance, such as DPC's <i>WoVG Influencer and Content Creator Guidelines</i> , which were published on 20 August 2026.	Ongoing

No.	VAGO recommendation (for DPC only)	Acceptance (Yes/No/In part/In principle)	Agreed management actions	Target completion date
5.	Update and periodically review its guidance for communicating and advertising on digital channels and social media, while the broader framework review (Recommendation 4) is underway. This guidance should address influencer engagement, sponsorship disclosure, branding, attribution requirements and content reuse controls to reduce the risk of misuse. (see Section 4).	Yes.	As per DPC's response to Recommendation 4b , DPC will monitor government advertising and communications and address specific gaps in guidance for government.	Ongoing
6.	Strengthen government advertising oversight by: - identifying high-risk campaigns for legal review using defined criteria, such as cost, content, media channel and timing, and supported by documented risk assessment - improving conflict-of-interest management in its campaign approval process - reviewing past use of integrated segments and updating guidance to address risks around integrated segments for advertising - clarifying the permitted purposes for television advertising (see Section 5)	- Yes. - No. DPC considers the existing conflict-of-interest management arrangements for the Advertising Approvals Group are adequate. - Yes. - No. DPC considers the Victoria Police and Victorian Infrastructure Delivery Authority television advertising campaigns included in this audit report were legitimately for specified purposes permitted by section 97D of the <i>Public Administration Act 2004</i>, which include to "Promote public safety, personal security or behavioural change"	- DPC will review whether the current definition of 'high-risk' or 'sensitive' campaigns needs to be expanded or more detailed and will share any revised definition with all government agencies. - As per DPC's response to Recommendation 4, DPC will continue to review advertising and communications requirements and guidance and, where it identifies specific gaps in guidance (such as risks around integrated television segments) DPC will address these with targeted guidance.	- June 2027 - Ongoing

No.	VAGO recommendation (for DPC only)	Acceptance (Yes/No/In part/In principle) a) Yes. b) Yes.	Agreed management actions	Target completion date
7.	Strengthen its whole-of-government reporting by: a. committing to publish its government advertising reports within a defined timeframe for transparency b. reviewing and updating its Budget Paper performance output measure to accurately reflect government compliance on communications and advertising (see Section 5).		1. DPC will establish a defined timeframe for publishing annual Victorian Government advertising spending reports. The publication timelines will balance timely reporting with the need to ensure the accuracy and completeness of expenditure data sourced from various suppliers. 2. DPC will explore options for developing a new Budget Paper output measure related to government communications/advertising.	1. Reports to be published by 31 December each calendar year (ongoing) 2. June 2027

We acknowledge the Traditional Owners of Country throughout Victoria and pay our respect to them, their culture, and their Elders past and present.

© State of Victoria (Department of Premier and Cabinet) September 2026

Department of Premier and Cabinet

OFFICIAL

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Ref: BORG-1-26-5032

[REDACTED]
[REDACTED]
Victorian Auditor-General's Office
Level 31, 35 Collins Street
Melbourne VIC 3000

Government Advertising and Communications – Proposed Report – VIDA Response and Action Plan

Thank you for your letter dated 14 September 2026 enclosing the proposed report (Report) relating to the Government Advertising and Communications performance engagement.

Background

The Victorian Infrastructure Delivery Authority (VIDA) is responsible for delivering major infrastructure projects including transport, health and community safety that improve the lives of Victorians. The extensive infrastructure program includes removing 110 level crossings, with 96 now removed, upgrading rail lines and major roads to improve safety and reduce travel times and building critical health and community safety projects.

Over the past 12 months, two of the largest transport projects in Victoria's history, the West Gate Tunnel and the Metro Tunnel, have opened. The Metro Tunnel represents the biggest change to the public transport network in 40 years, redirecting two of our busiest train lines and introducing a new timetable to the entire network in two phases (Summer Start in November 2025 and The Big Switch in February 2026). The opening of the West Gate Tunnel in December 2025 now provides an alternative to the West Gate Bridge, and includes twin road tunnels, significant enhancements to the West Gate Freeway and a 2.5km veloway.

This significant program of works benefits communities across the state. VIDA has the responsibility to communicate the disruption impacts and travel changes which result from these infrastructure projects both during construction and in the lead up to, and following, completion and opening. Our advertising campaigns effectively deliver key information, build awareness and educate people about network changes and help the public plan ahead.

Victoria's Big Build disruptions campaign has been successful in ensuring nearly 90 per cent of impacted Victorians are aware of disruptions before starting their journey.

The 'More Ways to Move' campaign for the opening of the Metro Tunnel and West Gate Tunnel helped people familiarise themselves with the new transport arrangements so they could understand changes to the network, feel confident using the new tunnels and plan their travel.



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Response to Report's recommendations

VIDA accepts the Report's recommendation that is directed to VIDA (Recommendation 8) and has enclosed its Action Plan in response. VIDA already has clear guidance in place regarding the assessment of advertising and communications to ensure compliance with the *Public Administration Act 2004* (PAA). However, VIDA will, in accepting this recommendation, update its guidance in the spirit of continuous improvement and reflecting VIDA's commitment to its legislative and regulatory obligations.

Further comments

VIDA also provides the following comments in response to some of the conclusions contained within the Report:

- While a large portion of the Report focusses on the Metro Tunnel 7News integrated segment, this was a small part of the overall Metro Tunnel opening campaign which was otherwise assessed as compliant with relevant legislation and guidelines. The Metro Tunnel opening campaign materials underwent legal review against the requirements of the PAA, were approved by the Director-General in accordance with VIDA's internal guidelines for high-risk campaigns and were approved in accordance with DPC's annual advertising planning (AAP) requirements.
- Notwithstanding extensive consultation between VIDA and VAGO, VIDA considers that the Report's characterisation of the integrated segment remains inaccurate and misleading. VIDA did not fund the entire 60-minute news broadcast and it is impractical to suggest that VIDA can exercise control or approval rights over 7News editorial content. However, VIDA does accept that integrated segments are a complex and innovative form of communication and notes the Report's recommendation that the Department of Premier and Cabinet (DPC) update guidance regarding integrated segments (Recommendation 6).
- VIDA does not accept the Report's conclusion that the 7News integrated segment did not comply with the PAA or DPC Guidelines.
 - PAA: VIDA maintains that the dominant purpose of the 7News integrated segment was "behavioural change" as permitted by section 97D(1)(a) of the PAA. The purpose of the integrated segment was to communicate information necessary to enable the travelling public to materially change their travel behaviours in response to the Metro Tunnel opening and associated network and timetable changes.
 - DPC Guidelines: The Metro Tunnel 7News integrated segment included a 10-second billboard stating that "7News is brought to you by Metro Tunnel" which was accompanied by the Big Build logo and website reference. This clearly conveyed to viewers that elements of the 7News broadcast were paid government content, though VIDA accepts that the billboard did not adopt the specific formatting and wording recommended by the DPC Guidelines. VIDA does not agree with the Report's implication that VIDA has compromised the transparency of government advertising for the same reasons.
- VIDA provided clear evidence regarding the alignment between the contracted and published content. VIDA provided VAGO with documentation regarding its contractual arrangement with Channel 7, which itemised the deliverables, and a description of how those deliverables presented in the published content. The deliverables included, for example, the *hosting* of the 4pm news from a Metro Tunnel location (not the *broadcast* of the entire 60-minute news bulletin).



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VIDA remains committed to informing the public about major projects that will impact and change their journeys and using communications strategies that are both effective and compliant with legislation and government guidelines. VIDA has existing guidelines and processes in place to ensure that its advertising and communications comply with the PAA and other government requirements. VIDA will review these guidelines and processes in response to Recommendation 8 and any other Whole-of-Victorian-Government changes that are implemented in response to the Report.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Duncan Elliott'.

Duncan Elliott
Interim Director-General

29 / 09 / 2026

Encl. Recommendation 8 – VIDA Action Plan



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Victorian Infrastructure Delivery Authority action plan to address recommendations from *Government Advertising and Communications*

No.	VAGO recommendation	Acceptance	Agreed management actions	Target completion date
8	Update internal guidance to strengthen its advertising and communications assessment to ensure compliance with the <i>Public Administration Act 2004</i> , particularly television advertising requirements (see Section 5).	☒ Yes ☐ No ☐ In part ☐ In principle	VIDA agrees to update its internal guidance to further strengthen compliance with the Public Administration Act 2004 and Department of Premier and Cabinet (DPC) guidance on government advertising. VIDA's internal guidance will reflect any changes to DPC guidance made in response to VAGO's recommendations on the use of integrated television segments and clarifications on the permitted purpose of television advertising.	30 September 2027

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Secretary

Department of Families, Fairness and Housing

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www.dffh.vic.gov.au

EOB-260900036

Andrew Greaves
Auditor-General
Victorian Auditor-General's Office
Level 31/35 Collins Street
MELBOURNE VIC 3000

Dear Auditor-General

Proposed Parliamentary report: Government advertising and communications

Thank you for your letter dated 14 September 2026, providing the Proposed Parliamentary report: Government advertising and communications.

I welcome the opportunity to provide the Department of Families, Fairness and Housing's (the department) response to your recommendation.

The department works to make Victoria a safer, fairer and more inclusive and resilient place. Our advertising and communications play an essential role in helping to deliver this objective.

The department accepts the findings and recommendation in full.

I note VAGO's commentary around gaps in documentation and reporting processes and am pleased to advise the department has addressed this. The attached action plan details how the recommendation relating to our department has been addressed, which I enclose for your attention (Attachment 1).

It also reflects our commitment to the delivery of best-practice advertising and communications to drive better outcomes for Victorians and to ensure they receive the right information when, where and how they need it.

Yours sincerely

Peta McCammon PSM
Secretary

28/09/2026



OFFICIAL

Department of Families, Fairness and Housing action plan to address recommendations from *Government Advertising and Communications*

No.	VAGO recommendation	Acceptance	Agreed management actions	Target completion date
9	Strengthen record-keeping and governance for campaign advertising disclosures to improve compliance with Financial Reporting Direction 22 and reporting accuracy (see Section 5).	☒ Yes ☐ No ☐ In part ☐ In principle	DFFH completed the recommendation and acquitted all requested improvements during the audit. DFFH updated their 2025-26 Annual Report campaign reporting and templates to include the 'approved' spend for each campaign over \$100,000. DFFH now files all post-campaign data for the department and its agencies, centrally. We meet with the whole-of-Victorian Government media buying agency to discuss the reports and their findings.	Completed

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Department of Government Services

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dgs.vic.gov.au

[REDACTED]
Level 31, 35 Collins Street
MELBOURNE VIC 3000

By email: enquiries@audit.vic.gov.au

Dear [REDACTED]

GOVERNMENT ADVERTISING & COMMUNICATION REPORT

Thank you for your letter dated 14 September 2026 enclosing the proposed report *Government Advertising and Communications* for consideration and comment.

The Department of Government Services acknowledges VAGO's findings and recommendations relevant to DGS.

DGS is committed to supporting transparent and apolitical government communications. DGS will work with the Department of Premier and Cabinet to strengthen platform governance, publishing workflows and escalation pathways relevant to DGS's remit, while content-owning agencies remain responsible for approving and ensuring the compliance of their content.

DGS welcomes the report's recommendations relevant to its remit and will support their implementation.

Yours sincerely

Jo de Morton
Secretary

29/09/2026

Enc. DGS action plan – Government Advertising and Communications

Your details will be dealt with in accordance with the *Public Records Act 1973* and the *Privacy and Data Protection Act 2014*. Should you have any queries or wish to gain access to your personal information held by this department please contact our Privacy Officer at the above address.



OFFICIAL: Sensitive

Department of Government Services action plan to address recommendations from *Government Advertising and Communications*

No.	VAGO recommendation	Acceptance	Agreed management actions	Target completion date
2	Review and strengthen governance and compliance arrangements to ensure content published on Victorian Government websites and using Victorian Government branding complies with the apolitical requirements of the <i>Public Administration Act 2004</i> (see Section 3).	☐ Yes ☐ No ☒ In part ☐ In principle	DGS will review and strengthen platform governance, publishing workflows and escalation pathways relevant to its role in supporting Victorian Government websites and digital platforms, including clarifying responsibilities between DGS as platform manager and agencies as content owners. Responsibility for approving published content and ensuring its compliance remains with the relevant content-owning agency.	30 June 2027
9	Strengthen record-keeping and governance for campaign advertising disclosures to improve compliance with Financial Reporting Direction 22 and reporting accuracy. (see Section 5).	☒ Yes ☐ No ☐ In part ☐ In principle	DGS will publish campaign spends of more than \$100,000 in future annual reports.	October 2026

OFFICIAL: Sensitive



Secretary

Department of Health

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DX 210081

SCO-260900025

Mr Andrew Greaves
Auditor General
Victorian Auditor General's Office

Via e-mail: [REDACTED]

Dear Mr Greaves

VAGO Report: Government Advertising Communications

Thank you for your letter of 14 September 2026 providing the proposed report for the Government Advertising and Communications audit.

I welcome the findings and recommendations in the proposed report including the identified opportunities to strengthen record-keeping and governance for campaign advertising disclosures to improve compliance with Financial Reporting Direction 22 and reporting accuracy.

I am pleased to provide you with my department's action plan in response to the relevant audit report recommendation enclosed with this letter as **Attachment 1**.

I would like to thank your staff for their collaborative approach to conducting this audit alongside my department.

If you require further information please contact Simone Williams, Chief Communications Officer via e-mail at [REDACTED]

Yours sincerely,

Jenny Atta PSM
Secretary
27/09/2026

Attachment 1: DH Action Plan



Department of Health action plan to address recommendations from *Government Advertising and Communications*

No.	VAGO recommendation	Acceptance	Agreed management actions	Target completion date
9	Strengthen record-keeping and governance for campaign advertising disclosures to improve compliance with Financial Reporting Direction 22 and reporting accuracy. (see Section 5).	☒ Yes ☐ No ☐ In part ☐ In principle	The Department of Health agrees with this recommendation and notes that improvements have already been implemented to strengthen record-keeping, governance and reporting processes for government advertising disclosures. As part of the 2025–26 Annual Report preparation, the department has reviewed and updated its Financial Reporting Direction 22 (FRD 22) advertising disclosure template to improve compliance and reporting accuracy. The revised template now captures and reports both approved budget and actual expenditure across all advertising categories, providing greater transparency, consistency and alignment with FRD 22 requirements.	31 October 2026

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Department of Transport and Planning

GPO Box 2392
Melbourne, Victoria 3001 Australia

Ref: BSEC-1-26-4456

Mr Andrew Greaves
Auditor-General of Victoria
Victorian Auditor-General's Office
Level 31, 35 Collins Street
MELBOURNE VIC 3000

Dear Mr Greaves

**Victorian Auditor-General's Office - Government advertising and communications -
Proposed report**

Thank you for your letter of 14 September 2026 inviting the Department of Transport and Planning (the Department) to respond to the *Government advertising and communications* proposed report (the Report).

The Department does not agree with the Report's observation that its former guidance directed staff to prepare content for Ministers' social media platforms. Rather, it provided direction on the appropriate escalation process where requests relating to Ministerial communications were received.

The Department's Communications and Customer Experience division operates in accordance with Part 5A of the *Public Administration Act 2004* and Victorian Government requirements and relevant Victorian Government communications policies for the development, approval and distribution of communication and social media content. Furthermore, there is a comprehensive communications governance framework supported by established approval processes, controls and guidance materials, including governance arrangements relating to Ministerial communications.

Notwithstanding its disagreement with aspects of the Report, the Department is committed to continuous improvement and will continue to review its guidance materials and governance processes to ensure they remain clear, contemporary and aligned with best practice in an evolving media environment. This includes identifying opportunities to provide more explicit direction regarding social media content and communication activities.

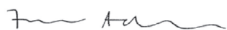
The Department welcomes the updated *Influencer and Content Creator Guidelines* released by the Department of Premier and Cabinet in August 2026. These guidelines will complement the Department's existing procedures and support continued best-practice engagement with content creators and publication of content.

The Department will continue to operate in accordance with the *Victorian Government Sponsorship Policy* across all partnership activities and will continue to strengthen guidance relating to disclosure requirements and transparency obligations. An action plan in response to the Report's recommendation is enclosed with this letter.

Thank you for the opportunity to comment on the Report.



Yours sincerely



Fiona Adamson
Secretary

28 September 2026

Enc: Government advertising and communications - DTP action plan

DTP action plan

Government advertising and communications



The Department of Transport and Planning (DTP) action plan to address the recommendation from the Victorian Auditor-General's Office *Government advertising and communications* report:

No	VAGO recommendation	DTP response	Due date
3	Review and strengthen internal guidance to ensure public sector employees and resources are not used to develop content for ministers' personal communication channels, consistent with the <i>Public Administration Act</i> requirements and the Victorian Public Sector Commission's <i>Code of Conduct for Victorian Public Sector Employees</i> .	Accepted DTP maintains a comprehensive guidance note on best practice communications and engagement aligned with Part 5A of the <i>Public Administration Act 2004</i> (PAA) for all staff to access and reference. This includes established guidance relating to Ministerial communications. DTP will continue to ensure its employees reference and operate in accordance with PAA requirements and will look for opportunities to further optimise the clarity of guidance materials.	31 December 2026

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UID: BORG-1-26-4781

Mr Andrew Greaves
Auditor-General
Victorian Auditor-General's Office
Level 31, 35 Collins Street
MELBOURNE VIC 3000

By email: [REDACTED]

Dear Mr Greaves

PROPOSED REPORT: GOVERNMENT ADVERTISING AND COMMUNICATIONS

Thank you for the Proposed Report: Government Advertising and Communications (the Report) provided on 14 September 2026 to Suburban Rail Loop Authority (SRLA), which details the results of the Victorian Auditor General's Office (VAGO) engagement.

One recommendation is addressed to SRLA in relation to *Finding 1 - Government communications and conduct do not always meet legislative requirements to be apolitical*. While SRLA supports the intent of the recommendation, it does not agree it has acted inconsistently with the apolitical requirements of the *Public Administration Act 2004* (the PAA).

SRLA has an obligation under the PAA and the *Suburban Rail Loop Act 2021* to provide timely, accurate and professional support to the Minister in relation to matters within the Minister's portfolio responsibilities.

While SRLA accepts the importance of maintaining a clear separation between public sector communications and ministerial personal communications, it does not agree that the conduct identified by VAGO supports a conclusion that SRLA acted inconsistently with the apolitical requirements of the PAA.

The finding appears to be based on SRLA adapting an existing SRLA social media post by changing first person references used in SRLA's original communication to third person references and providing that content to the Minister's office for use at the Minister's discretion. The content was apolitical, factual project information already published by SRLA.

SRLA does not consider that such limited adaptation of existing, apolitical project communications is sufficient to demonstrate political influence, political bias or partisan advocacy, or to support a conclusion that the SRLA acted inconsistently with the apolitical requirements of the PAA.



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To respond to the recommendation, SRLA has amended its internal social media guide to clarify for the avoidance of doubt that no SRLA communications should be tailored for use on Ministerial personal communications channels.

Yours sincerely



Kevin Devlin
Interim Chief Executive Officer
Suburban Rail Loop Authority
29/09/2026



OFFICIAL: Sensitive

Suburban Rail Loop Authority action plan to address recommendations from *Government Advertising and Communications*

No.	VAGO recommendation	Acceptance	Agreed management actions	Target completion date
3	Review and strengthen internal guidance to ensure public sector employees and resources are not used to develop content for ministers' personal communication channels, consistent with the Public Administration Act requirements and the Victorian Public Sector Commission's <i>Code of Conduct for Victorian Public Sector Employees</i> (see Section 3).	☒ Yes ☐ No ☐ In part ☐ In principle	SRLA has reviewed and updated relevant internal guidance, to clarify requirements for supporting ministerial communications.	Complete



VICTORIA POLICE

Mike Bush CNZM
Chief Commissioner of Police

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P.O. Box 913
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Our Ref: FF-278551

Mr Andrew Greaves
Victorian Auditor-General
Level 31, 35 Collins Street
Melbourne VIC 3000

Dear Mr Greaves,

Response to the Provisional Report: Government advertising and communications

Thank you for the opportunity to provide a response to the provisional report: Government advertising and communications, dated 14 September 2026.

As identified during the audit process, the *Made for More* campaign was developed in response to a significant workforce challenge, requiring the need for additional police officers to support the delivery of policing services, to improve public safety outcomes across Victoria. The campaign was informed by research, used best communications practice and was designed to reach a broad and diverse audience.

The campaign progressed through established whole-of-government approval processes, including endorsement by the Advertising Approvals Group and was subsequently subject to a comprehensive post-campaign evaluation which found it to be an effective mechanism for contributing to Victoria Police's public safety goals.

While Victoria Police notes that the matters identified in the audit relate to the interpretation and application of the broader legislative and policy framework governing television advertising, Victoria Police accept Recommendation 8 in principle and as outlined in the attached Action Plan, will update its internal guidance documentation to align with the objectives under s97D of the *Public Administration Act 2004*.

Yours sincerely,

Mike Bush CNZM
Chief Commissioner

02 / 10 / 2026

Attachment: Victoria Police Action Plan

Victoria Police action plan to address recommendations from *Government Advertising and Communications*

No.	VAGO recommendation	Acceptance	Agreed management actions	Target completion date
8	Update internal guidance to strengthen its advertising and communications assessment to ensure compliance with the <i>Public Administration Act 2004</i> , particularly television advertising requirements (see Section 5).	☐ Yes ☐ No ☐ In part ☒ In principle	1. Review and update Victoria Police's internal government advertising and communications guidance and procedures to reflect the public interest purposes permitted under s97D of the <i>Public Administration Act 2004</i> .	1 March 2027

OFFICIAL Sensitive



Department of Education

Secretary

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Telephone +61 3 9637 2000

COR-260906744

Mr Andrew Greaves
Auditor-General
Victorian Auditor-General's Office
[REDACTED]

Dear Mr Greaves *Andrew,*

Proposed report: Government Advertising and Communications

Thank you for the Assistant Auditor-General's letter on 14 September 2026 and the opportunity to comment on the proposed report for this performance audit.

The department is committed to complying with the relevant acts and regulations governing advertising and communications and will continue to maintain its stringent processes in conducting its campaigns. I am pleased to note that the department's positive practices are acknowledged in the report. The department has reviewed the proposed report and dashboard and has no feedback.

Should your team wish to discuss the department's response, please contact Shamiso Mtenje, Executive Director, Assurance, Knowledge and Executive Services on [REDACTED] or [REDACTED]

Yours sincerely

David Howes PSM
Secretary
29 / 9 / 2026

Your details will be dealt with in accordance with the *Public Records Act 1973* and the *Privacy and Data Protection Act 2014*.





Department of Energy, Environment
and Climate Action

PO Box 500, East Melbourne,
Victoria 8002 Australia

SEC-260900622

Andrew Greaves
Auditor-General
Victorian Auditor-General's Office
Level 31, 35 Collins Street
MELBOURNE VIC 3000

Dear Auditor-General

Proposed report - *Government Advertising and Communications*

Thank you for your invitation to comment on the Victorian Auditor-General's Office's proposed report for the performance engagement - *Government Advertising and Communication* received 14 September 2026.

The Department of Energy, Environment and Climate Action notes the findings outlined in the report and supports the strengthening of governance and accountability across government advertising and communications.

I thank your staff for their work and look forward to a continued productive relationship with your office.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'KH'.

Kate Houghton PSM

Secretary

23/09/2026



Official - Sensitive

OFFICIAL



Department of Jobs, Skills, Industry and Regions

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Telephone: +61 3 9651 9999

Ref: CSEC-2-26-29268

[REDACTED]
[REDACTED]
Victorian Auditor-General's Office
Level 31, 35 Collins Street
MELBOURNE VICTORIA 3000

Dear [REDACTED]

PROPOSED REPORT – GOVERNMENT ADVERTISING AND COMMUNICATIONS

Thank you for your letter dated 14 September 2026 regarding the proposed report for the Government advertising and communications reasonable assurance performance audit engagement.

The Department of Jobs, Skills, Industry and Regions (the department) has reviewed and has no feedback on the report.

I would like to take this opportunity to thank your team for its constructive engagement and collaborative efforts with the department throughout this engagement.

If you require further information, please contact Dean Hosking, Chief Audit Officer:

Yours sincerely

Matt Carrick
Secretary

Date: 28/09/2026





Department of Treasury and Finance

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CSEC-260900122

Mr Andrew Greaves
Auditor-General
Victorian Auditor-General's Office
Level 31, 35 Collins Street
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Dear Mr Greaves

GOVERNMENT ADVERTISING AND COMMUNICATIONS AUDIT REPORT

Thank you for your letter dated 14 September 2026, inviting the Department of Treasury and Finance to respond to the proposed audit report on *Government advertising communications*.

DTF has reviewed the proposed report and has no comments.

Thank you for the opportunity to comment on the proposed report.

Yours sincerely

A handwritten signature in black ink, appearing to be 'Camille Kingston'.

Camille Kingston
Secretary

18/9/2026



OFFICIAL

Appendix B:

Abbreviations, acronyms and glossary

Abbreviations We use the following abbreviations in this report:

Abbreviation	Full spelling
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The Act	<i>Public Administration Act 2004</i>
FRD 22	<i>FRD 22: Standard disclosures in the Report of Operations</i>
The regulations	<i>Public Administration (Public Sector Communication) Regulations 2018</i>
VPS code of conduct	<i>Code of Conduct for Victorian Public Sector Employees</i>

Acronyms We use the following acronyms in this report:

Acronym	Full spelling
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AAG	Advertising Approvals Group
ACFE	Adult, Community and Further Education
DE	Department of Education
DEECA	Department of Energy, Environment and Climate Action
DFFH	Department of Families, Fairness and Housing
DGS	Department of Government Services
DH	Department of Health
DJCS	Department of Justice and Community Safety
DJSIR	Department of Jobs, Skills, Industry and Regions
DPC	Department of Premier and Cabinet
DTP	Department of Transport and Planning
DTF	Department of Treasury and Finance
SRLA	Suburban Rail Loop Authority
VAGO	Victorian Auditor-General's Office
VIDA	Victorian Infrastructure Delivery Authority

Glossary

The following terms are included in or relevant to this report:

Term	Explanation
Level of assurance	This is a measure of the confidence we have in our conclusions. The quality and quantity of evidence we obtain affects our level of assurance. We design our work programs with the information needs of our report users in mind. We consider if we need to provide them with reasonable assurance or if a lower level of assurance may be appropriate.
Limited assurance	We obtain less assurance when we rely primarily on an agency's representations and other evidence generated by that agency. However, we aim to have enough confidence in our conclusion for it to be meaningful. We call these types of engagements assurance reviews and typically express our opinions in negative terms. For example, 'nothing has come to our attention to indicate there is a problem.' See our assurance services fact sheet for more information.
Reasonable assurance	We achieve reasonable assurance by obtaining and verifying direct evidence from a variety of internal and external sources about an agency's performance. This enables us to draw a conclusion against an objective with a high level of assurance. We call these performance audits. See our assurance services fact sheet for more information.

Appendix C:

Audit scope and method

Scope of this audit

Who we examined

We examined the following agencies:

Agency	Their key responsibilities
All departments, SRLA, VIDA, Victoria Police	Communicate with the public on matters of public interest through communications and advertising. Agencies are responsible for ensuring their communications and advertising comply with legislation and policies.
DPC	Issues whole-of-government guidance for government advertising and communications. Manages whole-of-government advertising approval processes. Monitors agencies' compliance with government advertising and communications requirements. Reports on whole-of-government advertising spending.
DGS	Manages the Master Agency Media Services contract that provides media placement and planning services to all government agencies.
DTF	Issues the FRD that requires agencies to report on campaign advertising spending, and other promotional activities spending.
Optimum Media Direction Pty Ltd	The Master Agency Media Services contract supplier, through which agencies must purchase media placement.

Our audit objective

Do agencies make sure government advertising and communications follow required standards and do they monitor related spending?

What we examined

- Government communication and advertising compliance including campaigns and social media
- Reporting of campaign advertising spending
- Monitoring and reporting of non-campaign advertising spending.

Aspects of performance examined

Our mandate for performance audits and reviews includes the assessment of economy, effectiveness, efficiency and compliance (often referred to as the '3Es + C').

In this audit we focused on the following aspects:

Economy	Effectiveness	Efficiency	Compliance
			

Key:

-  Primary focus
-  Secondary focus
-  Not assessed

Conducting this audit

Assessing performance To form a conclusion against our objective we used the following lines of inquiry and associated evaluation criteria.

Line of inquiry	Criteria
1. Are government advertising and communications compliant with relevant standards and legislation?	1.1 Government advertising and communications are apolitical, of public interest, accessible and evaluated in line with the requirements of the <i>Public Administration Act 2004, Public Administration (Public Sector Communication) Regulations 2018</i> and DPC's guidelines.
2. Do agencies monitor, understand and report on their advertising and communications spending?	2.1 DPC and agencies publicly report their total advertising spend (for campaigns with over \$100,000 spend), in an accurate and accessible way, including complying with Financial Reporting Direction 22.
	2.2 Agencies control and monitor their non-campaign advertising spend.
	2.3 Agencies control and monitor their communications spend.

Our methods As part of the audit we:

- examined agencies' advertising and communication documents
- conducted interviews with agencies' staff and the Master Agency Media Services contract supplier
- reviewed the Premier's media centre website
- reviewed 9 campaign case studies and 18 sampled social media posts. We selected a sample of cases from 2024–25 and 2025–26 campaigns. These samples were selected based on their costs, formats, risk of political content and publication timing.

Level of assurance

In an assurance review, we primarily rely on the agency's representations and internally generated information to form our conclusions. By contrast, in a performance audit, we typically gather evidence from an array of internal and external sources, which we analyse and substantiate using various methods. Therefore, an assurance review obtains a lower level of assurance than a performance audit (meaning we have slightly less confidence in the accuracy of our conclusion).

**Persons or
entities named
in this report**

Unless otherwise indicated, any individuals or third-party providers named in this report are not the subject of adverse comment or opinion. They were referenced in this report for context only.

Persons or entities named:

- then-Minister Ben Carroll MP
 - then-Minister Gabrielle Williams MP
 - then-Minister Harriet Shing MP
 - iloveyochi (commercial brand)
 - izziewhitecreative (social media influencer)
 - Jackson Taylor MP
 - Melbourne Sights (social media influencer)
 - queenacknowledgements (social media influencer)
 - Channel 7
 - tiffanys.album (social media influencer).
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Compliance

We conducted our audit in accordance with the *Audit Act 1994* and ASAE 3500 *Performance Engagements* to obtain reasonable assurance to provide a basis for our conclusion.

We complied with the independence and other relevant ethical requirements related to assurance engagements.

Cost and time

The full cost of the audit and preparation of this report was \$564,260.

The duration of the audit was 10 months from initiation to tabling.

Appendix D:

Government advertising spend data

Public sector agencies must report on advertising campaigns with over \$100,000 advertising media spend in their annual reports.

We compiled data from agencies' annual reports, publicly available government reports and information provided by Optimum Media Direction to populate the accompanying dashboard.

We included the Transport Accident Commission and Visit Victoria in the dashboard because they have some of the highest spends on government advertising among public entities.

Visit Victoria is not required to report its campaign advertising spend in its annual reports. Instead, we used the data available in the 2017–18 to 2024–25 Victorian Government Advertising Report to collate Visit Victoria's spend.

We used data from VAGO's 2022 *Government Advertising* dashboard to show agencies' campaign advertising spend from 2017–18 to 2020–21.

Figure D1: Spend by media type data

Media type	Year	Spend
Digital channels and social media	2025–26	\$61,527,734
Digital channels and social media	2021–22	\$59,246,465
Digital channels and social media	2022–23	\$54,354,361
Digital channels and social media	2023–24	\$42,679,818
Digital channels and social media	2024–25	\$40,087,393
Television	2021–22	\$28,012,953
Outdoor	2022–23	\$21,986,148
Television	2022–23	\$21,036,128
Radio	2021–22	\$20,498,608
Outdoor	2025–26	\$19,569,294
Outdoor	2021–22	\$17,537,595
Radio	2022–23	\$16,190,185
Outdoor	2023–24	\$15,940,868
Press	2021–22	\$14,395,708
Radio	2025–26	\$14,053,218
Outdoor	2024–25	\$13,601,143
Press	2022–23	\$13,175,718
Radio	2023–24	\$11,142,217
Press	2025–26	\$10,758,160
Press	2023–24	\$10,713,364
Radio	2024–25	\$9,934,463
Press	2024–25	\$9,779,962
Television	2023–24	\$9,703,160
Television	2025–26	\$7,204,640
Television	2024–25	\$4,379,789
Other	2025–26	\$2,445,944
Cinema	2025–26	\$1,380,534
Cinema	2024–25	\$1,331,025
Cinema	2022–23	\$1,308,493
Cinema	2021–22	\$907,270
Other	2024–25	\$828,532
Other	2021–22	\$732,981
Other	2022–23	\$713,732
Magazine	2021–22	\$696,027
Cinema	2023–24	\$654,808
Magazine	2022–23	\$557,745
Other	2023–24	\$460,969
Magazine	2023–24	\$324,996
Magazine	2025–26	\$253,243
Magazine	2024–25	\$172,643

Source: VAGO, based on information from Optimum Media Direction.

Figure D2: Top 20 digital channels and social media platforms by spend data

Media	Year	Total media spend
Automated advertising platforms	2025–26	\$23,132,819.95
Meta	2025–26	\$16,870,271.35
Google Search	2025–26	\$8,255,006.94
TikTok	2025–26	\$1,774,792.91
LinkedIn	2025–26	\$910,660.81
Kayo	2025–26	\$835,485.87
Amazon	2025–26	\$764,118.24
Reddit	2025–26	\$749,565.67
Nine	2025–26	\$728,107.20
realestate.com.au	2025–26	\$483,256.54
Snapchat	2025–26	\$384,546.35
Weatherzone	2025–26	\$335,027.18
Mamamia	2025–26	\$307,216.78
SEEK	2025–26	\$297,288.15
news.com.au	2025–26	\$246,128.57
Spotify	2025–26	\$236,958.72
Acast	2025–26	\$100,636
Time Out	2025–26	\$66,196.01
Twitter	2025–26	\$0.00
Yahoo!	2025–26	\$0.00
Automated advertising platforms	2024–25	\$13,561,161.04
Meta	2024–25	\$12,691,625.39
Google Search	2024–25	\$6,229,372.43
TikTok	2024–25	\$903,427.03
LinkedIn	2024–25	\$719,066.75
Amazon	2024–25	\$477,761.57
Kayo	2024–25	\$425,087.18
realestate.com.au	2024–25	\$268,975.95
Nine	2024–25	\$230,459.38
Snapchat	2024–25	\$205,303.10
SEEK	2024–25	\$200,979.73
Mamamia	2024–25	\$187,484.91
news.com.au	2024–25	\$177,988.06
Weatherzone	2024–25	\$143,547.84
Reddit	2024–25	\$115,792
Yahoo!	2024–25	\$72,426.66
Spotify	2024–25	\$69,580.44
Acast	2024–25	\$51,276.96
Time Out	2024–25	\$51,233.74
Twitter	2024–25	\$0.00
Automated advertising platforms	2023–24	\$13,696,738.69
Meta	2023–24	\$13,205,905.56
Google Search	2023–24	\$6,827,327.78
TikTok	2023–24	\$872,797.82
LinkedIn	2023–24	\$741,719.42
Nine	2023–24	\$537,423.77
Kayo	2023–24	\$375,416.33
SEEK	2023–24	\$280,503.05
Yahoo!	2023–24	\$280,273.51
Time Out	2023–24	\$203,872.64

news.com.au	2023–24	\$181,069.98
Spotify	2023–24	\$177,973.03
Mamamia	2023–24	\$172,829.70
realestate.com.au	2023–24	\$171,202.80
Snapchat	2023–24	\$161,810.20
Weatherzone	2023–24	\$105,357.60
Amazon	2023–24	\$85,026.17
Acast	2023–24	\$74,591.36
Reddit	2023–24	\$22,394.95
Twitter	2023–24	\$0.00
Meta	2022–23	\$16,718,560.92
Automated advertising platforms	2022–23	\$16,584,021.38
Google Search	2022–23	\$8,758,629.68
Spotify	2022–23	\$1,123,301.75
TikTok	2022–23	\$830,245.77
LinkedIn	2022–23	\$751,425.85
Kayo	2022–23	\$463,680.19
Yahoo!	2022–23	\$419,739.18
Time Out	2022–23	\$395,680.01
SEEK	2022–23	\$341,875.30
Snapchat	2022–23	\$307,368.41
Nine	2022–23	\$304,148.83
Acast	2022–23	\$276,763.52
realestate.com.au	2022–23	\$258,626.20
Weatherzone	2022–23	\$164,859.83
Twitter	2022–23	\$149,168.46
news.com.au	2022–23	\$107,513.02
Mamamia	2022–23	\$57,999.59
Reddit	2022–23	\$14,995.84
Amazon	2022–23	\$10,070.15
Meta	2021–22	\$21,232,943.43
Automated advertising platforms	2021–22	\$18,596,519.72
Google Search	2021–22	\$7,551,478.13
Spotify	2021–22	\$1,561,919.65
Twitter	2021–22	\$916,792.47
LinkedIn	2021–22	\$806,543.55
Nine	2021–22	\$646,771.17
SEEK	2021–22	\$565,542.24
Yahoo!	2021–22	\$513,766.05
Acast	2021–22	\$386,169.25
Snapchat	2021–22	\$286,570.98
Weatherzone	2021–22	\$257,534.10
Time Out	2021–22	\$160,861.28
realestate.com.au	2021–22	\$157,668.50
Mamamia	2021–22	\$148,406.40
news.com.au	2021–22	\$123,556.71
TikTok	2021–22	\$53,789.23
Kayo	2021–22	\$51,750.04
Amazon	2021–22	\$0.00
Reddit	2021–22	\$0.00

Source: VAGO, based on information from Optimum Media Direction.

Figure D3: Campaign spend by agency data

Year	Agency	Campaign name	Campaign summary	Advertising (media)	Other costs	Campaign total
2017–18	DELWP	PBSP Power Outages Media Campaign Summer 2017-2018	DELWP conducted an external communications campaign designed by the Powerline Bushfire Safety Program, delivering on powerline protection-related recommendations from the 2009 Victorian Bushfires Royal Commission. The campaign included advertising, media placement, posters, videos, guides and social media.	\$86,514	\$14,280	\$100,794
2017–18	DELWP	Scorecard Community Education and Awareness Campaign	DELWP conducted an external communications campaign informing communities about the Victorian Residential Efficiency Scorecard, a program to help Victorians understand and reduce how their home uses energy. The campaign included creation and distribution, through networks, of videos (informational and promotional), postcards and other collateral.	\$0	\$150,583	\$150,583
2017–18	DELWP	Take Charge - Victorian Energy Compare	DELWP conducted an external communications campaign focussed on informing communities about the Victorian Energy Compare website and the \$50 incentive. The campaign included television, radio, print, digital and social media advertising.	\$740,948	\$0	\$740,948
2017–18	DET	Free TAFE	To encourage prospective Victorian students to enrol in free TAFE courses.	\$0	\$813,206	\$813,206
2017–18	DET	Look Before You Lock	Raised awareness of the factors that lead to accidentally leaving children in a car, which can be fatal. It promoted strategies to lower the risk of inadvertently leaving a child in a car.	\$177,950	\$114,332	\$292,282
2017–18	DET	Never Leave Kids in Cars	Raised awareness of the dangers of leaving children unattended in cars on hot days, and the speed the temperature doubles inside a parked car. Campaign was in partnership with the Department of Health and Human Services, Ambulance Victoria and KidSafe.	\$119,469	\$21,381	\$140,850
2017–18	DET	TAFE Victoria	Positioned TAFE as a market leader and the trusted choice for vocational education to ultimately increase enrolments.	\$2,726,562	\$267,420	\$2,993,982
2017–18	DFFH	Child Protection Recruitment	Encourage applications from diverse and qualified professionals for 450 new child protection roles, instil pride in the job among the current workforce and begin to change the community's thinking about child protection	\$350,000	\$273,000	\$623,000
2017–18	DFFH	Respect Women: Call It Out	Targeting Victorian bystanders to intervene when they witness gender inequality and sexism – two of the main drivers of family violence	\$3,132,974	\$2,292,306	\$5,425,280
2017–18	DH	Childhood Immunisation – No Jab No Play	Increase awareness of the importance of immunisation and the introduction of No Jab No Play legislation	\$630,000	\$70,000	\$700,000
2017–18	DH	Epidemic Thunderstorm Asthma	This 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	\$250,000	\$120,000	\$370,000
2017–18	DH	Kilojoules On The Menu	This campaign supports the implementation of the Food Amendment (Kilojoule Labelling Scheme and Other Matters) Act 2017 by raising awareness of kilojoule labelling and required daily intake and encouraging Victorians to make better informed, healthier food choices	\$162,194	\$86,363	\$248,557
2017–18	DH	Save 000 for Emergencies	To remind Victorians to save Triple Zero for emergencies and promote a range of other health services as options for non-life threatening situations	\$1,250,000	\$578,000	\$1,828,000
2017–18	DH	Seasonal Influenza Campaign	Prepare Victorians for the 2018 flu season by raising broad awareness of the risks of influenza, particularly among those most at risk of complications, and the protective steps available, including immunisation	\$740,000	\$404,000	\$1,144,000
2017–18	DH	Smoke-free Outdoor Dining	Campaign to support the introduction of smoke-free outdoor dining in Victoria from 1 August 2017	\$460,000	\$650,000	\$1,110,000
2017–18	DH	SuperCare Pharmacies	Raise awareness of the scale and scope of services offered by SuperCare Pharmacies throughout Victoria	\$295,000	\$70,000	\$365,000
2017–18	DH	Survive the Heat	Ensure the community understands the risks of extreme heat to their health and how to manage these risks appropriately	\$320,000	\$170,000	\$490,000

2017–18	DJCS	Real Estate Underquoting Consumer Campaign	The Real Estate Underquoting Campaign aimed to empower home buyers with the knowledge of new underquoting laws, so they can understand information provided by estate agents. This will enable informed decisions when researching and buying real estate property	\$138,390	\$68,723	\$207,113
2017–18	DJCS	Victorian Fire Season Campaign	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 included three main components: Fire Action Week in October 2017, Summer Fire Campaign from December 2017 to February 2018 and the March campaign extension in March 2018	\$4,141,390	\$903,903	\$5,045,293
2017–18	DJCS	Water Safety Campaign	Play it Safe by the Water is an annual community safety campaign that aims to increase safety around water. The 2017–18 advertising campaign targeted Victorian parents/carers of children aged 0–4 years and older Victorians aged 55 years and over who partake in recreational activities in/on or near water	\$760,768	\$231,100	\$991,868
2017–18	DJPR	Automotive Transition Campaign (Another Door Opens)	To promote Victorian Government assistance available to retrenched workers in the lead up to the end of car manufacturing in Victoria (July – November 2017).	\$199,708	\$62,904	\$262,612
2017–18	DJPR	Small Business Festival Victoria	To promote the month-long Small Business Festival, featuring hundreds of events across metropolitan and regional Victoria where people who are starting or growing a business can get information, ideas and inspiration.	\$237,000	\$556,000	\$793,000
2017–18	DJPR	Summer Boating Safety Campaign - Lifejacket Safety	To improve awareness of lifejacket legislation and promote safer boating behaviour.	\$236,264	\$34,921	\$271,185
2017–18	DJPR	Victoria – The State of Defence Excellence (Mission Possible)	To increase awareness of Victoria's defence industry and capabilities, including the promotion of Victoria's credentials as the ideal location for defence industry contracts and suppliers.	\$1,115,000	\$165,000	\$1,280,000
2017–18	DoT	Level Crossing Removal Project	To inform Melbourne's traveling community, residents and businesses about disruptions associated with level crossing removal works. The 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.	\$3,375,127	\$126,105	\$3,501,232
2017–18	DoT	Metro Tunnel	To increase awareness and understanding of 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.	\$2,816,620	\$437,860	\$3,254,479
2017–18	DoT	Victoria's Big Build	To deliver coordinated messaging to Victorians relating to disruptions associated with major transport infrastructure projects through a centralised phone number and website. This campaign highlights the scope and magnitude of current and future infrastructure projects over the coming years, assisting Victorians to prepare for possible disruptions and keeping them informed of the best travel options. The campaign website also provides a jobs portal, promoting employment opportunities across all projects.	\$2,000,000	\$871,101	\$2,871,101
2017–18	DoT	West Gate Tunnel Project	To increase awareness and inform motorists and communities of West Gate Tunnel Project construction and associated traffic disruptions. The advertising campaign used TV, radio, social media and print in both metro and regional areas to provide information about the project, and make sure people knew where to go to find more information about works underway and how they could plan ahead to avoid travel disruption	\$680,651	\$374,110	\$1,054,761
2017–18	DPC	Deadly & Proud	Year one of multi-year campaign aiming to build greater understanding between Aboriginal and non-Aboriginal people. This campaign promotes the new Deadly Questions online platform, which allows non-Aboriginal Victorians to ask Aboriginal Victorians questions they always wanted to ask but were too afraid or embarrassed.	\$375,000	\$1,074,000	\$1,449,000
2017–18	DPC	Pick My Project	Campaign to encourage Victorians to engage with the Pick My Project initiative and apply for project funding to benefit their local community.	\$228,000	\$74,200	\$302,200
2017–18	DPC	Victoria is Hiring	Campaign to promote the range of employment opportunities available within the Victorian Government and direct job seekers to the Victoria is Hiring website.	\$1,300,000	\$622,000	\$1,922,000
2017–18	DPC	Victorian. And Proud Of It.	Year two of a multi-year campaign to promote social cohesion and the Victorian Values Statement by sharing stories of diverse Victorians contributing and belonging. The 2017–18 advertising program included promotion of the campaign engagement vehicle – Vicky the Truck – as it travelled across Victoria to take the campaign to communities across the state.	\$443,000	\$340,000	\$783,000
2017–18	DTF	Regional Awareness Campaign	The regional awareness campaign comprised two key components. The first was to raise awareness among regionally based Victorians of Government initiatives including changes to stamp duty and the doubling of the First Home Owner Grant. The second was to raise awareness of the Government's reductions in payroll tax for businesses based in regional Victoria.	\$800,000	\$357,648	\$1,157,648
2017–18	TAC	Child Safety – Thingle Toodle	A long-running campaign of advertisements shown in cinemas as part of the Victorian 'Starting Out Safely' program, providing early childhood education on seatbelts, helmet wearing and crossing the road	\$198,208	\$0	\$198,208
2017–18	TAC	Cycling – Drivers, give the space to ride safe	A public education campaign developed in conjunction with VicRoads on the safe overtaking of bicycles by motorists, as noted in the Victorian Government's response to a Parliamentary Inquiry into the safe overtaking of cyclists.	\$799,389	\$544,523	\$1,343,912
2017–18	TAC	Drink Driving – Blow 0.5 and lose your licence	Informational campaign alerted the community to new drink-driving and drug-driving penalties. Channels included outdoor billboards, radio, digital petrol pumps, tram sides, social media and regional press.	\$599,735	\$156,255	\$755,990
2017–18	TAC	Drinking, Driving, They're Better Apart	This campaign continues to encourage males aged 18–39 years not to drive at all after drinking. A new suite of social media films challenged us to rethink having a drink before driving, given we would not accept this behaviour of a pilot before a flight or a vet before pet surgery.	\$795,695	\$555,294	\$1,350,989
2017–18	TAC	Drowsy Driving – You can't fight sleep	Over the 2018 Easter break, drivers and riders were reminded of the body's inability to fight the need for rest. The campaign drove traffic to the SES and Driver Reviver sites that offered free refreshments to incentivise drivers to break their journey and take a 15-minute powernap.	\$1,197,054	\$349,882	\$1,546,936
2017–18	TAC	Drug Driving – More drug tests, more places, more often	Campaign continues to advise the community that police are continually increasing the number of drug tests conducted each year to detect drivers and riders with amphetamines and cannabis in their system.	\$1,163,225	\$422,407	\$1,585,632
2017–18	TAC	Enforcement – Think of us	New campaign aims to deter risky behaviour by encouraging people to consider the presence of Victoria Police on the roads each time they drive. Police are portrayed as personal guardians who help us make better decisions about our driving in three different television commercials dealing with speeding, drink-driving and text-driving.	\$3,592,111	\$1,119,006	\$4,711,117
2017–18	TAC	Infrastructure – Safer Roads Save Lives	Advertisements featuring newly installed safety barriers, rumble strips and roundabouts ran in regional press across digital channels, radio and outdoor billboards to demonstrate how safety features of roads are getting us towards zero. A television and cinema commercial shared the true story of two men whose lives were saved by flexible centre barriers on the Melba Highway.	\$1,889,149	\$291,853	\$2,181,002
2017–18	TAC	Large Format Outdoor Billboards	The TAC's extensive outdoor network provides important 'point of sale' messaging to road users at the time it is most relevant to them. The portfolio covers regional Victoria and metropolitan Melbourne. New sites with digital capability have been added to TAC's portfolio to enable more efficient changeover of messaging.	\$3,161,870	\$0	\$3,161,870
2017–18	TAC	Motorcyclist Safety – Driver think rider. Rider think driver	Campaign speaks to drivers about how to help keep riders safe on our roads. New creative was introduced to provide specific instructions to drivers and riders.	\$1,195,317	\$285,801	\$1,481,118
2017–18	TAC	Towards Zero – Living Proof and Man on the Street	Campaign told the stories of crash survivors to demonstrate that a systemic approach to safety is now in place. Eight stories from everyday Victorians shared the living proof that the choices we make on the roads can save our lives.	\$599,316	\$252,318	\$851,634
2017–18	TAC	Vehicle Safety – How safe is your first car?	Campaign commenced soon after the RACV's annual announcement of Used Car Safety Ratings. Key message across the set of videos targeting young drivers is that cars with safety features are available for less than \$5,000.	\$76,939	\$235,907	\$312,846
2017–18	VicHealth	This Girl Can	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.	\$1,245,000	\$2,673,000	\$3,918,000
2017–18	Victoria Police	Police Recruitment Campaign	Advertising, communication and marketing activities for the recruitment of police	\$3,461,000	\$514,000	\$3,975,000

2017–18	Visit Victoria	Visit Victoria	Visit Victoria is not required to report its campaign advertising spend in their annual reports. We used data available from Victorian Government Advertising Reports published by Department of Premier and Cabinet. These figures include all paid campaign advertising undertaken via the government's MAMS contract.	\$10,998,170	\$0	\$10,998,170
2017–18	VRGF	Early Intervention – Reducing Harm Among Low-risk Gamblers, Responsible Gambling Awareness Week – “How Do You Keep It Well Played”	Targeting low-risk gamblers to improve awareness of the signs of less severe harms from gambling.	\$823,185	\$144,679	\$967,864
2017–18	VRGF	Early Intervention – Reducing Harm Among Moderate-risk Gamblers – “Harm From Gambling Starts Earlier Than You Think”	Targeting people who gamble in a risky way to increase knowledge about the signs of gambling harm and to encourage self-reflection and behaviour change.	\$1,324,560	\$199,688	\$1,524,248
2017–18	VRGF	Help Seeking – Continuous Digital Promotion Of Help Services (Digital Continuity)	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.	\$433,938	\$0	\$433,938
2017–18	VRGF	Help Seeking, CALD Communities: ‘Gambling Can Be An Issue In Any Language’	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.	\$245,881	\$53,022	\$298,903
2017–18	VRGF	Help Seeking, Gambler's Help: 100 Day Challenge	For people who want to take a break from, or cut back on their gambling, the 100 Day Challenge offers 100 activities over 100 days, to get more out of life.	\$422,287	\$568,478	\$990,765
2017–18	VRGF	In-venue Convenience Advertising	In-venue advertising that places responsible gambling and help services messages in the conveniences in or near gaming rooms in almost all venues in Victoria.	\$583,328	\$0	\$583,328
2017–18	VRGF	Prevention Of Gambling Normalisation: ‘Love The Game, Not The Odds’	Highlighting how the normalisation of gambling in sport is changing the way teenagers and young adults experience sport.	\$794,826	\$323,721	\$1,118,547
2017–18	WorkSafe	Asbestos Campaign	TV, radio, digital and outdoor advertising campaign raising awareness of the dangers of asbestos in workplaces.	\$121,000	\$22,000	\$143,000
2017–18	WorkSafe	Culturally And Linguistically Diverse (CALD) Workers	Radio, outdoor and digital campaign targeting workers from CALD communities.	\$398,000	\$65,000	\$463,000
2017–18	WorkSafe	Enforcement Campaigns	TV, press, radio, cinema, outdoor and digital advertising campaign raising awareness of WorkSafe's enforcement activities.	\$1,787,000	\$219,000	\$2,006,000
2017–18	WorkSafe	Farm Safety – Quad Bikes	TV, press, radio, outdoor and digital campaign aimed at improving quad bike safety on farms.	\$441,000	\$9,000	\$450,000
2017–18	WorkSafe	Hearts And Minds	New campaign spanning TV, radio, digital and outdoor advertising, designed to promote awareness of the importance of mental and physical workplace safety.	\$646,000	\$1,393,000	\$2,039,000
2017–18	WorkSafe	Occupational Violence in Healthcare	Campaign using TV, outdoor and digital advertising, designed to combat occupational violence and aggression against healthcare workers.	\$919,000	\$32,000	\$951,000
2017–18	WorkSafe	Return To Work	TV, press, radio, outdoor and digital advertising campaign to promote the benefits for workers of returning to work after injury or illness.	\$826,000	\$936,000	\$1,762,000
2018–19	DELWP	Planned Burns	The Planned Burns campaign is a public safety campaign that runs yearly to advise communities of planned burns in their areas.	\$281,000	\$0	\$281,000
2018–19	DELWP	Power Saving Bonus	The Power Saving Bonus campaign is an external campaign to promote a government incentive to use the Victorian Energy Compare energy comparison site to find the best energy deal on the market.	\$2,500,000	\$0	\$2,500,000
2018–19	DELWP	Take Charge – Victorian Energy Compare	The Take Charge campaign is an external campaign that points Victorians to the Government's Victorian Energy Compare website so they can compare energy prices and find the best deal for them.	\$550,000	\$0	\$550,000
2018–19	DET	Free TAFE	A marketing campaign to motivate and encourage prospective students to enrol in free TAFE courses. Continue to build the TAFE Victoria brand. Communicate breadth and depth of TAFE offering.	\$2,269,422	\$281,916	\$2,551,338
2018–19	DET	Never Leave Kids in Cars	Raised awareness of the dangers of leaving children unattended in cars on hot days, and the speed at which temperature doubles inside a parked car. Campaign was delivered in partnership with DHHS, Ambulance Victoria and KidSafe.	\$188,312	\$16,363	\$204,675
2018–19	DET	Our Fair Share	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.	\$427,874	\$173,501	\$601,375
2018–19	DET	Public School. Our School.	This promoted Victorian government schools as great places to study and work, aimed at parents and carers and those interested in a teaching career.	\$2,358,349	\$938,874	\$3,297,223
2018–19	DET	TAFE Will Take You There	Promote the state's TAFE network under one united brand. Increase public confidence in TAFEs. Promote TAFE Victoria as a provider of courses that help Victorians get real jobs.	\$940,402	\$0	\$940,402
2018–19	DET	Tech Schools	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.	\$139,000	\$40,000	\$179,000
2018–19	DH	Epidemic Thunderstorm Asthma	This 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.	\$196,596	\$116,979	\$313,575
2018–19	DH	Kilojoules On The Menu	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.	\$161,641	\$7,815	\$169,456
2018–19	DH	Our Fair Share	A campaign to build awareness of a significant Commonwealth health funding shortfall and to advocate for Victoria's position for appropriate and equitable health funding.	\$400,000	\$131,470	\$531,470
2018–19	DH	SafeScript	Promote community awareness of the SafeScript real-time prescription monitoring system ahead of its statewide roll-out in April 2019.	\$802,200	\$105,000	\$907,200
2018–19	DH	Save 000 for Emergencies	To remind Victorians to save Triple Zero for emergencies and promote a range of other health services as options for non-life-threatening situations.	\$884,215	\$270,500	\$1,154,715
2018–19	DH	Seasonal Influenza Campaign	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.	\$717,154	\$224,659	\$941,813
2018–19	DH	SuperCare Pharmacies	Raise awareness of the scale and scope of services offered by Supercare pharmacies throughout Victoria.	\$267,544	\$0	\$267,544
2018–19	DH	Survive the Heat	Ensure the community understands the risks of extreme heat to their health and how to manage these risks appropriately.	\$530,760	\$60,826	\$591,586
2018–19	DJCS	Victorian Fire Season Campaign	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 included three main components; Fire Action Week in October 2018, Summer Fire Campaign from November 2018 to February 2019 and the March campaign extension in March 2019.	\$4,045,127	\$1,194,761	\$5,239,888
2018–19	DJCS	Water Safety Campaign	Established in 1998, 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. The 2018–19 advertising campaign targeted Victorian parents/carers of children aged 0–4 years and older Victorians aged 55 years and over who partake in recreational activities in/on or near water.	\$711,358	\$271,543	\$982,901
2018–19	DJPR	Made In Victoria	Campaign to raise the 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 and engage them in what it means to buy products made in Victoria. By buying Victorian products they are helping to create local jobs, which helps build strong and vibrant communities.	\$403,044	\$0	\$403,044
2018–19	DJPR	Melbourne Tech City – (International)	Promotion of Victoria's technology strengths for investment and trade in the United States of America. This phase of the Trade and Investment Victoria campaign aimed to influence US-based tech companies in Silicon Valley to set up operations in Melbourne.	\$1,500,000	\$0	\$1,500,000
2018–19	DJPR	Regional Development Victoria – Ready When You Are	Campaign to continue Victorian Government's promotion of regional Victoria as an ideal relocation destination for Melburnians.	\$100,000	\$0	\$100,000

2018–19	DJPR	Regional Development Victoria – Ready When You Are Regional Jobs	An extension of 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.	\$150,000	\$0	\$150,000
2018–19	DJPR	Small Business Victoria – Year-long Engagement	Campaign to boost engagement and service participation of the Business Victoria website and its related digital channels.	\$120,000	\$0	\$120,000
2018–19	DJPR	Study Melbourne – Make Melbourne Part of Your Story	An international campaign to grow Melbourne's reputation and brand awareness as the ultimate study destination for international students. This includes both domestic and international advertising.	\$640,000	\$0	\$640,000
2018–19	DJPR	Victoria – The State of Defence Excellence (Mission Possible)	Campaign to position Victoria as a state of defence industry excellence and leverage high profile defence events.	\$236,895	\$0	\$236,895
2018–19	DoT	Level Crossing Removal Project	To inform Melbourne's traveling community, residents and businesses about disruptions associated with level crossing removal works. The 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.	\$2,314,145	\$82,773	\$2,396,919
2018–19	DoT	Major Road Projects Victoria: Streamlining Hoddle Street – More Go Time	To inform and educate Victorian road users about Melbourne's first Continuous Flow Intersection (CFI) being built at Swan Street and Punt Road. The Hoddle Street and Punt Road corridor is one of Melbourne's busiest arterial roads with more than 330,000 people moving along and across it every day. The tagline 'More Go Time' was used for this campaign, representing a clear and concise encapsulation of the benefits of the new intersection.	\$389,138	\$87,861	\$476,998
2018–19	DoT	Metro Tunnel	Phase 6 - Sandringham Line occupation	\$196,509	\$0	\$196,509
2018–19	DoT	Metro Tunnel	Phase 6-8 - Campaign development through Y&R for the reporting period	\$0	\$235,950	\$235,950
2018–19	DoT	Metro Tunnel	Phase 7 - Flinders Street left turn traffic change	\$299,944	\$0	\$299,944
2018–19	DoT	Metro Tunnel	Phase 8 - Sandringham Line occupation	\$337,554	\$0	\$337,554
2018–19	DoT	Metro Tunnel	To increase awareness and understanding of the Metro Tunnel Project's 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.	\$834,007	\$273,090	\$1,107,098
2018–19	DoT	MTIA Graduate Program	To support the future generation of Victoria's communications, engineers, human resources and environmental experts a centralised graduate program was developed in 2019. The campaign highlights the scale of employment opportunities available for young graduates in a growing infrastructure industry. It also showcased the diversity of roles available as graduates could apply for roles in rail and road projects.	\$125,495	\$16,040	\$141,535
2018–19	DoT	North East Link Project: Community Design Update	To promote a North East Link design update, sharing how community and stakeholder feedback helped shape the updated design and further opportunities to give feedback. Advertising and a social media campaign promoted pop up sessions at local shops throughout the project area and opportunities for community members to attend, ask questions and give feedback to technical specialists about the design and Environment Effects Statement (EES) studies.	\$422,503	\$134,148	\$556,651
2018–19	DoT	North East Link Project: Environment Effects Statement	To promote the Environment Effects Statement (EES) extended exhibition period and 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.	\$198,324	\$194,562	\$392,887
2018–19	DoT	Our Fair Share	This campaign was about advocating that Victorians get the funding they deserve for the projects they need the most.	\$399,932	\$172,509	\$572,440
2018–19	DoT	Victoria's Big Build	To deliver coordinated messaging to Victorians relating to disruptions associated with major transport infrastructure projects through a centralised phone number and website. This campaign highlights the scope and magnitude of current and future infrastructure projects over the coming years, assisting Victorians to prepare for possible disruptions and keeping them informed of the best travel options. The campaign website also provides a jobs portal, promoting employment opportunities across all projects.	\$2,767,410	\$485,721	\$3,253,131
2018–19	DoT	West Gate Tunnel Project	To increase awareness and inform motorists and communities of West Gate Tunnel Project construction and associated traffic disruptions. The advertising campaign used TV, radio, digital, social media, print and outdoor in both metro and regional areas to provide information about the project, and make sure people knew where to go to find more information about works underway and how they could plan ahead to avoid travel disruptions.	\$1,907,668	\$194,527	\$2,102,195
2018–19	DPC	Deadly & Proud	Building an 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.	\$1,904,000	\$781,000	\$2,685,000
2018–19	DPC	Pick My Project	Campaign to promote this community grants initiative, with \$30 million available to fund local project ideas; people in the local community vote for their favourite projects that meet eligibility criteria.	\$235,000	\$360,000	\$595,000
2018–19	DPC	Victorian Labour Hire Licensing Scheme	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.	\$280,000	\$110,000	\$390,000
2018–19	DPC	Victorian. And Proud Of It.	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.	\$108,000	\$531,000	\$639,000
2018–19	TAC	Distracted Driving – If You're On Your Phone, You're Driving Blind	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.	\$1,635,576	\$1,329,456	\$2,965,032
2018–19	TAC	Drowsy Driving – You can't fight sleep	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.	\$14,901	\$149,192	\$164,093
2018–19	TAC	Drug Driving – More drug tests, more places, more often	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.	\$1,718,137	\$190,032	\$1,908,169
2018–19	TAC	Enforcement – Think of us	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.	\$1,802,222	\$348,492	\$2,150,714
2018–19	TAC	Infrastructure – Safety Barriers Save Lives	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.	\$1,707,756	\$738,274	\$2,446,030
2018–19	TAC	Large Format Outdoor Billboards	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.	\$4,214,210	\$0	\$4,214,210
2018–19	TAC	Motorcyclist Safety – Driver think rider. Rider think driver	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.	\$1,002,528	\$164,085	\$1,166,613
2018–19	TAC	Motorcyclist Safety – Perfect Ride	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.	\$383,405	\$87,459	\$470,864
2018–19	TAC	Night Time Practise for Learner Drivers	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.	\$109,892	\$78,805	\$188,697

2018–19	TAC	Towards Zero – Man on the Street	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.	\$591,172	\$175,005	\$766,177
2018–19	TAC	Vehicle Safety – How safe is your car?	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).	\$204,027	\$74,740	\$278,767
2018–19	VicHealth	This Girl Can	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.	\$1,000,000	\$2,499,000	\$3,499,000
2018–19	Victoria Police	Police Recruitment Campaign	Advertising, communication and marketing activities for the recruitment of Victoria Police Officers.	\$3,592,000	\$1,092,000	\$4,684,000
2018–19	Victoria Police	PSO Community Assurance Campaign	Advertising, communication and marketing activities for the community awareness and recruitment of PSOs.	\$1,740,000	\$688,200	\$2,428,200
2018–19	Visit Victoria	Visit Victoria	Visit Victoria is not required to report its campaign advertising spend in their annual reports. We used data available from Victorian Government Advertising Reports published by Department of Premier and Cabinet. These figures include all paid campaign advertising undertaken via the government’s MAMS contract.	\$10,727,744	\$0	\$10,727,744
2018–19	VRGF	Early Intervention – Reducing Harm Among Low-risk Gamblers, Responsible Gambling Awareness Week – Talk, Share, Support	Inviting the community to have open discussions about gambling harm	\$94,600	\$99,015	\$193,615
2018–19	VRGF	Early Intervention: Harm Reduction Among At-risk Gamblers Campaign	Targeting people who gamble in a risky way to increase awareness about the negative emotional consequences that gambling can cause.	\$1,416,810	\$535,394	\$1,952,204
2018–19	VRGF	Help Seeking – Continuous Digital Promotion Of Help Services (Digital Continuity)	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.	\$796,680	\$0	\$796,680
2018–19	VRGF	Help Seeking, CALD Communities: ‘Gambling Can Be An Issue In Any Language’	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.	\$246,352	\$13,706	\$260,058
2018–19	VRGF	Help Seeking, Gambler’s Help: 100 Day Challenge	For people who want to take a break from, cut back on, or quit gambling, the 100 Day Challenge offers 100 activities over 100 days, to get more out of life	\$832,203	\$88,819	\$921,022
2018–19	VRGF	In-venue Convenience Advertising	Advertising that places responsible gambling and help services messages in the conveniences in or near gaming rooms in almost all venues in Victoria.	\$647,521	\$0	\$647,521
2018–19	VRGF	Prevention Of Gambling Normalisation: ‘Love The Game, Not The Odds’	Highlighting for parents how the normalisation of gambling makes it difficult for young people to recognise the risks involved.	\$884,212	\$59,470	\$943,682
2018–19	WorkSafe	Agriculture Campaign	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.	\$413,000	\$434,000	\$847,000
2018–19	WorkSafe	Asbestos Campaign	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.	\$102,000	\$97,000	\$199,000
2018–19	WorkSafe	Christmas Safety Alert	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.	\$200,000	\$32,000	\$232,000
2018–19	WorkSafe	Culturally And Linguistically Diverse (CALD) Workers	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.	\$425,000	\$109,000	\$534,000
2018–19	WorkSafe	Hearts And Minds	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.	\$3,652,000	\$2,210,000	\$5,862,000
2018–19	WorkSafe	Occupational Violence in Healthcare	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.	\$318,000	\$244,000	\$562,000
2018–19	WorkSafe	WorkWell	Campaign promoting the WorkWell online mental health and wellbeing platform, which assists employers to look after the mental health and wellbeing of their employees.	\$199,000	\$508,000	\$707,000
2018–19	WorkSafe	Young Workers	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.	\$145,000	\$160,000	\$305,000
2019–20	DELWP	Energy Affordability	Phase 1 of DELWP’s Energy Affordability campaign encouraged Victorians to check that they were on the cheapest available energy offer to reduce bills during winter. The campaign promoted the Victorian Government’s free and independent Victorian Energy Compare website as the key tool for finding and switching to a cheaper energy deal to reduce bills, and prompted Victorians to compare energy offers on the site to claim the \$50 Power Saving Bonus before it ended on 30 June 2020.	\$297,793	\$42,744	\$340,537
2019–20	DET	TAFE Teacher Recruitment	The campaign was developed to increase the number of teachers following the introduction of Free TAFE. It focused on plumbing, nursing and cyber-security. The campaign increased awareness of job availability across Victoria’s TAFE network and drove traffic to the Jobs website.	\$200,000	\$13,350	\$213,350
2019–20	DET	Teacher Recruitment	The campaign aimed to increase enrolments in initial teacher education courses to address the anticipated shortfall in teacher numbers over the next three to five years. The campaign targeted Year 12 school leavers and their influencers, such as parents and carers.	\$2,680,687	\$1,780,325	\$4,461,012
2019–20	DET	Three-Year-Old Kinder: Workforce Recruitment	The rollout of Three-Year-Old Kindergarten is expected to create more than 6,000 new early childhood teacher and educator roles in Victoria by 2029. The campaign raised awareness and promoted kindergarten teaching as a career.	\$1,480,186	\$412,677	\$1,892,863
2019–20	DET	Three-Year-Old Kindergarten Parent Enrolment Campaign	The campaign raised awareness and encouraged families to enrol their child in Three-Year-Old Kindergarten programs. The localised campaign was targeted to 15 local government areas.	\$180,000	\$60,110	\$240,110
2019–20	DFFH	Disability Worker Regulation Scheme Public Awareness Campaign	Promote the new regulations including compliance obligations for Victorian disability workers commencing 1 July 2020	\$310,000	\$226,400	\$536,400
2019–20	DH	Coronavirus (COVID-19) Managing This Together Campaign	In response to the coronavirus pandemic, the ‘Managing This Together’ campaign helped people understand the crucial behaviours required to protect themselves and the community during the pandemic.	\$4,134,480	\$1,886,500	\$6,020,980
2019–20	DH	SafeScript	Promote community awareness of the SafeScript real-time prescription monitoring system.	\$299,280	\$25,580	\$324,860
2019–20	DH	Seasonal Influenza Campaign	Promote seasonal flu immunisation and other prevention measures to help reduce the impacts of seasonal influenza.	\$486,880	\$200,940	\$687,820
2019–20	DH	Smile Squad	Develop brand and imagery for Smile Squad school dental program election commitment and build community awareness in advance of January 2020 commencement	\$291,430	\$286,470	\$577,900
2019–20	DH	SuperCare Pharmacies	Promote community awareness of SuperCare Pharmacy locations, opening hours and services provided	\$129,350	\$0	\$129,350
2019–20	DH	Survive the Heat	Promote community awareness of health impacts of extreme heat and behaviour change to reduce risks to vulnerable community members.	\$489,230	\$13,430	\$502,660
2019–20	DJCS	Emergency Worker Harm Prevention Campaign	Emergency workers often face challenging and violent situations in their everyday work. This can have profound physical, mental and behavioural consequences. The Emergency Worker Harm Prevention campaign aimed to raise awareness that violence against emergency workers is never acceptable, no matter the situation. The very nature of emergency services work means that providing a safe working environment is critical. That is why new laws are now in place to protect them from harm.	\$136,970	\$145,750	\$282,720

2019–20	DJCS	Fire Rescue Victoria Campaign	The Fire Rescue Victoria campaign was implemented to inform the community of the commencement of Fire Rescue Victoria on 1 July 2020 and the reforms to how fire services are delivered in Victoria	\$250,669	\$246,894	\$497,563
2019–20	DJCS	Victorian Fire Season Campaign	The Victorian Fire Season 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.	\$7,797,413	\$2,910,129	\$10,707,542
2019–20	DJCS	Water Safety Campaign	Established in 1998, Play It Safe by the Water is an annual public education and awareness program that aims to increase awareness of safety issues around water and reduce the number of fatal and non-fatal drowning incidents in Victoria. The 2019–20 Water Safety advertising campaign targeted men aged 45–64 years as a priority audience, and men aged 25–44 years from Chinese and Indian communities.	\$601,515	\$369,731	\$971,245
2019–20	DJPR	Small Business Victoria – Year-long Engagement	Campaign to raise awareness and uptake of business support initiatives and resources available from Business Victoria. The campaign supports the department's priorities of driving inclusive economic and jobs growth in Victoria.	\$115,329	\$0	\$115,329
2019–20	DJPR	Study Melbourne – Make Melbourne Part of Your Story	An international campaign to grow Victoria's reputation and brand awareness as a destination of choice for international students from priority growth markets and regions, as well as key established markets.	\$232,835	\$0	\$232,835
2019–20	DJPR	Study Melbourne – service awareness – domestic	A campaign to increase engagement with recently arrived international students to support them to access Study Melbourne support services, activities and information channels such as the International Student Emergency Relief Fund, Study Melbourne website and Student Centre, the Unlock Melbourne app, employability initiatives and social connectedness opportunities.	\$116,074	\$0	\$116,074
2019–20	DoT	2019 AFL Partnership	The second year of the AFL and PTV partnership. This partnership continued to provide PTV with the opportunity to target AFL fans with specific travel related messages using AFL's major marketing channels such as the AFL Record, app and website. Creating a desire to travel via public transport to the AFL was the key campaign objective. The campaign also focused on mitigating the potential effects of disruptions on customer journeys – encouraging passengers to plan their journey to the footy using a dedicated campaign landing page.	\$443,000	\$9,650	\$452,650
2019–20	DoT	Autumn Disruptions	Campaign to inform the community about disruptions due to works on the transport network and enable people to make informed travel plans.	\$108,846	\$0	\$108,846
2019–20	DoT	Level Crossing Removal Project	To inform Melbourne's travelling community, residents and businesses about disruptions associated with level crossing removal works. The 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.	\$1,255,575	\$25,479	\$1,281,054
2019–20	DoT	Metro Tunnel	To inform Melbourne's travelling community, residents and businesses about disruptions associated with the Metro Tunnel. The 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.	\$1,789,966	\$229,834	\$2,019,800
2019–20	DoT	Safest Way to Cross – Motorists (Trams)	This campaign targets motorist behaviour at metropolitan rail crossings where 'queuing' under boom gates is an issue and regional rail crossings where motorists are unsafe at passive crossings.	\$198,863	\$180,874	\$379,737
2019–20	DoT	Safety You Can See	Phase 3 of the SYCS campaign aimed to increase perceptions of safety and improve confidence to travel on public transport, particularly at night. It aimed to improve how safe people feel by highlighting the range of staff across the public transport network that are here to help them travel safely (i.e. PSOs, Transit Police, Authorised Officers etc.). On mode and at station interventions such as CCTV, Safety Zone, Emergency Assistance buttons will also be highlighted.	\$439,028	\$120,854	\$559,882
2019–20	DoT	Staying Apart Keeps Us Together	Phase 1 of the Staying Apart Keeps Us Together – Transport campaign providing information about changes on the transport network and how people can change the way they travel to help slow the spread of coronavirus (COVID-19).	\$189,612	\$106,721	\$296,333
2019–20	DoT	Victoria's Big Build	To deliver coordinated messaging to Victorians relating to disruptions associated with major transport infrastructure projects through a campaign which covers all Victoria's Big Build projects, as well as a centralised call centre and website. This campaign highlights the scope and magnitude of current and future infrastructure projects over the coming years, assisting Victorians to prepare for all road and rail disruptions happening near them and keeping them informed of the best travel options. The campaign website also provides a jobs portal, promoting employment opportunities across all projects.	\$1,027,515	\$2,041,498	\$3,069,013
2019–20	DPC	Staying Apart Keeps Us Together	A strategic campaign in response to the coronavirus (COVID-19) pandemic to support the sustenance of social inclusion and wellbeing within the community, as well as promoting ongoing adherence to restrictions in place.	\$4,536,000	\$1,770,800	\$6,306,800
2019–20	DPC	Treaty. It's Time	Promotion to engage and mobilise and facilitate as many Aboriginal Victorian people as possible to run, enrol and vote in the First Peoples' Assembly of Victoria election.	\$303,000	\$229,000	\$532,000
2019–20	TAC	Distracted Driving –On Your Phone? You're Driving Blind	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 used TV, radio, outdoor and print to convey this message	\$1,149,242	\$463,194	\$1,612,436
2019–20	TAC	Drug Driving – More drug tests, more places, more often	Police testing numbers remain high (150,000) with the ability to detect drivers and riders with amphetamines and cannabis in their system. Billboards, TV, radio, regional newspapers and out of home advertising conveyed these numbers and the unpredictable nature of enforcement by booze/drug buses, unmarked patrol cars and motorcycles.	\$1,094,944	\$357,155	\$1,452,099
2019–20	TAC	Enforcement – Think of us	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 Christmas-themed commercial reminded us that police do not wish to knock on the doors of our loved ones with bad news.	\$1,107,496	\$463,194	\$1,570,690
2019–20	TAC	Infrastructure – Safety Barriers Save Lives	This campaign targeted regional Victorians in Mildura, Shepparton and Swan Hill specifically. The campaign was in market to support the upcoming installation of safety barriers in these regional towns. The campaign ran across radio, online and regional press to demonstrate how safety barriers work and contribute to reducing the number of serious injuries and lives lost on Victorian roads.	\$103,335	\$68,377	\$171,712
2019–20	TAC	Large Format Outdoor Billboards	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.	\$5,017,490	\$0	\$5,017,490
2019–20	TAC	Media Partnerships	The TAC has a number of annual partnerships that fall outside the traditional media landscape. These partnerships offer communication opportunities to highly targeted audiences and allow us to tailor messages for increased relevancy. Partnerships include: Croc Media, Convenience Advertising in pubs and clubs, Tonic Media in doctors' surgeries and pharmacies, IGS community supermarkets, AFL stadium signage, Newscorp partnership, Age partnership.	\$2,222,314	\$0	\$2,222,314
2019–20	TAC	Motorcycle Safety – Perfect Ride	Campaign targeting experienced riders with specific roadcraft messages on how to prepare for rides, the importance of wearing protective gear and refreshing riding skills. The campaign shares information specifically for motorcycle riders.	\$985,746	\$210,053	\$1,195,799
2019–20	TAC	Seatbelt Safety – Bend Your Knees, Katie	This campaign reprised the 1992 'Bend Your Knees Katie' TVC with a refreshed tagline. The campaign questioned the audience as to what's stopping them from simply wearing a seatbelt. The campaign launched across TV, OOH, digital, press and social channels.	\$405,683	\$186,673	\$592,356
2019–20	TAC	SEM (Search Engine Marketing) – Digital Continuity	With over half of the lives lost on our roads occurring on regional and rural roads, it is important that local communities are engaged through local radio and newspapers on the road safety issues that affect them.	\$216,662	\$0	\$216,662
2019–20	VicHealth	This Girl Can	A statewide mass media campaign – including sports sponsorships and local area government funding – aimed at increasing physical activity and supporting gender equality. This campaign aims to empower women to be active however, whenever and wherever they want.	\$584,000	\$3,347,000	\$3,931,000
2019–20	Victoria Police	PAL/OLR Campaign	Advertising, communication and marketing activities for the promotion of the Police Assistance Line and Online Reporting (PAL/OLR) service	\$2,700,000	\$655,000	\$3,355,000
2019–20	Victoria Police	Police Recruitment Campaign	Advertising, communication and marketing activities for the recruitment of police.	\$2,908,000	\$503,000	\$3,411,000

2019–20	Visit Victoria	Visit Victoria	Visit Victoria is not required to report its campaign advertising spend in their annual reports. We used data available from Victorian Government Advertising Reports published by Department of Premier and Cabinet. These figures include all paid campaign advertising undertaken via the government's MAMS contract.	\$5,599,908	\$0	\$5,599,908
2019–20	VRGF	Early Intervention – Reducing Harm Among Low-risk Gamblers, Responsible Gambling Awareness Week – Talk, Share, Support	Inviting the community to have open discussions about gambling harm.	\$113,452	\$61,260	\$174,712
2019–20	VRGF	Early Intervention: Harm Reduction Among At-risk Gamblers Campaign	Targeting people who gamble in a risky way to increase awareness about the negative emotional consequences that gambling can cause.	\$816,144	\$82,759	\$898,903
2019–20	VRGF	Help Seeking – Continuous Digital Promotion Of Help Services (Digital Continuity)	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 Foundation to better reach those who need help.	\$987,651	\$37,733	\$1,025,384
2019–20	VRGF	Help Seeking: CALD Communities: 'Gambling Can Be An Issue In Any Language'	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.	\$240,462	\$25,965	\$266,427
2019–20	VRGF	In-venue Convenience Advertising	In-venue advertising places responsible gambling and help services messages in the bathrooms in or near gaming rooms in almost all venues in Victoria.	\$599,973	\$33,805	\$633,778
2019–20	VRGF	Prevention Of Gambling Normalisation: 'Love The Game, Not The Odds'	Bringing together elite and local clubs that have said no to sports gambling sponsorship – helps kids to love the game, not the odds	\$0	\$444,207	\$444,207
2019–20	WorkSafe	Christmas Safety Alert	Workers and employers must put safety first in the busy lead-up to Christmas to prevent workplace fatalities. 'Our statistics show almost 25 per cent of workplace fatalities occur in the final eight weeks of the year. Safety is everyone's responsibility, so it's up to all employers and workers to work together to make sure fatalities do not happen.	\$78,000	\$44,000	\$122,000
2019–20	WorkSafe	Enforcement Campaigns	This is a combination of three enforcement campaigns: Enforcement campaign, 'More Inspectors' campaign and 'Workplace Manslaughter' campaign. Enforcement campaign: Keeping employees safe is an employer's responsibility. The enforcement campaign aims to educate employers about their OHS obligation to ensure employees stay safe at work and return home every day. WorkSafe inspects workplaces regularly to enforce on-site safety, and informs those running an unsafe workplace, or doing the wrong thing, that they will be held accountable. 'More Inspectors' campaign: Keeping employees safe is an employer's responsibility. The 'More Inspectors' campaign is targeting businesses running unsafe workplaces or neglecting their OHS obligations. Focusing on Construction, Agriculture and Manufacturing industries, the campaign drives home the message that with more WorkSafe inspectors now out in the field, you will be caught if you're running an unsafe workplace. 'Workplace Manslaughter' campaign: WorkSafe is enforcing tougher laws to ensure safer workplaces. It sends a send a strong message to all Victorian employers that putting people's lives at risk in the workplace will not be tolerated and if they fail to keep their employees safe, tougher consequences now apply. The campaign drives awareness amongst employers of the introduction of the new workplace manslaughter law from July, 2020.	\$1,510,000	\$1,014,000	\$2,524,000
2019–20	WorkSafe	Health & Safety Month	Health and Safety Month is the time to discuss safety in your workplace. Leading Industry experts present on mental, physical wellbeing and industry best practice to keep your workplace safe year round.	\$64,000	\$58,000	\$122,000
2019–20	WorkSafe	Jobs At Home Day	The Jobs at Home Day campaign promotes WorkSafe's vision of Victorian workers returning home safe every day. The campaign encourages employees to think about their most important reason for workplace safety - their jobs at home.	\$85,000	\$197,000	\$282,000
2019–20	WorkSafe	Occupational Violence in Healthcare	This is a combination of two campaigns: Occupation Violence in Healthcare BURST 4 and Occupational Violence in Healthcare Extension Campaign - Covid-19 Response. Occupation Violence in Healthcare BURST 4: Unacceptable behaviour can have a negative impact on the physical and mental wellbeing of our healthcare workers. We need everyone to work together to 'Recognise. Report. Prevent'. Occupational Violence in Healthcare Extension Campaign - COVID-19 Response: This campaign was produced as a direct response to COVID-19, due to the higher rates of OVA (occupation violence and aggression) being committed to healthcare and retail workers.	\$1,139,000	\$401,000	\$1,540,000
2019–20	WorkSafe	WorkWell	WorkWell contains practical resources, funding and networking opportunities to prevent mental injury and promote mentally healthy Victorian workplaces	\$0	\$752,000	\$752,000
2020–21	DELWP	COVIDSafe Summer	The COVIDSafe Summer (public land and waterways) campaign ran from December 2020 to March 2021 as part of the Victorian Government's master campaign: Stay Safe. Stay Open. As Victoria's COVID-19 cases declined in late 2020, restrictions changed and summer weather arrived, high rates of visitation were expected on Victoria's 7.2 million hectares of public land, beaches, parks and tourist hotspots. The campaign provided consistent, effective, and timely information to the community about how to stay safe (led by public health advice) while visiting beaches, lakes, rivers, parks and public spaces during summer.	\$411,867	\$142,770	\$554,637
2020–21	DELWP	Energy Affordability	The DELWP Energy Affordability campaign ran from August to November 2020 as part of the Victorian Government's master campaign: Staying Apart, Keeps Us Together. The campaign raised awareness of Victorians' rights to assistance with energy bills if they were experiencing financial difficulty. It also informed Victorians about the key support measures available under the Payment Difficulty Framework, and encouraged them to visit the Victorian Energy Saver website for more energy saving advice and offers	\$274,009	\$116,999	\$391,008
2020–21	DELWP	Power Saving Bonus	The \$250 Power Saving Bonus campaign was developed to inform Victorians that from 1 February 2021 (to 31 January 2022) pension concession card holders, or those receiving JobSeeker, Austudy, Abstudy or Youth Allowance, may be eligible to receive a one-off Power Saving Bonus of \$250 if they visit the Victorian Energy Compare (VEC) website. The purpose of the Power Saving Bonus is to provide immediate financial assistance to energy consumers most in need by visiting VEC. It also intends to create awareness of the VEC comparison tool, which has the capacity to save consumers money on an ongoing basis.	\$172,553	\$53,810	\$226,363
2020–21	DELWP	Put The Power Of The Sun In Your Hands	This campaign was delivered over five months, from February 2021 to 30 June 2021. The campaign developed community awareness of the Solar Homes Program rebate streams (solar PV for owneroccupied and rental households, solar hot water and solar battery rebates), and promoted Solar Victoria's new Solar for Business Program (small business rebate stream).	\$336,438	\$440	\$336,878
2020–21	DET	Active Schools 'Get Your Move On'	The campaign aimed to increase the number of Victorian students participating in physical activity outside school hours. This campaign sought to inspire students and young people to participate in physical activity and increase family awareness of the value of physical education and activity. The campaign extends the reach of the Active Schools initiative.	\$430,305	\$472,030	\$902,335
2020–21	DET	Boosting Apprenticeships	The campaign aimed to inform employers and potential apprentices about the Boosting Apprenticeship Commencements Wage Subsidy. The Commonwealth scheme supported businesses to take on new apprentices and trainees through a wage subsidy and quarterly payment.	\$99,359	\$70,000	\$169,359
2020–21	DET	Free Kinder	To help families recover from the COVID-19 pandemic the Victorian Government committed to providing free kindergarten to Victorian families in 2021. The campaign aimed to inform families about Free Kinder and encourage them to enrol children for 2021.	\$298,207	\$49,014	\$347,221
2020–21	DET	Kinder Tick	The Kinder Tick is a brand to help families identify Victorian Government funded and approved kindergarten programs in both a long day care and standalone (sessional) kindergarten settings. The campaign aimed to inform families about the Kinder Tick, and encourage families to enrol in Victorian Government funded and approved kindergarten programs.	\$582,008	\$823,887	\$1,405,895
2020–21	DET	Learn Local Core Skills	The campaign was developed as part of the COVID-19 recovery to upskill those who may have lost employment due to the pandemic. The campaign promoted pre-accredited training as pathways to employment and further training. The campaign targeted Victorians with low literacy, numeracy and digital literacy, with a specific focus on culturally and linguistically diverse and regional Victorians.	\$190,000	\$99,172	\$289,172

2020–21	DET	More Free TAFE	As part of the Skills for Economic Recovery package, 10,000 new Free TAFE places were made available to those who lost their job as part of the COVID-19 pandemic. The campaign aimed to raise awareness of the new Free TAFE places and promote four new courses.	\$150,000	\$234,000	\$384,000
2020–21	DET	Teacher Recruitment	The campaign aimed to generate an uplift in enrolments in teaching courses to help meet an anticipated shortfall in new qualified teacher numbers over the coming years. The campaign targeted year 12 school leavers and career switchers.	\$3,233,790	\$1,166,431	\$4,400,221
2020–21	DET	Three-Year-Old Kinder: 2022 Statewide Roll-out	Three-Year-Old Kindergarten will be available across the state from 2022. Children will have access to at least five hours of a funded Three-Year-Old Kindergarten program from 2022. The advertising campaign aimed to inform families of the state-wide roll-out of Three-Year-Old Kindergarten and encourage families of eligible children to enrol in preparation for 2022.	\$1,439,840	\$361,600	\$1,801,440
2020–21	DET	Three-Year-Old Kinder: Workforce Recruitment	The successful roll-out of Three-Year-Old Kindergarten will require a significant increase in the number of early childhood teachers and educators delivering kindergarten services. The campaign aimed to increase enrolments in workforce pathways by promoting early childhood teaching as a career, and financial support to study. The campaign targeted Year 12 students, recent school leavers, career-changers and potential upskillers (existing early childhood educators).	\$1,927,616	\$124,004	\$2,051,620
2020–21	DFFH	Family Violence And Primary Prevention Workforce Recruitment	Campaign to attract and recruit people into the workforce to ensure essential services are delivered and to future-proof the workforce.	\$145,310	\$119,400	\$264,710
2020–21	DH	COVID-19 Emergency Advertising	Support the COVID-19 response by highlighting COVID-19 outbreaks, exposure sites and restrictions in place.	\$10,526,482	\$1,469,943	\$11,996,425
2020–21	DH	COVID-19 Testing Campaign	Encourage Victorians to get tested for COVID-19 at the first sign of any symptom.	\$24,702,647	\$1,517,744	\$26,220,391
2020–21	DH	COVID-19 Worker Support Payment Campaign	Raise awareness of support payments available for those being tested for COVID-19.	\$4,751,829	\$153,728	\$4,905,557
2020–21	DH	Herogram (Wear A Mask COVID-19) Campaign	Promote COVID-19 safe behaviours including wearing a mask to help protect the Victorian public and reduce transmission.	\$508,724	\$27,617	\$536,341
2020–21	DH	Save 000 for Emergencies	Raise awareness of the other primary healthcare options for nonemergency cases as an alternative to triple zero ambulance calls.	\$1,000,000	\$23,467	\$1,023,467
2020–21	DH	Seasonal Influenza Campaign	Promote seasonal flu immunisation and other prevention measures to help reduce the impacts of seasonal influenza.	\$339,844	\$140,823	\$480,667
2020–21	DH	Smile Squad	Support the resumption of Smile Squad services by increasing community awareness of the program and driving traffic to the program website for resources and program information.	\$1,209,409	\$106,160	\$1,315,569
2020–21	DH	Survive the Heat	Raise awareness of health risks due to extreme heat. Promote behaviour change to reduce illness and death in those most vulnerable on days of extreme heat.	\$327,000	\$53,858	\$380,858
2020–21	DJCS	Fire Rescue Victoria Campaign	The Fire Rescue Victoria campaign was implemented to inform the community of the commencement of Fire Rescue Victoria on 1 July 2020 and the reforms to how fire services are delivered in Victoria.	\$693,955	\$122,119	\$816,073
2020–21	DJCS	Rental Reforms Campaign	The Rental Reforms campaign was developed to inform renters and rental providers (landlords) about changes to renting laws and direct them to the Consumer Affairs Victoria website to find out what the changes mean for them.	\$346,362	\$282,033	\$628,394
2020–21	DJCS	Victorian Fire Season Campaign	The Victorian Fire Season 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 ran from 25 October 2020 to 31 March 2021.	\$5,257,978	\$1,044,689	\$6,302,667
2020–21	DJCS	Water Safety Campaign	Established in 1998, 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. Campaign advertising plays a key role in making water safety a priority for summer, through to mid-April. The 2020–21 Water Safety campaign targeted two priority audiences: men aged 45–64 years and men aged 25–44 years, particularly from Chinese, Indian and Vietnamese communities. Secondary audiences included parents/carers of toddlers and Victorians over 55 years of age.	\$716,249	\$331,906	\$1,048,155
2020–21	DJPR	Agricultural Seasonal Workers	This campaign aimed to raise awareness of employment opportunities in agriculture among local jobseekers and encourage them to apply for seasonal roles	\$791,674	\$200,100	\$991,774
2020–21	DJPR	Business Victoria Digital Engagement	Campaign to raise awareness of Business Victoria's digital channels to ensure Victorians know where to find accurate information about operating a business and how to access Business Support programs, particularly during volatile periods such as bushfire season and the COVID-19 pandemic.	\$162,979	\$0	\$162,979
2020–21	DJPR	Jobs Victoria – Phase 1	Campaign offering information, advice and support to Victorian jobseekers to help them prepare for and secure employment by connecting Victorian businesses with job-ready candidates in their local area and investment in job creation to ensure more Victorians, particularly women, get back to work as the economy rebuilds.	\$343,501	\$67,535	\$411,036
2020–21	DJPR	Keep Your Distance COVID-Safe Campaign	This campaign seeks to build on the Staying Apart Keeps Us Together umbrella campaign to engage, encourage and remind Victorian consumers of the importance of physical distancing and hand hygiene when businesses reopen, to help slow the spread of COVID-19. The campaign was designed to equip businesses with the tools they needed to welcome people safely back into their venues, and enforce restrictions in an approachable way.	\$117,065	\$142,742	\$259,807
2020–21	DJPR	Partners In Wellbeing	The Partners in Wellbeing Helpline provides support for small business owners and employees to help manage the challenges faced as a result of COVID-19. This campaign aims to increase awareness and usage of the Helpline, which is a free, one-on-one service providing immediate access to wellbeing coaching, financial counselling and business advice.	\$290,372	\$376,342	\$666,714
2020–21	DJPR	Small Business Digital Adaptation	This campaign aims to raise awareness and encourage applications for the Small Business Digital Adaptation Program. The program allows eligible sole traders, micro and small business owners to trial digital business products and services, and apply for a rebate of \$1,200 towards the adaption of new digital technologies that streamline and improve their business operations.	\$148,774	\$50,257	\$199,031
2020–21	DJPR	Study Melbourne – Make Melbourne Part of Your Story	International and Domestic campaign supporting 'always on' media activities that enable Study Melbourne to increase its reach and engagement with key audiences to support international students in Victoria, and to protect Victoria's global market share when international students begin to return to Australia.	\$150,908	\$0	\$150,908
2020–21	DoT	Go Cashless	The campaign was designed to inform users of new and existing options for cashless ticketing and payments to support travel during COVID-19.	\$164,658	\$47,422	\$212,080
2020–21	DoT	Learner Permit Test Online	This campaign was to inform customers that the learner permit test can be taken online.	\$134,139	\$89,524	\$223,663
2020–21	DoT	Level Crossing Removal Project	Informed Melbourne's travelling community, residents and businesses about disruptions associated with level crossing removal works. Key messaging enabled people to make informed travel plans, ensuring they got to where they needed to as quickly and as efficiently as possible while these works were undertaken.	\$1,605,540	\$244,426	\$1,849,966
2020–21	DoT	Major Timetable Change	This campaign was developed to support promoting the major timetable change in January 2021.	\$909,000	\$476,398	\$1,385,398
2020–21	DoT	North East Link Project	Informed Melbourne's travelling community, residents and businesses about disruptions associated with the North East Link Project. Key messaging enabled people to make informed travel plans, ensuring they got where they needed to, as quickly and as efficiently as possible while works were undertaken.	\$1,340,695	\$87,854	\$1,428,549
2020–21	DoT	Online Services	This campaign promoted registration and licencing services able to be done online	\$305,368	\$222,004	\$527,372
2020–21	DoT	Stagger Your Travel	The campaign was designed to introduce passengers to new and existing initiatives to support travel options developed in response to COVID-19, specifically the 30% off-peak discount and RideSpace tool.	\$357,874	\$65,458	\$423,332
2020–21	DoT	Staying Apart Keeps Us Together (Rethink How You Travel COVID-19)	This campaign was under the statewide 'Staying Apart Keeps Us Together' marketing program. As various COVID-19 restrictions eased and non-essential travel resumed, this campaign advised Victorians how the public transport network was clean and safe and aimed to build confidence in returning to travel.	\$579,790	\$11,323	\$591,113

2020–21	DoT	The Metro Tunnel, Regional Rail Revival, Sunbury Line Upgrade	To inform Victoria's traveling community, residents and businesses about disruptions associated with the Metro Tunnel, Regional Rail Revival and Sunbury Line Upgrade projects. The key messaging enables people to make timely and 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.	\$1,501,363	\$61,576	\$1,562,939
2020–21	DoT	Trams Can't Swerve	The campaign aimed to reduce vehicle-on-tram collisions in Melbourne (Transport Safety Victoria figures showed an increase of 15% from 2017 to 2018). Targeting drivers, the campaign raises awareness of trams sharing the road with motorists and highlights correct behaviour when turning or merging.	\$177,859	\$15,373	\$193,232
2020–21	DoT	Victoria's Big Build	The campaign delivered coordinated messaging to Victorians relating to disruptions associated with major transport infrastructure projects. It covered all Big Build projects, as well as a centralised call centre and a website. The campaign highlighted the scope and magnitude of current and future infrastructure projects, assisting Victorians to prepare for road and rail disruptions happening near them and kept them informed of the best travel options. The campaign website provides a jobs portal, promoting employment opportunities across all projects.	\$1,517,474	\$810,269	\$2,327,743
2020–21	DoT	We're Ready When You Are	This campaign was a series of integrated campaigns designed to build confidence in public transport by demonstrating the improvements PTV had made while Victorians were away from the network due to pandemic restrictions.	\$468,082	\$478,467	\$946,549
2020–21	DoT	West Gate Tunnel Project	Informed Melbourne's travelling community, residents and businesses about disruptions associated with the West Gate Tunnel Project. Key messaging enabled people to make informed travel plans, ensuring they got where they needed to, as quickly and as efficiently as possible while works were undertaken	\$529,191	\$31,063	\$560,254
2020–21	DPC	Deadly & Proud	Deadly & Proud features 21 Aboriginal storytellers from across the state who share their stories of pride in ancient cultures, resilience, community and the historic path to treaty. It aims to encourage Victorians to feel pride in our rich history and in our progress towards treaty.	\$1,957,800	\$1,022,500	\$2,980,300
2020–21	DPC	Stay Safe Stay Open	A strategic campaign in response to COVID-19 to support the sustainment of safe, protective behaviours by the community to help stop the spread of the virus as well as promoting ongoing adherence to restrictions in place.	\$4,928,200	\$2,963,500	\$7,891,700
2020–21	DPC	Staying Apart Keeps Us Together	A strategic campaign in response to COVID-19 to support the sustainment of social inclusion and wellbeing within the community as well as promoting ongoing adherence to restrictions in place.	\$7,909,600	\$2,800,500	\$10,710,100
2020–21	TAC	Cycling "Give the space for cyclists to ride safely"	Following the introduction of new minimum safe passing distance laws in April 2021, this campaign informed the community of the legal requirements when overtaking cyclists: at least one metre on roads up to 60 km/h and 1.5 metres on roads over 60 km/h. The campaign utilised TV, radio, regional press, roadside billboards, small-format OOH, digital activity and social media.	\$800,000	\$421,271	\$1,221,271
2020–21	TAC	Distracted Driving "On your phone? You're driving blind"	Approximately one-third of Victorians admit to illegally using a mobile phone while driving, with reading text messages being the most common behaviour. This campaign focused on overcoming drivers' denial of the risks associated with briefly looking at a phone while driving. The campaign used TV, radio, outdoor advertising and print media.	\$689,962	\$103,012	\$792,974
2020–21	TAC	Holiday Enforcement "The lucky ones get caught"	This campaign highlighted that police enforcement exists to keep road users safe and encouraged vigilance among drivers. It addressed speeding, illegal mobile phone use and drink driving. The campaign noted that speed contributes to around 30% of crashes, approximately 15% of fatally injured road users exceeded legal blood alcohol limits, and 31% of Victorians admit to using a mobile phone illegally while driving. The campaign ran across TV, OOH, radio, digital, press and social media.	\$967,882	\$1,562,369	\$2,530,251
2020–21	TAC	Holiday Enforcement "The lucky ones get caught" (Easter)	An Easter-focused version of the enforcement campaign reminding road users to remain vigilant during holiday travel periods. It focused on speeding, phone use and drink driving, using TV, OOH, radio, digital, press and social media	\$569,904	\$232,294	\$802,198
2020–21	TAC	Large Format Outdoor Billboards	TAC's outdoor advertising network provides timely road safety messaging to metropolitan and regional road users. The network increasingly incorporates digital capabilities, allowing messages to be updated efficiently and targeted more effectively.	\$5,049,985	\$0	\$5,049,985
2020–21	TAC	Low-Level Speeding	A developing motorcycle safety campaign aimed at motivating riders to wear protective gear. The campaign highlights that motorcycle riders face 38 times the risk of death or serious injury in a road crash compared with other road users.	\$32,154	\$80,300	\$112,454
2020–21	TAC	Media Partnerships	TAC maintains a range of annual partnerships outside traditional media channels to reach highly targeted audiences. Partnerships include Croc Media, Convenience Advertising in pubs and clubs, Tonic Media in medical centres and pharmacies, IGA supermarkets, AFL stadium signage and TLA partnerships.	\$1,256,413	\$0	\$1,256,413
2020–21	TAC	New Motorcycles Campaign	A developing motorcycle safety campaign aimed at motivating riders to wear protective gear. The campaign highlights that motorcycle riders face 38 times the risk of death or serious injury in a road crash compared with other road users.	\$0	\$689,260	\$689,260
2020–21	TAC	New Vehicle Safety Campaign	A developing integrated marketing and communications campaign focused on raising awareness of the life-saving benefits of vehicle safety technology, particularly Lane Keep Assist.	\$0	\$677,418	\$677,418
2020–21	TAC	Seatbelt Safety "Bend Your Knees Katie"	In 2019, 31 Victorians were killed not wearing a seatbelts, and in the 18–19 FY 13,000 Victorians were fined for not wearing a seatbelt. 2020 also marked the 50 year anniversary since the mandatory seatbelt wearing legislation in Victoria. This campaign reprised the 1992 'Bend Your Knees Katie' TVC with a refreshed tagline. The campaign questioned the audience as to what's stopping them from simply wearing seatbelt. The campaign launched across TV, Out-of-home (OOH), digital, press and social channels.	\$587,924	\$0	\$587,924
2020–21	TAC	SEM (Search Engine Marketing) Digital Continuity	An ongoing digital initiative driving traffic to TAC websites and landing pages to educate road users about road rules and safe driving practices. The campaign uses Google Ads and search marketing to improve discoverability of road safety information.	\$250,000	\$0	\$250,000
2020–21	TAC	Young Drivers - Night Time Driving "Parental Control"	First-year probationary (P1) drivers are seven times more likely than fully licensed drivers to be involved in a fatal or serious injury crash at night and 20 times more likely to crash when newly licensed. The campaign supported legislative changes increasing required night-time learner driving hours from 10 to 20 hours and targeted parents through catch-up TV, radio, OOH, digital, social media and direct mail.	\$230,142	\$312,436	\$542,578
2020–21	VicHealth	This Girl Can	A statewide mass media campaign aimed at increasing physical activity and supporting gender equality. This campaign aims to empower women to be active however, whenever and wherever they want.	\$497,000	\$581,000	\$1,078,000
2020–21	Victoria Police	Police Recruitment Campaign	Advertising, communication and marketing activities for the recruitment of police.	\$2,915,000	\$383,000	\$3,298,000
2020–21	Visit Victoria	Visit Victoria	Visit Victoria is not required to report its campaign advertising spend in their annual reports. We used data available from Victorian Government Advertising Reports published by Department of Premier and Cabinet. These figures include all paid campaign advertising undertaken via the government's MAMS contract.	\$18,531,535	\$0	\$18,531,535
2020–21	VRGF	Early Intervention –Reducing Harm Among Low-risk Gamblers, Responsible Gambling Awareness Week – Talk. Share. Support	Invite the community to have open discussions about gambling harm.	\$149,959	\$54,700	\$204,659
2020–21	VRGF	Help Seeking – Continuous Digital Promotion Of Help Services (Digital Continuity)	Ongoing digital promotion allows help-seeking messages to be served continuously via search engine and social media marketing, paid digital display and content advertising, thus enabling the Foundation to better reach those who need help.	\$1,011,366	\$34,412	\$1,045,778
2020–21	VRGF	Help Seeking – Gambler's Help Promotion	To change the way you think about gambling, call someone who gets it.	\$697,557	\$305,973	\$1,003,530
2020–21	VRGF	In-venue Convenience Advertising	In-venue advertising places responsible gambling and help services messages in the conveniences in or near gaming rooms in almost all venues in Victoria.	\$380,728	\$2,380	\$383,108
2020–21	WorkSafe	Agriculture Culture Change	This campaign aims to drive industry-wide cultural change and promote a safety mindset that believes deaths and injuries on farm are preventable, not inevitable. The campaign runs across regional television, print, radio, digital, social.	\$499,000	\$1,124,000	\$1,623,000

2020–21	WorkSafe	Culturally And Linguistically Diverse (CALD) Workers	WorkSafe's CALD campaign shares basic OHS information and knowledge in languages other than English, to ensure that this culturally and linguistically diverse audience fully understands their rights at work, and where to go to get advice. The campaign targets Vietnamese, Cantonese, Mandarin, Dari, Burmese, Khmer, Korean, Arabic, Dinka, Punjabi, Italian, Indonesian, Malay and Thai workers in Victoria. The campaign utilises digital, radio, press and outdoor platforms.	\$945,000	\$258,000	\$1,203,000
2020–21	WorkSafe	Occupational Violence in Healthcare	This 'It's never OK' campaign works to shift attitudes about the unacceptability of violence and aggression faced by healthcare workers, and reinforce that no matter the situation, violence and aggression against workers is never ok. As per recommendations from stakeholders, the campaign messaging was extended to include pharmacists and staff working in chemists. The campaign ran across TV, radio, social, digital and outdoor.	\$678,000	\$204,000	\$882,000
2020–21	WorkSafe	Return To Work	Getting in touch with injured workers soon after injury, can make a significant impact to their return to work journey. The sooner, the better' campaign messaging is aimed at the general public, but with a special message targeting employers and duty-holders in Victorian workplaces - reach out and start the conversation early. The campaign runs across TV, radio, press, digital, social, and includes a conversation guide available for download on the WorkSafe website.	\$1,400,000	\$154,000	\$1,554,000
2020–21	WorkSafe	Sexual Harassment	This campaign was developed to help increase community awareness of what constitutes sexual harassment, and improve employers' awareness of their responsibility to prevent it in the workplace. Campaign messaging ran across radio, social and print.	\$199,000	\$140,000	\$339,000
2020–21	WorkSafe	Workplace Manslaughter	From July 2020, Workplace Manslaughter became a jailable offence, with this new law designed to strengthen workplace safety in Victoria, and ensure negligent employers are adequately held to account for the death of a worker. This 'Tougher laws. Safer workplaces' campaign drives mass awareness about the new law, and sends a strong message to all Victorian employers that putting people's lives at risk in the workplace will not be tolerated, and tougher consequences now apply. The campaign ran on TV, radio print, digital and social channels.	\$943,000	\$42,000	\$985,000
2020–21	WorkSafe	Work-related Violence	Work-related violence involves incidents in which a person is abused, threatened or assaulted in circumstances relating to their work. The campaign 'Too many workers face this every day. It's never OK', aims to raise awareness within the community about the prevalence of work-related violence; shift attitudes so that these behaviours are seen as unacceptable and ensure that employers are aware of their obligations. Campaign messaging runs across TV, radio, print, outdoor, digital and social.	\$968,000	\$1,156,000	\$2,124,000
2020–21	WorkSafe	Young Workers	WorkSafe research shows that young workers aged 15 – 24 years are one of the most vulnerable groups in the workforce. The campaign's aim is to increase awareness among employers that young workers are a higher risk of injury, as well as empower young workers to take action, know their rights in the workplace and speak up. This campaign was run online.	\$573,000	\$91,000	\$664,000
2021–22	DE	Active Schools 'Get Your Move On'	The campaign aimed to increase the number of Victorian students participating in physical activity outside school hours. It also sought to inspire students and young people to participate in physical activity and increase family awareness of the value of physical education and activity.	\$705,115	\$586,258	\$1,291,373
2021–22	DE	Boosting Apprenticeships	The campaign aimed to inform employers and potential apprentices about the Boosting Apprenticeship Commencements Wage Subsidy.	\$394,974	\$277,088	\$672,062
2021–22	DE	Career Quickstarter	The campaign aimed to raise awareness about the introduction of Skills First Skill Sets and the Funded Skills Set List. It also sought to inform providers, students, employers and industry about policy settings (including eligibility), available training and the process.		\$67,520	\$67,520
2021–22	DE	Free TAFE	The campaign aimed to support the Free TAFE initiative by promoting the range of courses available and encouraging enrolments. It included targeted social media to address local needs. Key messages included being job-ready and financially rewarding.		\$215,544	\$215,544
2021–22	DE	Keeping our schools and early childhood services COVID Safe campaign	The campaign aimed to raise awareness of the return to face-to-face learning in Term 1, 2022 and the promotion of RATs, wearing face masks as required, and staying home if unwell.	\$167,073	\$50,199	\$217,272
2021–22	DE	Kinder Tick	The campaign aimed to inform families about the Kinder Tick and encouraged families to enroll in Victorian Government funded and approved kindergarten programs.	\$542,349	\$39,620	\$581,969
2021–22	DE	Senior Secondary Pathways (Many talents One VCE)	The campaign aimed to raise awareness of the new VCE Vocational Major replacing VCAL from 2023. The campaign targeted students, parents/guardians, and people from diverse cultural communities.	\$277,000	\$121,007	\$398,007
2021–22	DE	Skills Set Skills First	The campaign sought to raise awareness among industry experts about the opportunity to be a TAFE teacher by raising awareness of the teaching vacancies and encouraging industry experts or other audiences to consider a career change, or a return to work.	\$331,310	\$28,810	\$360,120
2021–22	DE	TAFE Boost	The campaign aimed to support existing TAFE enrolment campaigns through a departmental investment boost.	\$150,000	\$0	\$150,000
2021–22	DE	TAFE Brand	The campaign aimed to challenge perceptions of TAFE and the TAFE Victorian brand by showcasing the high quality of Victoria's TAFE courses, qualifications and successful outcomes of learners.		\$607,650	\$607,650
2021–22	DE	Teacher Recruitment 'Teach the Future'	The campaign aimed to generate an uplift in enrolments in teaching courses to help meet an anticipated shortfall in new qualified teacher numbers over the coming years. The campaign targeted year 12 school leavers and career switchers.	\$2,721,836	\$832,957	\$3,554,793
2021–22	DE	Three-Year-Old Kinder: public awareness and enrolment	The campaign aimed to inform families of the statewide roll-out of Three-Year-Old Kindergarten and encourage families of eligible children to enrol in preparation for 2022 and 2023.	\$1,755,471	\$707,894	\$2,463,365
2021–22	DE	Three-Year-Old Kinder: Workforce Recruitment	The campaign aimed to increase enrolments in workforce pathways by promoting early childhood teaching as a career, and financial support to study. It also sought to promote the financial incentives available for qualified early childhood teachers in both Victoria and interstate (excluding New Zealand) to take up a position at priority services across Victoria.	\$3,941,570	\$706,873	\$4,648,443
2021–22	DEECA	Home Heating and Cooling Upgrades (HHCU) Program	Solar Victoria delivered a public campaign aimed at building awareness of the Home Heating and Cooling Upgrades (HHCU) Program, encouraging eligible Victorians to replace outdated, unsafe and inefficient heating and cooling systems with energy-efficient reverse-cycle air conditioners. Solar Victoria also delivered multiple campaigns promoting rebates and interest free loans available for installing solar panels, batteries and solar hot water systems at Victorian homes, rental properties and businesses, through the Victorian Government's Solar Homes Program and Solar for Business Programs.	\$396,014	\$346,968	\$742,982
2021–22	DEECA	Power Saving Bonus	The \$250 Power Saving Bonus for eligible concession cardholders was designed to provide immediate financial assistance to Victorian energy consumers who need it most. The \$250 Power Saving Bonus campaign was developed to highlight to eligible pensioner concession card holders, or those receiving JobSeeker, Austudy, Abstudy or Youth Allowance, that they could receive a one-off Power Saving Bonus of \$250 by visiting the Victorian Energy Compare (VEC) website, calling the Victorian help line, or reaching out to a Community Outreach Partner. The campaign also was designed to create awareness of the VEC comparison tool, which has the capacity to save consumers money by accessing their cheapest energy deal on an ongoing basis.	\$449,806	\$0	\$449,806
2021–22	DEECA	Public Safety on public land and waterways	The 2021-22 COVIDSafe Summer (public land and waterways) campaign ran through the peak visitation summer period. This campaign supported the Victorian Government's master COVID-19 campaign: Stay Safe Stay Open. As in the previous summer, high rates of visitation were expected on Victoria's 7.2 million hectares of public land, beaches, lakes, parks and tourist hotspots. The 2021-22 campaign leveraged the broad coverage of other government pandemic messaging and focused on culturally and linguistically diverse communities, and inexperienced first-time visitors to public land. Management of public land during the 2020-21 summer indicated the need to target specific public land safety messages to these demographics. The campaign had above average reach and provided consistent, effective, and timely information to the community about how to stay safe (led by public health advice) while visiting public spaces during summer.	\$97,018	\$3,756	\$100,774
2021–22	DEECA	Solar batteries rebate	No description.	\$90,000	\$0	\$90,000
2021–22	DEECA	Solar for Business rebate	No description.	\$100,000	\$1,485	\$101,485

2021–22	DEECA	Solar for rentals rebate	No description.	\$145,000	\$726	\$145,726
2021–22	DEECA	Solar hot water rebate	No description.	\$90,000	\$0	\$90,000
2021–22	DEECA	Solar PV rebate	No description.	\$160,000	\$6,337	\$166,337
2021–22	DFFH	Go where you're needed	Child Protection workforce recruitment campaign.	\$482,925	\$443,058	\$925,983
2021–22	DFFH	Work that matters (Keeping our Sector Strong)	Disability workforce recruitment campaign.	\$431,682	\$214,909	\$646,591
2021–22	DH	COVID-19 Emergency Advertising	Support the COVID-19 response by highlighting COVID-19 outbreaks, exposure sites, restrictions in place and roadmap to recovery.	\$8,558,231	\$1,409,026	\$9,967,257
2021–22	DH	COVID-19 Testing Campaign	Encourage Victorians to get tested for COVID-19 at the first sign of any symptoms.	\$5,338,110	\$401,406	\$5,739,516
2021–22	DH	COVID-19 Vaccine campaigns	Encourage Victorians to get vaccinated against COVID-19.	\$13,102,545	\$2,288,899	\$15,391,444
2021–22	DH	COVID-19 Worker Support Payment Campaign	Raise awareness of support payments available for those isolating due to COVID-19.	\$1,000,224	\$7,565	\$1,007,789
2021–22	DH	Managing COVID-19 at home	Ensuring Victorians are aware that they can manage mild COVID-19 symptoms safely at home, that they should monitor symptoms and only call 000 in emergencies.	\$3,297,834	\$194,706	\$3,492,540
2021–22	DH	Save 000 for Emergencies	Raise awareness that there are other health services that can help with minor or non-emergency needs, including COVID-19, whilst saving 000 for emergencies.	\$5,293,090	\$77,928	\$5,371,018
2021–22	DH	Smile Squad	Support the resumption of Smile Squad services by increasing community awareness of the program and driving traffic to the program website for resources and program information.	\$853,622	\$60,413	\$914,035
2021–22	DH	Stay well this winter	Raise awareness that Victorians can get both their flu shot and COVID-19 vaccination at the same time.	\$405,819	\$383,960	\$789,779
2021–22	DH	SuperCare Pharmacies	Raise awareness that Supercare pharmacies are open 24/7, with a pharmacist always available to provide healthcare advice.	\$179,318	\$54,665	\$233,983
2021–22	DH	Survive the Heat	Raise awareness of the risks of extreme heat and provide simple tips on what to do to protect yourself and loved ones.	\$256,084	\$30,000	\$286,084
2021–22	DJCS	Victorian Fire Season Campaign	Victorian Fire Season campaign: the Victorian Fire Season 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 ran from 7 November 2021 to 31 March 2022.	\$5,158,186	\$693,827	\$5,852,013
2021–22	DJCS	Water Safety Campaign	Water Safety campaign: Established in 1998, 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. Campaign advertising plays a key role in making water safety a priority for summer, through to mid-April. The 2021–22 Water Safety campaign targeted three priority audiences: men ages 45–64 years, men ages 25–44 years (particularly from Chinese, Indian and Vietnamese communities) and parents and carers of toddlers ages 0–4 years.	\$1,334,575	\$645,940	\$1,980,515
2021–22	DJSIR	Get Active Victoria	This multi-phased campaign promoted Get Active Victoria; an initiative which aims to encourage and inspire people to be active and live a healthier lifestyle, with a focus on people who are not achieving the minimum recommended level of daily physical activity for good health. The campaign was based around the Get Active website, which provides free online workouts, information, and tools to assist people to be active.	\$209,815	\$42,808	\$252,623
2021–22	DJSIR	Global Vic – Domestic Trade Engagement	An information and awareness campaign that sought to instil confidence and reinvigorate Victorian businesses to export as borders reopened. Business owners were encouraged to explore Global Vic programs and initiatives that will support them to build or expand their export capability.	\$155,216	\$35,000	\$190,216
2021–22	DJSIR	JobsVic 'Backing You'	This multi-phased campaign increased awareness and engagement with JobsVictoria, which offers information, advice, and support to Victorian jobseekers to help them prepare for and obtain employment, and connects Victorian businesses with job-ready candidates in their local area. JobsVictoria invests in job creation to ensure more Victorians, particularly women 45+, young people, multicultural communities, and Aboriginal Victorians re-enter the workforce following the COVID-19 pandemic.	\$3,617,737	\$1,779,206	\$5,396,943
2021–22	DJSIR	JobsVic Workforce Shortages	A targeted, tactical campaign under the Backing You campaign brand architecture, focussing on hospitality and tourism sectors experiencing critical workforce shortages and targeting specific areas of high unemployment to respond to industry needs.	\$196,232	\$76,929	\$273,161
2021–22	DJSIR	Small Business Victoria Digital Engagement	This multi-phased campaign raised awareness of and encouraged applications for the Small Business Digital Adaptation Program. The program allows eligible sole traders, micro and small business owners to trial digital business products and services, and apply for a rebate of \$1,200 towards the adaption of new digital technologies that streamline and improve their business operations.	\$195,565	\$30,000	\$225,565
2021–22	DJSIR	Small Business Victoria Headway/ Wellbeing and Mental Health Support	This campaign raised awareness and uptake of the Victorian Government's \$26M Wellbeing and Mental Health initiative, which offered programs to support small businesses to manage the impacts of COVID-19.	\$725,459	\$484,605	\$1,210,064
2021–22	DJSIR	Study Melbourne Brand campaign	International and Domestic campaign that enabled Study Melbourne to increase its reach and engagement with key audiences to help protect Victoria's international market share as a global education destination, as well as supporting international students in Victoria.	\$459,791	\$12,652	\$472,443
2021–22	DJSIR	Study Melbourne Social Boosting	The campaign re-affirmed Victoria's education credentials to encourage potential students to maintain preference for Melbourne as a preferred study destination and ensure enrolled students have a positive student experience and continue to recommend Victoria as a desirable study destination.	\$206,985	\$0	\$206,985
2021–22	DJSIR	Supporting Businesses to be COVIDSafe	This campaign continued the ongoing dissemination of COVIDSafe messaging to Victorian businesses, building awareness of COVIDSafe practises businesses could adopt to manage increased COVID-19 risk and respond to COVID-19 transmission in their settings.	\$468,353	\$311,168	\$779,521
2021–22	DJSIR	Victorian Sick Pay Guarantee	This campaign increased awareness and registrations for the Victorian Sick Pay Guarantee. The Victorian Sick Pay Guarantee is a two-year, pilot program which is funded by the Victorian Government. It is an Australian first program, providing eligible casual and contract workers up to 38 hours of sick and carer's pay a year.	\$1,143,240	\$2,186,183	\$3,329,423
2021–22	DPC	COVID-19 Autumn 2022 campaign	Autumn campaign that included messaging about COVIDSafe behaviours.	\$829,400	\$655,200	\$1,484,600
2021–22	DPC	COVID-19 QR Code 'Check-in' campaign 2021–22	Continuing campaign from 2021–22 to support the requirement for visitors to 'check in' at a range of public venues and on public transport.	\$1,449,400	\$359,800	\$1,809,200
2021–22	DPC	COVID-19 Stay Safe Stay Open – Check In (COVID-19 Digital Certificate) 2021–22 campaign	Campaign to support retail businesses and venues required to check proof of vaccination under COVID-19 settings.	\$883,100	\$487,600	\$1,370,700
2021–22	DPC	COVID-19 Summer 2021–22 campaign	Summer campaign that included messaging about COVID-19 Digital Vaccination Certificates and COVIDSafe behaviours.	\$928,300	\$189,400	\$1,117,700
2021–22	DPC	Wage Inspectorate Victoria – 2021–22 Wage Theft campaign	Campaign to introduce Wage Inspectorate Victoria and Victoria's new wage theft laws.	\$296,900	\$135,000	\$431,900
2021–22	DTF	Victorian Homebuyer Fund		\$672,808	\$440,630	\$1,113,438
2021–22	DTP	Level Crossing Removal Project disruptions campaign	The disruptions campaign seeks to inform Victorians about disruptions happening as a result of the Level Crossing Removal Project and encourage travellers to make behavioural changes to plan ahead and avoid delays.	\$790,711	\$122,752	\$913,463
2021–22	DTP	Major Road Projects Victoria disruptions campaign	The disruptions campaign seeks to inform Victorians about disruptions happening as a result of the Major Road Projects Victoria's projects and encourage travellers to make behavioural changes to plan ahead and avoid delays.	\$769,467	\$69,518	\$838,985
2021–22	DTP	Network Safety – driving with trams	The campaign aimed to reduce vehicle-tram collisions in Melbourne. The third burst of the 'Trams Can't Swerve' campaign (previously 2019 and 2021) targeted car drivers, highlighting correct behaviour of driving with trams when turning or merging.	\$152,509	\$31,960	\$184,469
2021–22	DTP	Network Safety – level crossings	This campaign alerts drivers to unsafe behaviours around level crossings. This year's focus was on stopping when lights flash (Stop on Red Signal) and not blocking tracks when in traffic (Keep Tracks Clear).	\$427,732	\$58,535	\$486,267

2021–22	DTP	Network Safety – public transport worker safety	In response to an increase in verbal and physical attacks on public transport workers, the campaign partnered with WorkSafe to extend their successful campaign (It's Never OK) across the public transport network.	\$230,800	\$39,699	\$270,499
2021–22	DTP	Network Safety – ready to travel	Delivery of messages to ensure public transport users are always ready for travel in line with latest health and policy advice. The messages include Covid-safe travel behaviours, checking in for contact tracing, myki registration for contact tracing and mask wearing.	\$285,695	\$196,018	\$481,713
2021–22	DTP	North East Link Program disruptions campaign	The disruptions campaign seeks to inform Victorians about disruptions happening as a result of the North East Link Program and encourage travellers to make behavioural changes to plan ahead and avoid delays.	\$955,301	\$53,274	\$1,008,575
2021–22	DTP	Rail Projects Victoria disruptions campaign	The disruptions campaign seeks to inform Victorians about disruptions happening as a result of the Metro Tunnel, Regional Rail Revival and Sunbury Line Upgrade projects and encourage travellers to make behavioural changes to plan ahead and avoid delays.	\$480,008	\$28,928	\$508,936
2021–22	DTP	Rebuilding the public transport network	The campaign encouraged a return to the public transport network following Covid restrictions. Released in two bursts under the 'Let's Go' campaign message, travelling public were reminded of the people and benefits of public transport. This campaign will continue in 2022–23.	\$1,326,021	\$1,066,287	\$2,392,308
2021–22	DTP	Travel experiences on public transport	Delivery of messages to ensure public transport users are always ready for travel with the latest myki ticketing information. This includes auto top-up, information for visitors and students, PTV app releases, fare increases and free travel days. This year also included promotions for a free travel incentive in December 2021 and January 2022 to support a return to central business district (CBD) visitation.	\$497,563	\$86,678	\$584,241
2021–22	DTP	Victoria's Big Build overarching disruptions campaign	The disruptions campaign seeks to communicate the coordinated nature of Victoria's Big Build, inform Victorians about disruptions happening across the State and encourage travellers to make behavioural changes to plan ahead and avoid delays. The campaign delivers press and search advertising for all Victoria's Big Build's projects.	\$2,218,561	\$361,707	\$2,580,268
2021–22	DTP	West Gate Tunnel Project disruptions campaign	The disruptions campaign seeks to inform Victorians about disruptions happening as a result of the West Gate Tunnel Project and encourage travellers to make behavioural changes to plan ahead and avoid delays.	\$420,297	\$32,218	\$452,515
2021–22	TAC	Always on Enforcement "Anywhere. Anytime. Anyone."	Enforcement campaign designed to change perceptions that drivers can get away with dangerous behaviour. Focused on speeding, drink driving, drug driving, distracted driving, and seatbelt non-use.	\$202,414	\$1,151,215	\$1,353,629
2021–22	TAC	Be The Reason "Drive Safely for Everyone"	Timely reminder of road safety responsibilities following the easing of pandemic restrictions. The campaign encouraged drivers to consider their behaviour and accountability to ensure everyone arrives home safely.	\$102,944	\$19,359	\$122,303
2021–22	TAC	Convenience Advertising	Media partnerships through convenience advertising channels (pubs, cafés, shopping centres), Tonic Media, IGA community supermarkets and AFL stadium signage to target specific audiences with tailored messages.	\$577,781	\$0	\$577,781
2021–22	TAC	Drink Drive	While strong enforcement and public education campaigns have helped to drive down drink-driving related trauma, alcohol remains the most represented drug in the death of drivers. The aim of the Drink Drive campaign is to refocus attention on the impacts of alcohol for drivers, from 0.05 to complete separation, in order to further reduce fatalities and serious injuries.	\$0	\$345,006	\$345,006
2021–22	TAC	Google Search Engine Marketing (SEM)	SEM directed traffic to TAC websites and landing pages to help educate road users about safe driving practices and road laws. Activity utilised an ongoing Google AdWords search marketing program.	\$494,622	\$0	\$494,622
2021–22	TAC	Holiday Enforcement "The lucky ones get caught"	Following easing of pandemic restrictions and increased travel, this campaign raised awareness of the potentially fatal consequences of road risks. The campaign reinforced that police can be anywhere, at any time, and encouraged safe driving during peak holiday periods.	\$3,743,368	\$995,152	\$4,738,520
2021–22	TAC	Motorcycle Safety "Only Protected for a Moment"	Campaign highlighting that motorcyclists are significantly more likely to die or be seriously injured in road crashes. Encouraged use of high-quality protective gear on every ride.	\$624,785	\$812,615	\$1,437,400
2021–22	TAC	Outdoor Billboards	Outdoor billboards provided high visibility and impact for road safety messages, reaching drivers while driving and aiming to curb risky driving behaviour. TAC ran approved road safety messages throughout the partnership period.	\$2,830,458	\$0	\$2,830,458
2021–22	TAC	Speeding (Low Level)	Speeding contributes to at least 30% of fatalities each year and a quarter of all serious injuries sustained by vehicle occupants. In 2020, speed was a factor in over 34% of fatal collisions. The Speed – the Experts campaign	\$221,715	\$481,103	\$702,818
2021–22	TAC	Vehicle Safety Campaign	The TAC is in the process of developing an integrated marketing and communications vehicle safety campaign, with a specific focus on raising awareness of and demonstrating the life-saving benefits of active safety features. The campaign's core objective is to elevate a vehicle's active safety to the top of the consideration list for those looking to purchase a new or used car.	\$106,878	\$187,452	\$294,330
2021–22	TAC	Young Drivers 'Dangers of night time driving'	First year probationary drivers (P1 drivers) are seven times more likely than fully licenced drivers to be involved in a fatal or serious injury crash when driving at night. Furthermore, when they first start driving, they are 20 times more likely to crash. Our 'Young drivers – Dangers of night time driving' campaign supports the legislated increase from 10 to 20 night-time driving hours required of learner drivers before receiving their probationary licence. It aimed to reach parents via catch-up TV, radio, small format OOH, digital activity, social media and a direct mail-out letter but was placed on hold following COVID lockdowns	\$72,080	\$55,339	\$127,419
2021–22	Victoria Police	Police Assistance Line and Online Reporting (PAL and OLR)	Advertising communication and marketing activities for the promotion of the Police Assistance Line and Online Reporting services.	\$2,900,000	\$391,000	\$3,291,000
2021–22	Victoria Police	Police Recruitment	Advertising, communication and marketing activities for the recruitment of police.	\$300,000	\$312,000	\$612,000
2021–22	Visit Victoria	Visit Victoria	Visit Victoria is not required to report its campaign advertising spend in their annual reports. We used data available from Victorian Government Advertising Reports published by Department of Premier and Cabinet. These figures include all paid campaign advertising undertaken via the government's MAMS contract.	\$13,828,545	\$0	\$13,828,545
2022–23	DE	Active Schools 'Get Your Move On'	The campaign aimed to increase the number of young Victorians participating in physical activity, by encouraging them to do 15 minutes of physical activity 4 times a day.	\$777,728	\$58,376	\$836,104
2022–23	DE	Best Start, Best Life – public awareness and enrolment including Three-Year-Old Kindergarten	The campaign aimed to inform families of the state-wide availability of Free Kinder for Three- and Four-Year-Old Kindergarten and encourage families to enrol their children in 2023 and 2024 programs. The campaign promoted future elements of the \$14 billion Best Start, Best Life reforms including the transition to Pre-Prep and establishment of 50 Victorian Government owned and operated early learning centres.	\$2,010,376	\$444,082	\$2,454,458
2022–23	DE	Early childhood education – workforce recruitment	The campaign promoted early childhood teaching as a career, highlighting financial supports for studying, and financial incentives and supports available to early childhood professionals. The campaign covered Victoria, interstate and New Zealand.	\$4,736,598	\$523,990	\$5,260,588
2022–23	DE	Kinder Tick (kindergarten brand)	The campaign aimed to inform families about the Kinder Tick and encouraged families to enrol in Victorian Government-funded and approved kindergarten programs.	\$851,250	\$95,891	\$947,141
2022–23	DE	Many Talents One VCE	The campaign aimed to inform students and their parents about the changes to the VCE and introduction of the VCE Vocational Major (VCE VM) and Victorian Pathways Certificate.	\$1,228,596	\$490,890	\$1,719,486
2022–23	DE	Teach the Future – Teacher Recruitment Campaign	This campaign aimed to improve perceptions of the teaching profession and increase enrolments in teaching qualifications across Victoria, ultimately to increase the pipeline of teachers entering Victorian public schools.	\$1,339,404	\$753,006	\$2,092,410
2022–23	DEECA	'Save with solar' advertising campaign	The 'Save with Solar' campaign was aimed at increasing consumer access to affordable energy and help households switch to using cheaper, cleaner energy in the home. The advertising campaign ran from 28 August 2022 to 30 June 2023 and promoted rebates and interest-free loans available under the Victorian Government's Solar Homes and Solar for Business programs for the installation of solar panels, batteries and energy-efficient hot water systems at Victorian homes, rental properties and businesses. The campaign was highly targeted and utilised a range of channels, including cinema, television, radio, print media, social media and online.	\$1,497,614	\$442,479	\$1,940,093

2022–23	DEECA	Round 3 \$250 Power Saving Bonus	The \$250 Power Saving Bonus program was designed to help ease cost of living pressures and encourage Victorians to compare their household energy prices and save money. In 2022–23, the third and fourth rounds of the \$250 Power Saving Bonus were delivered. The third round of the program ran from 1 July 2022 until 23 March 2023 and the fourth round commenced on 24 March 2023 and is scheduled to run until 31 August 2023. Two advertising campaigns were delivered to increase community awareness of each round and encourage Victorian households to apply. The campaigns also aimed to create awareness of the Victorian Energy Compare comparison tool, which has the capacity to save consumers money on their energy bills, on an ongoing basis.	\$1,623,858	\$104,093	\$1,727,951
2022–23	DEECA	Round 4 \$250 Power Saving Bonus		\$1,000,000	\$128,260	\$1,128,260
2022–23	DFFH	Go where you're needed	Child Protection workforce recruitment campaign.	\$99,784	\$0	\$99,784
2022–23	DFFH	Jobs That Matter – Phase 1	Community services sector workforce recruitment campaign.	\$846,007	\$195,561	\$1,041,568
2022–23	DFFH	Jobs That Matter – Phase 2	Community services sector workforce recruitment campaign.	\$990,304	\$87,240	\$1,077,544
2022–23	DH	COVID – Third Dose	Encourages Victorians to receive their third COVID vaccine. Evidence indicates vaccine effectiveness decreases over time, increasing the risk of rising cases and hospitalisations. The evolving variants make it crucial to get the booster vaccine as soon as a person is eligible.	\$143,920	\$0	\$143,920
2022–23	DH	COVID – Vaccines 5–11	Motivates parents to get their children vaccinated against COVID as quickly as possible.	\$153,202	\$0	\$153,202
2022–23	DH	Healthcare Recruitment – International Campaign	Highlights Victoria as an attractive destination for overseas healthcare professionals to live and work. It encourages them to consider relocating and becoming part of the Victorian community.	\$2,140,000	\$1,034,793	\$3,174,793
2022–23	DH	Healthcare Recruitment – National Campaign	Ongoing initiative aimed at motivating healthcare workers and students to consider rewarding careers in midwifery and nursing in Victoria.	\$2,037,874	\$500,000	\$2,537,874
2022–23	DH	Managing COVID at Home	Reassures Victorians that if they get COVID, most people can safely manage their symptoms at home or with help from a doctor.	\$1,159,492	\$79,073	\$1,238,565
2022–23	DH	Mental Health Recruitment – International Campaign	Highlights Victoria as an appealing destination for overseas healthcare and mental health professionals to reside and practise. It urges them to consider relocating and becoming part of the Victorian community.	\$1,200,000	\$1,025,806	\$2,225,806
2022–23	DH	Save 000 (Save Triple Zero) for Emergencies	Educates the Victorian public about the importance of saving 000 for emergencies only and raises awareness of alternative health services that are available for non-emergencies.	\$2,558,270	\$338	\$2,558,608
2022–23	DH	Stay Well this Summer	Educates Victorians about personal protective measures that can reduce the size and duration of the summer COVID wave.	\$602,461	\$154,794	\$757,255
2022–23	DH	Stay well this winter	Highlights the significance of the flu vaccine and maintaining up-to-date COVID vaccinations, and promotes awareness that both vaccinations can be received at the same time.	\$848,711	\$125,000	\$973,711
2022–23	DH	Survive the Heat	Aims to reduce the health impacts of extreme heat on the Victorian community, Ambulance Victoria and health services. It urges people to protect themselves and others during extreme heat. Advertising is scheduled during heatwaves, using the national heatwave warning system, tailored to specific weather districts.	\$152,666	\$30,000	\$182,666
2022–23	DJCS	Australian Fire Danger Rating System campaign	The Australian Fire Danger Rating System campaign aimed to create awareness and improve community understanding of the new Fire Danger Rating system that launched nationally on 1 September 2022.	\$1,340,199	\$889,695	\$2,229,894
2022–23	DJCS	Victorian Fire Season Campaign	The Victorian Fire Season 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.	\$5,083,119	\$1,555,784	\$6,638,903
2022–23	DJCS	Water Safety Campaign	The annual Water Safety Campaign plays a key role in making water safety a priority over summer and in reducing the number of drowning incidents (fatal and non-fatal) in Victoria. The campaign is guided by Life Saving Victoria's Aquatic Injury Prevention Agenda which identifies key focus areas for attention as well as any ongoing priorities for aquatic injury prevention.	\$851,016	\$308,049	\$1,159,065
2022–23	DJCS	Youth Justice Brand Recruitment Campaign	Youth Justice Brand Recruitment Campaign: The Youth Justice Brand Recruitment campaign was developed to attract and encourage consideration of careers in youth justice and generate a positive understanding of custodial opportunities within youth justice facilities.	\$278,214	\$0	\$278,214
2022–23	DJSIR	Digital Jobs – Your Time is Now	This campaign supported the Digital Jobs program, which aims to build the state's digital workforce by training and upskilling mid-career Victorians – supporting 5,000 mid-career Victorians to complete a six-month program of training and industry placements. The campaign established a positive perception of Victoria as the pioneer of mid-career digital upskilling, while driving participation in the program. It increased enrolments across a diverse range of candidates from metropolitan and regional Victoria, including 50% women.	\$280,846	\$102,500	\$383,346
2022–23	DJSIR	Free TAFE For Lots of Jobs	This multichannel campaign promoted awareness of free TAFE courses and priority study pathways that lead to rewarding careers. It boosted enrolments across the TAFE and dual sector training organisations offering free TAFE courses. It included communications and content to help improve perceptions of TAFE as a choice for school leavers, job seekers and career changers, and to drive TAFE enrolments in Victoria. This campaign was delivered by the Department of Education up to 31 December 2022.	\$1,190	\$1,290,987	\$1,292,177
2022–23	DJSIR	Jobs Vic Backing You	This multi-phased campaign increased awareness of and engagement with Jobs Victoria's services, including providing information, advice, and support to help job-seekers prepare for and obtain employment and connecting Victorian businesses with job-ready candidates in their local area.	\$1,282,366	\$738,642	\$2,021,008
2022–23	DJSIR	Study Melbourne Always On	This 'always on' campaign was built on organic social media content in key offshore and onshore markets to provide existing, potential, and current students with relevant information at each stage of the student journey. The campaign encouraged students to consider Melbourne as their preferred Australian city to study and provided enrolled students with the information needed for a positive experience living and working in Victoria. Search engine marketing was included to ensure Melbourne was considered when students and their influencers were researching study destinations, driving traffic to Study Melbourne's website.	\$280,846	\$0	\$280,846
2022–23	DJSIR	Study Melbourne International Brand	This multi-phased campaign promoted key benefits of studying and living in Melbourne and created awareness of Study Melbourne as a source of destination, event, connection, and support information for newly arrived students. The Only in Melbourne brand campaign was launched in China and India to drive and re-build consideration of Victoria's world-class education offering to potential students and influencers.	\$200,000	\$450,000	\$650,000
2022–23	DJSIR	Transforming Small Business	This campaign increased awareness and uptake of Business Victoria's initiatives to support and accelerate small business growth. The campaign aligned with the Victorian Government's objectives of creating more jobs for more people, building thriving places and regions, and supporting inclusive communities, while also enabling small businesses transformation.	\$254,308	\$10,219	\$264,527
2022–23	DJSIR	Victorian Sick Pay Guarantee – The Cover You Need to Recover	This integrated multichannel campaign increased awareness and engagement with the Sick Pay Guarantee program, driving significant traffic to the website to check eligibility criteria and sign up via the Service Victoria app. The campaign targeted casual and contract workers in eligible occupations who do not have access to sick or carer's leave and employers of casual and contract workers in Victoria. Marketing activity included targeted communications to young people, multicultural communities, and Aboriginal Victorians.	\$1,769,617	\$382,475	\$2,152,092
2022–23	DPC	Building Equality	An awareness campaign to promote the government's Building Equality Policy.	\$186,000	\$0	\$186,000
2022–23	DPC	COVID-19 Winter 2022 campaign	Campaign encouraging Victorians to adopt behaviours to protect themselves and more vulnerable members of the community from infectious disease over winter.	\$1,285,000	\$133,000	\$1,418,000
2022–23	DPC	Gig Worker Support Service	Awareness campaign to promote the launch of the Gig Worker Support Service, which provides information and advice to gig workers, as well as referrals to other services to resolve disputes.	\$348,000	\$125,000	\$473,000
2022–23	DTF	Victorian Homebuyer Fund		\$798,000	\$104,113	\$902,113
2022–23	DTP	Level Crossing Removal Project disruptions campaign	Inform Victorians about disruptions due to the Level Crossing Removal Project (LXRP) and encourage travellers to plan ahead and avoid delays.	\$1,610,731	\$141,135	\$1,751,866

2022–23	DTP	Network Optimisation / Network Recovery	Boost public transport patronage with the Let's Go campaign. Key phases: Let's Go a Different Way (15 to 30 July 2022 and 25 September to 30 October 2022), Let's Go Summer (2 December 2022 to 12 February 2023) and Let's Go activations (10 January to 30 June 2023).	\$563,376	\$1,077,091	\$1,640,467
2022–23	DTP	Network Readiness / Regional Fare Cap	Promote change in government fare policy providing capped fares for regional travel.	\$407,165	\$10,631	\$417,796
2022–23	DTP	Network Readiness / West Gate Bridge Works	Communicate timetable changes, service changes, planned disruptions and special event services.	\$211,495	\$65,446	\$276,941
2022–23	DTP	Network Safety – Car-Transport interactions	Address risky motorist behaviour around level crossings through targeted campaigns: Stop on Red Signal (16 December 2022 to 27 January 2023), Keep Tracks Clear (30 January to 17 March 2023), Obey the Stop Signs (26 September to 28 October 2022), and Trams Stops You Stop (15 September to 26 October 2022).	\$620,647	\$177,313	\$797,960
2022–23	DTP	Network Safety – On network safety	Unify operator messaging around preventing unsafe passenger behaviours including slips, trips and falls on escalators (in market: 19 March to 29 April 2023) and transport worker safety (in market in 2023/24).	\$121,854	\$286,686	\$408,540
2022–23	DTP	Network Safety – Road Rules	Supporting road policy changes and driver education on road rules, including changes in laws relating to distracted drivers and mobile use while driving.	\$150,449	\$1,950	\$152,399
2022–23	DTP	Network Safety Safety You Can See	Promote safety features on the public transport (PT) network, particularly during evening travel, and supporting the Victoria Police STOPIT sexual harassment reporting tool.	\$199,573	\$64,110	\$263,683
2022–23	DTP	North East Link Program disruptions campaign	Inform Victorians about disruptions due to the North East Link Program (NELP) and encourage travellers to plan ahead and avoid delays.	\$233,743	\$18,171	\$251,914
2022–23	DTP	Rail Projects Victoria Disruptions Campaign / Metro Tunnel Project	Inform Victorians about disruptions due to Metro Tunnel works and encourage travellers to plan ahead and avoid delays.	\$335,324	\$19,710	\$355,034
2022–23	DTP	Rail Projects Victoria Disruptions Campaign / Sunbury Line Upgrade	Inform Victorians about disruptions due to the Regional Rail Revival and Sunbury Line Upgrade and encourage travellers to plan ahead and avoid delays.	\$348,478	\$24,391	\$372,869
2022–23	DTP	Sales & Marketing for Development of Victoria's five major developments	Promote Development Victoria's residential projects, showcase target market lifestyles, and drive sales. Align with Development Victoria Corporate Plan revenue goals.	\$384,709	\$408,794	\$793,503
2022–23	DTP	Victoria's Big Build overarching disruptions campaign	Inform Victorians about disruptions and encourage travellers to plan ahead and avoid delays. Deliver press and search advertising for all Victoria's Big Build projects.	\$2,762,182	\$704,999	\$3,467,181
2022–23	DTP	West Gate Tunnel Project disruptions campaign	Inform Victorians about disruptions due to the West Gate Tunnel Project (WGTP) and encourage travellers to plan ahead and avoid delays.	\$730,284	\$109,171	\$839,455
2022–23	TAC	Always on Enforcement	The film component of the 'Always On' Enforcement campaign forms part of the integrated campaign that has been in market for the past 12 months. There will be six films developed, five targeting the high risk behaviours of speeding, drinkdriving, drug driving, distracted driving and non-use of seatbelts, as well as one generic enforcement version. The films will be used across TV and digital video platforms.		\$1,798,933	\$1,798,933
2022–23	TAC	Always on Enforcement 'Anywhere. Anytime. Anyone.'	With one in three (32%) Victorians believing they can get away with dangerous driving, and regular offenders believing they have strategies to avoid getting caught by police, the 'Always On' Enforcement campaign aimed to increase the perceived risk of getting caught by police to deter dangerous driver behaviour. This campaign was designed to run across various media channels (including billboards, regional press, radio, digital) throughout the year to create the perception that any non-compliant driver can be caught anywhere at any time. The five high-risk behaviours targeted in this campaign were speeding, drinkdriving, drug driving, distracted driving and non-use of seatbelts.	\$374,828	\$1,843,112	\$2,217,940
2022–23	TAC	Always on Media Partnership	Year-round media partnerships across TV, radio, digital and CALD channels to support road safety and enforcement messaging.	\$7,000,000	\$7,396	\$7,007,396
2022–23	TAC	Drink Drive	While road trauma from drink driving has decreased after strong enforcement and public education campaigns, alcohol remains the most represented drug in fatally injured drivers when compared to all substances that are subject to roadside testing. The aim of this campaign is to reframe safe driving behaviour around alcohol from the 0.05 reference point to complete separation so as to reduce fatalities and serious injuries on our roads.		\$1,599,586	\$1,599,586
2022–23	TAC	Fatigue	The new campaign educates Victorian drivers about the increased crash risk associated with driving while fatigued and shares new information about the amount of sleep a driver requires before getting behind the wheel.		\$770,252	\$770,252
2022–23	TAC	Holiday Enforcement 'The Lucky Ones Get Caught'	This campaign supported police enforcement on our roads while reminding all road users to remain vigilant because the consequences of not doing so can be devastating. The aim was to heighten awareness of police enforcement over the summer holidays to encourage safer driving, and subsequently lead to the prevention of road trauma. The perception by drivers that they face a high risk of being caught by police for any traffic offence is the strongest motivator for behavioural change in road safety. This campaign primarily accessed the media channels and buy as part of Always on Media Partnerships.	\$55,002	\$903,214	\$958,216
2022–23	TAC	Mobile Phone and Seatbelt Detection Cameras 'Phone down. Buckle Up' – Phase 2	This TAC campaign played a pivotal role in supporting the introduction of the new Mobile Phone and Seatbelt Detection Cameras by informing the Victorian community as to when the new cameras would commence operation, and the penalties that will apply.	\$198,224	\$298,851	\$497,075
2022–23	TAC	Motorcycle Safety 'Only Protected for a Moment'	Motorcycle riders have 38 times the risk of death or serious injury in a road crash, regardless of fault. This motorcycle safety campaign aimed to play a pivotal role in motivating riders to wear their protective clothing on every ride, thereby reducing the severity of motorcycle related road trauma.	\$1,020,562	\$171,211	\$1,191,773
2022–23	TAC	Out of Home (OOH) Media Partnerships	Outdoor billboard advertising to deliver road safety messages to drivers during travel.	\$5,000,000	\$335,320	\$5,335,320
2022–23	TAC	Search Engine Marketing (SEM)	Google search marketing partnership targeting Victorian road users seeking vehicle, road rules, and road safety information.	\$500,000	\$0	\$500,000
2022–23	TAC	Sport Media Partnerships	Partnerships with AFL, Cricket and other sporting platforms to target at-risk audiences with road safety messages.	\$990,080	\$0	\$990,080
2022–23	TAC	Vehicle Safety 'Find a safer car for any budget'	The aim of this campaign was to raise the level of understanding of vehicle safety and advanced active safety features in new and used cars. Ultimately, the TAC is seeking to influence Victorians to prioritise safety features over other vehicle aspects when selecting a new or used car. It educates and encourages drivers to find the safest vehicle in their budget by visiting howsafeisyourcar.com.au	\$949,923	\$456,307	\$1,406,230
2022–23	TAC	Young Drivers 'Dangers of night time driving'	Probationary drivers in their first year of driving (P1 drivers) are seven times more likely than fully licensed drivers to be involved in a fatal or serious injury crash when driving at night. Furthermore, when they start driving, P1 drivers are 20 times more likely to crash than fully licensed drivers. This campaign was designed to support the legislated increase from 10 to 20 night-time driving hours required of learner drivers before receiving their probationary licence. The campaign aimed to reach parents of learner drivers, encouraging parents to discuss the dangers of driving at night before their learner becomes a P1 driver.	\$249,658	\$12,978	\$262,636
2022–23	Victoria Police	Police Assistance Line and Online Reporting	Advertising, communication and marketing activities for the promotion of the two online services.	\$2,550,000	\$412,000	\$2,962,000
2022–23	Victoria Police	Police Recruitment	Advertising, communication and marketing activities for the recruitment of police.	\$3,100,000	\$1,822,000	\$4,922,000
2022–23	Victoria Police	Unwanted sexual behaviour on public transport (STOPIT)	Advertising, communication and marketing activities for the promotion of the STOPIT service.	\$490,000	\$131,000	\$621,000
2022–23	Visit Victoria	Visit Victoria	Visit Victoria is not required to report its campaign advertising spend in their annual reports. We used data available from Victorian Government Advertising Reports published by Department of Premier and Cabinet. These figures include all paid campaign advertising undertaken via the government's MAMS contract.	\$15,123,707	\$0	\$15,123,707
2023–24	DE	Early childhood workforce recruitment – long-term pipeline	This campaign aimed to attract new workforce to the Victorian early childhood education sector by promoting career opportunities to prospective teachers and educators. The campaign promoted teaching scholarships and informed audiences about qualification pathways.	\$1,000,000	\$448,000	\$1,448,000

2023–24	DE	Early childhood workforce recruitment – qualified	This campaign aimed to recruit qualified workforce to the Victorian early childhood education sector by promoting financial incentives to work in high-priority services or rejoin the sector. It promoted relocation incentives and support, as well as professional transition support.	\$1,180,000	\$61,000	\$1,241,000
2023–24	DE	Early childhood workforce recruitment – qualified (international)	This campaign aimed to recruit qualified workforce from New Zealand to the Victorian early childhood education sector. The campaign targeted both qualified teachers and educators. It promoted financial incentives, relocation support, available positions and support from recruitment agencies.	\$300,000	\$133,000	\$433,000
2023–24	DE	Kinder Awareness	This campaign aimed to raise awareness and enrolment in Three- and Four-Year-Old Kindergarten. It also aimed to maintain strong enrolment among Koorie families, and increase enrolment among families from CALD families and families in low-participation areas.	\$993,000	\$505,000	\$1,498,000
2023–24	DE	Kinder Tick	This campaign aimed to inform families about the Kinder Tick initiative and encouraged families to enrol in Victorian Government funded and approved kindergarten programs. The campaign helped families identify kindergarten programs in both long daycare and standalone (sessional) kindergarten settings.	\$152,000	\$142,000	\$294,000
2023–24	DE	Pre-Prep	This campaign aimed to introduce Pre-Prep to families in the initial rollout areas. Families in 6 local government areas will have access to Pre-Prep in 2025. Through localised, geo-targeted activity, the campaign sought to raise awareness and enrolment.	\$140,000	\$199,000	\$339,000
2023–24	DE	Senior Secondary Pathways Reform (VCE Reforms)	This campaign informed students and their parents about the changes to the VCE. The campaign challenged perceptions of vocational education by highlighting the benefits of the new VCE VM and VET studies, and encouraged students to follow their passions.	\$750,000	\$1,202,000	\$1,952,000
2023–24	DE	Teacher Recruitment Campaign (Teach the Future)	This campaign increased positive perceptions of the teaching industry and encouraged more people to study and become a teacher within a Victorian government school.	\$1,118,000	\$712,000	\$1,830,000
2023–24	DEECA	'Save with solar' advertising campaign	The 'Save with Solar' advertising campaign was aimed at increasing consumer access to affordable energy and helping households switch to cheaper, cleaner energy in the home. The advertising campaign ran from 4 July 2023 to 30 June 2024 promoting rebates and interest-free loans available under the Victorian Government's Solar Homes Program for the installation of solar panels, batteries and energy-efficient hot water systems at Victorian homes and rental properties. The campaign was a continuation of earlier activity in 2022–23 and utilised a range of channels, including cinema, radio, print media, online and social media.	\$600,000	\$50,730	\$650,730
2023–24	DFFH	Change Your Reactions Phase 2	Autism awareness campaign.	\$142,361	\$84,829	\$227,190
2023–24	DFFH	Fostering Connections Campaign	Foster care recruitment.	\$496,798	\$122,265	\$619,063
2023–24	DFFH	Go Where You're Needed Campaign Phase 3	Child Protection workforce recruitment campaign.	\$266,450	\$0	\$266,450
2023–24	DFFH	Go Where You're Needed Campaign Phase 4	Child Protection workforce recruitment campaign.	\$226,910	\$0	\$226,910
2023–24	DFFH	Jobs that Matter Campaign Phase 3	Community services sector workforce recruitment campaign.	\$733,503	\$70,073	\$803,576
2023–24	DFFH	Jobs that Matter Campaign Phase 4	Community services sector workforce recruitment campaign.	\$648,832	\$76,172	\$725,004
2023–24	DH	Mental Health and Wellbeing Locals Awareness	Drive localised awareness and uptake of mental health and wellbeing locals (Tranche 1 locations).	\$212,261	\$119,309	\$331,570
2023–24	DH	Mental Health Workforce Attraction and Retention (Domestic only) – Jobs that Matter	Attract local and interstate workers to take up career opportunities in Victoria's mental health system.	\$893,156	\$468,600	\$1,361,756
2023–24	DH	Public Fertility Care – Egg and Sperm Bank	Drive egg and sperm donations for Victoria's Public Fertility Care service, providing greater accessibility and availability for Victorians aspiring to start a family.	\$217,021	\$159,853	\$376,873
2023–24	DH	Save 000 (Save Triple Zero) for Emergencies	Educate the Victorian public of the importance of saving 000 for emergencies only and raise awareness of alternative health services that are available for non-emergencies.	\$649,816	\$0	\$649,816
2023–24	DH	Stay well this winter	Highlight the significance of the flu vaccine and of maintaining up-to-date COVID vaccinations, and promote awareness that both vaccinations can be received at the same time.	\$147,850	\$49,229	\$197,079
2023–24	DH	Workforce Attraction and Retention (Healthcare Worker) – South Australia	Attract interstate nursing and midwifery practitioners to apply for roles within the state's healthcare system and relocate to Victoria.	\$159,203	\$45,436	\$204,639
2023–24	DJCS	Corrections Victoria Brand Recruitment Campaign	The Corrections Victoria Brand Recruitment campaign was developed to celebrate the vital work of Victorian prison officers, attract new recruits and promote the wide range of career opportunities.	\$523,000	\$1,046,000	\$1,569,000
2023–24	DJCS	Victorian Fire Season Campaign	The Victorian Fire Season 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.	\$4,513,000	\$3,279,000	\$7,792,000
2023–24	DJCS	Water Safety Campaign	The annual Water Safety Campaign plays a key role in making water safety a priority over summer and in reducing the number of drowning incidents (fatal and non-fatal) in Victoria. The campaign is guided by Life Saving Victoria's (LSV) Aquatic Injury Prevention Agenda (AIPA) which identifies key focus areas for attention as well as any ongoing priorities for aquatic injury prevention.	\$733,000	\$266,000	\$999,000
2023–24	DJCS	Youth Justice Brand Recruitment Campaign	The Youth Justice Brand Recruitment campaign was developed to attract and encourage consideration of careers in youth justice and generate a positive understanding of custodial opportunities within youth justice facilities.	\$136,000	\$0	\$136,000
2023–24	DJSIR	Learn Local brand awareness	This campaign aimed to increase awareness of Learn Local as an adult education provider. Learn Local plays a critical role in the state's post-secondary education and training system, supporting priority learners (people who are not engaged in study and/or who are un/under-employed) who need to develop core skills for life, study or work.	\$751,802	\$572,632	\$1,324,434
2023–24	DJSIR	Study Melbourne Always On	This 'always on' campaign was built on boosted organic social media content in key offshore and onshore markets. The campaign encouraged students to consider Melbourne as their preferred Australian city to study and provided enrolled students with the information needed for a positive experience living and working in Victoria.	\$344,673	\$2,500	\$347,173
2023–24	DJSIR	Study Melbourne International Brand	This multi-year offshore campaign promoted key benefits of studying and living in Melbourne to prospective students and their influencers. Initially launched in China and India, the campaign was then extended into 5 additional key markets to position Melbourne as a preferred study destination.	\$624,600	\$174,300	\$798,900
2023–24	DJSIR	TAFE – Culturally and Linguistically Diverse (CALD) only campaign	This in-language campaign communicated the benefits of TAFE to 'career changers' and 'up-skillers', specifically to encourage TAFE consideration and enrolment amongst key CALD communities.	\$182,612	\$54,099	\$236,711
2023–24	DTP	Development Victoria / Campaign Series	This campaign series was designed to create awareness of Development Victoria's residential projects currently selling in market. Also to prompt the target market to take action and contact a sales consultant or visit the projects sale centre for more information and to purchase. The campaigns support the residential sales and generate revenue for the Housing Group as set out in the Development Victoria Corporate Plan.	\$339,668	\$540,295	\$879,963
2023–24	DTP	Disruptions Campaign / Level Crossing Removal Project	The disruption campaign seeks to inform Victorians about disruptions happening as a result of the Level Crossing Removal Project and encourage travellers to make behavioural changes to plan ahead and avoid delays.	\$915,817	\$63,893	\$979,710
2023–24	DTP	Disruptions Campaign / Major Road Projects Victoria(North East Link)	The disruption campaign seeks to inform Victorians about disruptions happening as a result of the North East Link and West Gate Tunnel projects and encourage travellers to make behavioural changes to plan ahead and avoid delays	\$233,751	\$52,238	\$285,989
2023–24	DTP	Disruptions Campaign / Major Road Projects Victoria(West Gate Tunnel Project)	The disruption campaign seeks to inform Victorians about disruptions happening as a result of the West Gate Tunnel Project and encourage travellers to make behavioural changes to plan ahead and avoid delays.	\$504,622	\$101,484	\$606,106

2023–24	DTP	Disruptions Campaign / Metro Tunnel Project	The disruption campaign seeks to inform Victorians about disruptions happening as a result of the Metro Tunnel Project and encourage travellers to make behavioural changes to plan ahead and avoid delays.	\$469,660	\$30,778	\$500,438
2023–24	DTP	Disruptions Campaign / Victoria's Big Build Over-arching	The disruption campaign seeks to communicate the coordinated nature of Victoria's Big Build, inform Victorians about disruptions happening across the State and encourage travellers to make behavioural changes to plan ahead and avoid delays.	\$1,423,362	\$840,615	\$2,263,977
2023–24	DTP	Network Disruptions / West Gate Bridge Works	Communication for annual works program and road closures on the West Gate Bridge.	\$142,754	\$0	\$142,754
2023–24	DTP	Network Readiness / myki and Ticketing Education	Always-on messaging to raise awareness of ticketing features (including instant top up, balance transfers and registration, International Student Travel Pass), weekend and regional fare caps plus fare changes	\$301,561	\$418,353	\$719,914
2023–24	DTP	Network Safety / Car – Transport Interactions	Ongoing campaigns addressing dangerous motorist risk-taking behaviour around level crossings and public transport including level crossing safety and keeping tracks clear plus driving with trams and buses.	\$524,268	\$419,287	\$943,555
2023–24	DTP	Network Safety / Pedes- train Safety	Addressing dangerous pedestrian behaviour near public transport and roads.	\$106,872	\$258,784	\$365,656
2023–24	DTP	Network Safety / Transport Worker Safety	Decreasing incidents of harassment and assault toward frontline public transport staff.	\$145,740	\$79,336	\$225,076
2023–24	DTP	Network Support / Plan- ning and Precincts	Encouraging public participation in the development of Plan for Victoria.	\$283,439	\$212,103	\$495,542
2023–24	TAC	Always On' Enforcement 'Anywhere. Anytime. Anyone.	With one in three (32%) Victorians believing they can get away with dangerous driving, and regular offenders believing they have strategies to avoid getting caught by police, the 'Always On' Enforcement campaign aimed to deter dangerous driver behaviour by increasing the perceived risk of getting caught by police. The cam- paign ran across various media channels throughout the year, including billboards, regional press, radio, digital, to create the perception that non-compliant drivers can be caught anywhere and at any time. The five high-risk behaviours targeted in this campaign were speeding, drink driving, drug driving, distracted driving and non-use of seatbelts.		\$1,442,416	\$1,442,416
2023–24	TAC	Drink Drive	Alcohol is the most represented drug in fatally injured drivers when compared to all substances that are subject to roadside testing. The aim of this campaign was to re- frame safe drinking and driving behaviour from a 0.05 reference point to complete separation to further reduce fatalities and serious injuries on our roads.	\$686,756	\$89,885	\$776,641
2023–24	TAC	Fatigue	This new campaign educated Victorian drivers about the increased crash risk as- sociated with driving while fatigued, and shared new research about the minimum amount of sleep a driver needs to drive safely.	\$700,000	\$1,627,095	\$2,327,095
2023–24	TAC	FY24 Media Partnership	This annual media partnership kept road safety top of mind for all Victorians year- round by supporting campaign and enforcement activities throughout the year, and using various media outlets (including TV, radio, digital, targeted CALD channels and so on). The partnership offered us opportunities to target audiences and tailor messages for increased relevancy, such as through road trauma hot spot data.	\$0	\$12,422,508	\$12,422,508
2023–24	TAC	FY24 Sport Media Part- nerships	The Sport Media Partnership helped us effectively and efficiently target at-risk male audiences via some of the largest sporting platforms in Victoria (such as AFL and Cricket). In particular, it allowed us to tactically share road safety messages and support specific campaigns addressing unsafe driver behaviour.	\$0	\$1,594,174	\$1,594,174
2023–24	TAC	Mobile Phone and Seatbelt Detection Cameras' Phone down.Buckle Up' – Phase 3	The campaign was designed to inform the Victorian public about the introduction of new mobile phone and seatbelt detection camera technology. The third and final phase of the campaign informed Victorians that penalties would apply for non-compliance at the conclusion of a three-month warning period.	\$107,459	\$541	\$108,000
2023–24	TAC	Motorcycle Safety 'Only Protected for a Moment' Re-Run	Motorcycle riders have 38 times the risk of death or serious injury in a road crash, regardless of fault. This motorcycle safety campaign aimed to motivate riders to wear their protective clothing on every ride, thereby reducing the severity of motor- cycle-related road trauma.	\$292,780	\$138,976	\$431,756
2023–24	TAC	Pictures of You	This campaign is designed to remind all Victorians that enforcement technology is there to catch offending road users and keep all road users safe. By using real life stories, the campaign aims to make an emotional appeal to Victorians, gaining their attention and asking them to change their behaviour on our roads to avoid death and serious injury.		\$269,366	\$269,366
2023–24	TAC	Search Engine Marketing (SEM)	The Search Engine Marketing (SEM) Partnership allows us to target and intercept risky driving behaviours via Google year-round as Victorian road users look for online information about driving behaviours, vehicle safety, road rules and the TAC. The partnership utilises an ongoing program of search marketing/Google AdWords activity for key road safety issues and directs users to the TAC website for further information.	\$0	\$644,420	\$644,420
2023–24	Victoria Police	Police Assistance Line and Online Reporting	Advertising, communication and marketing activities for the promotion of the Police Assistance Line and Online Reporting service.	\$2,200,000	\$279,000	\$2,479,000
2023–24	Victoria Police	Police Recruitment	Advertising, communication and marketing activities for the recruitment of police.	\$3,600,000	\$2,009,000	\$5,609,000
2023–24	Visit Victoria	Visit Victoria	Visit Victoria is not required to report its campaign advertising spend in their an- nual reports. We used data available from Victorian Government Advertising Re- ports published by Department of Premier and Cabinet. These figures include all paid campaign advertising undertaken via the government's MAMS contract.	\$12,859,868	\$0	\$12,859,868
2024–25	DE	Early Childhood Workforce Recruitment – Pipeline	This campaign aimed to attract a new workforce to the Victorian early childhood education sector by promoting career opportunities to prospective teachers and educators. The campaign promoted teaching scholarships and informed audiences about qualification pathways.	\$1,798,000	\$389,000	\$2,187,000
2024–25	DE	Early childhood workforce recruitment – qualified (international)	This campaign aimed to recruit a qualified workforce from New Zealand to the Victorian early childhood education sector. The campaign targeted both qualified teachers and educators. It promoted financial incentives, relocation support, avail- able positions and support from recruitment agencies.	\$748,000	\$89,000	\$837,000
2024–25	DE	Early Childhood Workforce Recruitment – Qualified (Interstate)	This campaign aimed to recruit qualified workforce from interstate to the Victorian early childhood education sector. The campaign targeted both qualified teachers and educators. It promoted financial incentives, relocation support, available po- sitions and support from recruitment agencies.	\$698,000	\$16,000	\$714,000
2024–25	DE	Early Childhood Workforce Recruitment – Qualified (Victoria)	This campaign aimed to recruit qualified workforce to the Victorian early childhood education sector by promoting financial incentives to work in high-priority services or rejoin the sector. It promoted relocation incentives and support, as well as professional transition support.	\$1,197,000	\$349,000	\$1,546,000
2024–25	DE	ELV Recruitment	This campaign leveraged statewide industry channels combined with geo-targeting to attract qualified early childhood professionals to work at the new ELV centres. The campaign promoted the benefits of working in government-run early learning and childcare centres, focusing on centres operational in 2025 and 2026.	\$84,000	\$15,000	\$99,000
2024–25	DE	Kinder Awareness	This campaign aimed to raise awareness of the availability of Free Kinder for Three- and Four-Year-Old Kindergarten and promote the benefits of 2 years of kin- dergarten. It also aimed to maintain strong enrolment among families from CALD backgrounds and increase enrolments in low-participation areas.	\$1,599,000	\$744,000	\$2,343,000
2024–25	DE	Kinder Tick	This campaign aimed to inform families about the Kinder Tick initiative. The campaign helped families identify funded and approved kindergarten programs in both long daycare and standalone (sessional) kindergarten settings and encouraged them to enrol.	\$399,000	\$166,000	\$565,000
2024–25	DE	Pre-Prep	This geo-targeted campaign aimed to raise awareness of the additional hours of Four-Year-Old Kindergarten available through Pre-Prep. The campaign aimed to drive enrolments in local government areas eligible for Pre-Prep in 2025 and 2026.	\$799,000	\$541,000	\$1,340,000
2024–25	DE	School Saving Bonus	This campaign aimed to build awareness of the School Saving Bonus, a one-off \$400 payment to put towards uniforms, textbook and activities. The campaign targeted parents of children 4–17 years.	\$449,000	\$179,000	\$628,000
2024–25	DE	Senior Secondary Pathways Reform (VCE Reforms)	This campaign informed students and their parents about the study options for Years 11 and 12. The campaign challenged perceptions of vocational education by highlighting the benefits of the new VCE VM and VET studies and encouraged students to follow their passions.	\$800,000	\$337,000	\$1,137,000
2024–25	DE	Teacher Recruitment Cam- paign (Teach the Future)	This campaign aimed to increase positive perceptions of the teaching industry and encouraged more people to study a teaching degree and become a teacher within a Victorian government school. The campaign promoted initiatives like secondary teaching scholarships and graduate roles.	\$1,250,000	\$572,000	\$1,822,000

2024–25	DE	Teacher Recruitment campaign (Teach the Future) – International	This campaign encouraged more international teachers in Canada and South Africa to migrate and become a teacher within a Victorian government school.	\$150,000	\$0	\$150,000
2024–25	DE	Teacher Recruitment campaign (Teach the Future) – Interstate	This campaign encouraged more teachers in other Australian states to migrate and become a teacher within a Victorian government school.	\$250,000	\$0	\$250,000
2024–25	DEECA	'Put the Sun to Work' advertising campaign	Phase 1 of the 'Put the Sun to Work' advertising campaign ran from 1 September 2024 to 30 June 2025, to raise awareness of rebates and interest-free loans available under the Solar Homes Program for the installation of solar panels, batteries and energy-efficient hot water systems at Victorian homes and rental properties. The 'Put the Sun to Work' campaign was highly targeted and used a range of channels including cinema, television, radio, print media, social media and online. The campaign was supplemented by a program of events, community engagement and distribution of campaign collateral through local government and Victorian Government channels.	\$556,582	\$460,282	\$1,016,864
2024–25	DFFH	Big Housing Build	Program awareness raising campaign.	\$127,432	\$133,429	\$260,861
2024–25	DFFH	Fostering Connections	Foster care recruitment.	\$681,818	\$0	\$681,818
2024–25	DFFH	Go where you're needed	Child Protection workforce recruitment campaign.	\$175,000	\$0	\$175,000
2024–25	DFFH	The Unsaid Says a Lot	Trans and gender diverse awareness campaign.	\$124,961	\$109,923	\$234,884
2024–25	DH	Gambling Response: Easier access to support	Encourage Victorians experiencing gambling harm to access support products and Gambler's Help services.	\$614,040	\$76,779	\$690,819
2024–25	DH	Mental Health and Wellbeing Locals Campaign	Drive localised awareness and uptake of Mental Health and Wellbeing Locals.	\$690,044	\$95,404	\$785,447
2024–25	DH	Public Fertility Care Campaign	Increase awareness of Victoria's Public Fertility Care service and encouraging eligible Victorians to donate eggs or sperm.	\$377,746	\$103,450	\$481,195
2024–25	DH	Right Care, Right Time Campaign	Raise awareness of the Urgent Care Services available to Victorians for urgent but non-life-threatening healthcare, including Nurse-on-Call, Virtual Emergency Care and Urgent Care Clinics.	\$1,200,000	\$346,640	\$1,546,640
2024–25	DH	Winter Flu Vaccine Campaign	Encourage Victorians to get immunised against the flu to help reduce its spread and decrease hospitalisations, with a focus on educating about the potential seriousness of the flu.	\$179,954	\$179,158	\$359,112
2024–25	DJCS	Corrections Victoria Brand Recruitment Campaign	The campaign was developed to celebrate the vital work of Victorian prison officers, attract new recruits and promote the wide range of career opportunities in Corrections Victoria.	\$1,733,000	\$100,000	\$1,833,000
2024–25	DJCS	Tobacco Regulation Campaign	The campaign was developed to inform retailers and wholesalers who sell tobacco in Victoria that a tobacco licensing scheme will be introduced on 1 July 2025.	\$149,000	\$326,000	\$475,000
2024–25	DJCS	Victorian Fire Season Campaign	The campaign is a 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.	\$5,511,000	\$1,106,000	\$6,617,000
2024–25	DJCS	Water Safety Campaign	The campaign plays a key role in making water safety a priority over summer and in reducing the number of drowning incidents (fatal and non-fatal) in Victoria. The campaign is guided by Life Saving Victoria's Aquatic Injury Prevention Agenda which identifies key focus areas for attention as well as any ongoing priorities for aquatic injury prevention.	\$751,000	\$247,000	\$998,000
2024–25	DJSIR	Study Melbourne International	This multi-year offshore campaign promoted studying and living in Melbourne and Victoria to prospective students and their influencers. Initially launched in China and India, the campaign was then extended into 5 additional key markets to position Melbourne and Victoria as a preferred study destination.	\$899,816	\$0	\$899,816
2024–25	DPC	Opening Doors' Housing Reforms Campaign 2024–25	Campaign to increase awareness and understanding of the Victorian Government's housing reforms, and educate Victorians on how these changes directly impact them.	\$669,871	\$448,795	\$1,118,666
2024–25	DPC	Real Help, Right Now' – Cost of Living campaign 2024–25	Campaign to raise awareness of cost-of-living support available to all Victorians.	\$596,452	\$747,546	\$1,343,998
2024–25	DTP	Activity Centres Pilot	Public engagement on proposed planning changes for the 10 pilot activity centres.	\$257,584	\$163,075	\$420,659
2024–25	DTP	Disruptions/ Tram works – Victoria and Swanston Streets	Communication for drivers and public transport passengers on major tram works in the CBD.	\$177,996	\$10,724	\$188,720
2024–25	DTP	Disruptions/ West Gate Bridge Works	Communication for annual works program and road closures on the West Gate Bridge.	\$156,948	\$0	\$156,948
2024–25	DTP	Growth/ Value Fares and Revenue	Promotion of off-peak and value fares for public transport. (Note: post-campaign research to occur 2025–26).	\$165,395	\$260,771	\$426,166
2024–25	DTP	Level Crossing Removal Project Disruptions Campaign (LXRP)	The disruption campaign seeks to inform Victorians about disruptions happening as a result of the Level Crossing Removal Project. Note: these figures include Regional Rail Revival.	\$466,234	\$110,203	\$576,437
2024–25	DTP	Major Road Projects Victoria Disruptions Campaign – Big Build Roads (BBR)	The disruption campaign seeks to inform Victorians about disruptions happening as a result of the Major Roads Project portfolio of works.	\$454,980	\$67,698	\$522,678
2024–25	DTP	Major Road Projects Victoria Disruptions Campaign – North East Link Project (NELP)	The disruption campaign seeks to inform Victorians about disruptions happening as a result of the North East Link	\$641,537	\$104,197	\$745,734
2024–25	DTP	Major Road Projects Victoria Disruptions Campaign – West Gate Tunnel Project (WGTP)	The disruption campaign seeks to inform Victorians about disruptions happening as a result of the West Gate Tunnel project.	\$561,922	\$321,131	\$883,053
2024–25	DTP	Metro Tunnel Project Disruptions Campaign (MTP)	The disruption campaign seeks to inform Victorians about disruptions happening as a result of the Metro Tunnel Project.	\$1,121,357	\$136,521	\$1,257,878
2024–25	DTP	Network Safety/ Passenger Safety	Raising awareness of inappropriate behaviours and encourage reporting of unwanted sexual behaviour to VicPol's STOPIT service. (Note: post-campaign research to occur 2025–26).	\$476,703	\$352,187	\$828,890
2024–25	DTP	Network Safety/Level Crossing Safety	Ongoing campaigns addressing dangerous motorist risk-taking behaviour around level crossings.	\$256,510	\$74,454	\$330,964
2024–25	DTP	Network Safety/Road Worker Safety	Increase safety for road workers by encouraging safe driving and a display of respectful behaviours from drivers.	\$439,566	\$634,309	\$1,073,875
2024–25	DTP	Sales & Marketing/ Development Victoria's Housing portfolio	Supporting the delivery of the government's housing statement by creating awareness of Development Victoria's residential housing projects and availability of homes to purchase. Additionally, drive sales of homes and generate income to meet Development Victoria's targets.	\$613,150	\$589,733	\$1,202,883
2024–25	DTP	Ticketing/ myki and Ticketing Education	Always-on messaging to raise awareness of ticketing features including instant top up and Mobile myki. (Note: includes partnership contribution from Google Australia. Post campaign research to 2025–26).	\$202,149	\$596,076	\$798,225
2024–25	DTP	Victoria's Big Build Overarching Disruptions Campaign (VBB)	The disruption campaign seeks to communicate Victoria's Big Build, to inform Victorians about disruptions happening across the state and encourage travellers to make behavioural changes. Note: Creative development includes SRLA's VBB campaign.	\$1,306,582	\$837,067	\$2,143,649
2024–25	DTP	WGTP & MTP Opening Campaign – More Ways To Move	The Opening campaign aims to inform Victorians about the Metro Tunnel and West Gate Tunnel openings in 2025.		\$1,233,119	\$1,233,119
2024–25	TAC	Always On Enforcement "Anywhere. Anytime. Anyone." Re-run	With one in three (32%) Victorians believing they can get away with dangerous driving, and regular offenders believing they have strategies to avoid getting caught by police, the 'Always On' Enforcement campaign aimed to increase the perceived risk of getting caught by police to deter dangerous driver behaviour. This campaign ran across various media channels (including billboards, regional press, radio, digital) throughout the year to create the perception that any non-compliant driver can be caught anywhere and at any time. The five high-risk behaviours targeted in this campaign were speeding, drink driving, drugdriving, distracted driving and non-use of seatbelts.	\$0	\$684,324	\$684,324
2024–25	TAC	Country Drivers	The majority of lives lost and serious injuries in Victoria occur on high-speed regional roads. This campaign takes a long-term approach to help people understand that driving even just a few kilometres over the speed limit can have devastating consequences – especially on 100 km/h roads.	\$0	\$8,000	\$8,000

2024–25	TAC	Drink Drive Re-run	While road trauma from drink driving has decreased after strong enforcement and public education campaigns, alcohol remains the most represented drug in fatally injured drivers when compared to all substances that are subject to roadside testing. The aim of this campaign was to reframe safe driving behaviour around alcohol – from the 0.05 reference point to complete separation – so as to reduce fatalities and serious injuries on our roads.	\$0	\$151,261	\$151,261
2024–25	TAC	E-scooter safety (new)	E-scooters are an area of growing concern in the community as more vulnerable road users are being seriously injured. This campaign was intended to reframe e-scooters as serious vehicles with serious consequences, and promote safer rider behaviour. This was a new campaign and was delivered to support the introduction of permanent regulations.	\$149,720	\$889,696	\$1,039,416
2024–25	TAC	Fatigue Re-run	This campaign continued to educate Victorian drivers about the increased crash risk associated with driving while fatigued, sharing information about the amount of sleep a driver requires before getting behind the wheel.	\$0	\$147,175	\$147,175
2024–25	TAC	FY25 Media Partnership	This annual media partnership supported TAC campaigns and Victoria Police enforcement activities throughout the year, keeping road safety top of mind for all Victorians by engaging with various media outlets (including TV, radio, digital, targeted CALD channels and so on). The partnerships with media outlets offered opportunities to target audiences and allowed us to tailor messages for increased relevancy, such as through road trauma hot spot data.	\$11,384,473	\$0	\$11,384,473
2024–25	TAC	FY25 Regional Press Plan	Regional road users continue to be overrepresented in lives lost on Victorian roads. Our regional print media partnership approach allows us to work with media outlets on a yearly plan of innovative ways to engage their readers in a variety of advertising and paid content formats. Our regional press partnership also supports the government's 15% regional print media commitment.	\$1,635,000	\$0	\$1,635,000
2024–25	TAC	FY25 Sport Media Partnerships	The Sport Media Partnerships gave us an opportunity to effectively and efficiently target an at-risk male audience via some of the largest sporting platforms in Victoria (such as AFL and cricket). The partnership has allowed us to be tactical with various road safety messages and behaviours, and support specific campaign activity to deter unsafe driver behaviour.	\$1,480,527	\$0	\$1,480,527
2024–25	TAC	Holiday Enhanced Enforcement	Holiday times are meant to be a celebration but can also end poorly if the wrong choices are made on our roads. This campaign reminds drivers that Victoria Police are out in force during holiday times and using all their enforcement resources to keep the roads safe.	\$0	\$155,660	\$155,660
2024–25	TAC	Motorcycle Safety "Only Protected for a Moment" Re-run	Motorcycle riders have 38 times the risk of death or serious injury in a road crash, regardless of fault. This motorcycle safety campaign aimed to motivate riders to wear their protective clothing on every ride, thereby reducing the severity of motorcycle-related road trauma.	\$0	\$26,601	\$26,601
2024–25	TAC	Pictures of You (camera enforcement)	This campaign is designed to deliver an emotional appeal to Victorians, gain their attention and ask them to change their behaviour on our roads, reminding them that there are far worse things that can happen on our roads than getting a fine for illegal behaviour.	\$0	\$310,784	\$310,784
2024–25	TAC	Search Engine Marketing (SEM)	The SEM Partnership allows us to target and intercept risky driving behaviours via Google year-round as Victorian road users look for information regarding a particular driving behaviour, vehicle safety information, road rules, or seek information about the TAC. The activity uses an ongoing program of search marketing/Google AdWords activity for key road safety issues and directs users to the TAC website for further information.	\$600,000	\$0	\$600,000
2024–25	Victoria Police	Police Recruitment	Advertising, communication and marketing activities to recruit more police.	\$2,000,000	\$1,176,000	\$3,176,000
2024–25	Visit Victoria	Visit Victoria	Visit Victoria is not required to report its campaign advertising spend in their annual reports. We used data available from Victorian Government Advertising Reports published by Department of Premier and Cabinet. These figures include all paid campaign advertising undertaken via the government's MAMS contract.	\$5,571,390	\$0	\$5,571,390

Source: VAGO, based on information from agencies' annual reports and the Victorian Government Advertising Report.

Auditor-General's reports tabled in 2026–27

Report title	Tabled
<i>Delivering the Suburban Rail Loop</i> (2026–27: 1)	August 2026
<i>Maintaining State Roads</i> (2026–27: 2)	September 2026
<i>Public Lottery Licence Extension</i> (2026–27: 3)	September 2026
<i>Preventing Youth Crime</i> (2026–27: 4)	September 2026
<i>Managing Victoria's Firefighting Fleet</i> (2026–27: 5)	October 2026
<i>Government Advertising and Communications</i> (2026–27: 6)	October 2026

All reports are available for download in PDF and HTML format on our website at www.audit.vic.gov.au

Our role and contact details

The Auditor-General's role

For information about the Auditor-General's role and VAGO's work, please see our online fact sheet [About VAGO](#).

Our assurance services

Our online fact sheet [Our assurance services](#) details the nature and levels of assurance that we provide to Parliament and public sector agencies through our work program.

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