

DECISION BRIEF FOR SECRETARY: CERTIFICATION OF ARMY ROYAL MILITARY COLLEGE CAMPAIGN – “BACK TO THE START”

Group: **Defence People**

Reference: **DGDFR/OUT/2013/4812454684**

Through: **DEPSEC DP**
ab/n

Due Date: **10 April 2013**

Copies: CDF, AS COO, VCDF, HPC

Recommendation

That you:

EXECUTIVE SUPPORT UNIT
- 2 APR 2013
Sec/IN/2013/302

- (a) **Sign** the Chief Executive Certification for Government Advertising Campaigns provided at Attachment 1 which certifies that the newly developed Army Royal Military College (RMC) Duntroon “Back to the Start” campaign (the Campaign) is compliant with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)* (the Guidelines).

Background

- 1. RMC remains a key recruiting priority for Defence Force Recruiting. Production work on the Campaign, which focuses on the chronological journey people take as a civilian to become an Army officer, took place in December 2012.
- 2. The Campaign comprises a 15 second, 30 second and 60 second television/cinema commercial, five press advertisements, five online advertisements, a radio commercial and one “digilite” banner (a digilite banner is like a large poster used at cinemas or shopping centres that plays video content with no audio). Supporting content will also feature on www.defencejobs.gov.au/rmc.
- 3. || The Campaign is bound by the Guidelines.

Key Issues



- 4. | The primary objective of the Campaign is to address a widespread lack of awareness of RMC and also to educate the Australian public, in a motivating and compelling manner, on what is involved in Army officer training. Improving awareness amongst potential candidates and their influencers (parents, other family and friends and Career Advisers) is crucial to improving enquiry levels, applications and overall recruiting achievement which has suffered for a number of years.
- 5. ✓ | Army has two intakes annually to RMC, one in January and the other in July. Each intake has vacancies for 100 *ab initio* appointments. This recruiting target has been established by the Army to deliver the military capabilities required by the Australian Government. To meet this target, Defence Force Recruiting is required to generate approximately 2,958 enquiries which is not possible without advertising. The enquiry requirement is based on historical conversion ratios from enquiry to appointment for the General Service Officer role.
- 6. The Campaign materials were endorsed in research testing by qualitative research company GfK. The recommended changes in their report have been implemented and this report is available on request.
- 7. The Campaign materials are provided at Attachment 2.
- 8. Your signature is sought by Wednesday 10 April 2013 to allow for Ministerial approval ahead of the scheduled on air date of Sunday 12 May 2013.

Consultation

- 9. The Chief of Army, Lieutenant General David Morrison AO, has endorsed the Campaign, noting it effectively aligns with Army’s recruiting strategy. Written endorsement is provided at Attachment 3.
- 10. The Independent Communications Committee (ICC) reviewed the Campaign on 7 February 2013. The ICC has provided a report directly to you. A copy of this report is provided at Attachment 4.
- 11. Defence Legal has reviewed the Campaign materials and has provided advice on the compliance of the Campaign against the Guidelines. A minor grammatical error was noted, which has since been corrected. Defence Legal advised that no further changes would be required. Written documentation is provided at Attachment 5.

Resource aspects

- 12. Production costs for the Campaign totalled \$945,867.35 (excluding GST) which is fully funded from the Defence Force Recruiting FY12-13 marketing budget.
- 13. The Campaign will appear as part of the national media advertising from Sunday 12 May 2013. The media costs are fully funded out of the Defence Force Recruiting FY12-13 marketing budget. The media plan has been separately certified (reference DGDFR/OUT/2012/AB9060762) as part of the overall Defence Force Recruiting media plan for the period January to June 2013.

| | | | |
|---|--|-------------------|-------------------|
|  S.W. HICKS, CSC BRIG DGDFR Tel: (02) 6122 4052 25 March 2013 | (a) SIGNED NOT SIGNED  Simon Lewis Acting Secretary 3 April 2013 | | |
| Branch/Section Head | Ms Patricia Duffy | W: (02) 6122 4006 | Mob: 0437 607 910 |
| Action Officer | Mr Andrew Edmunds | W: (02) 6122 4053 | Mob: 0427 871 207 |

Attachments

- 1. Chief Executive Certification for Government Information and Advertising Campaigns.
- 2. RMC “Back to the Start” campaign materials.
- 3. Director General Personnel – Army endorsement of RMC “Back to the Start” campaign.
- 4. ICC Report on Army Royal Military College “Back to the Start” campaign (copy only).
- 5. Defence Legal advice – Minute - GC/OUT/2012/7

Chief Executive Certification for Government Advertising Campaigns

Certification Statement – Army Royal Military College, Duntroon “Back to the Start” campaign.

I certify that the Army Royal Military College, Duntroon “Back to the Start’ campaign complies with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (Guidelines).

This certification takes into consideration the Report of the Independent Communications Committee, which indicates the Army Royal Military College, Duntroon “Back to the Start’ campaign in their view, complies with Principles 1 to 4 of the Guidelines, dated 11 February 2013.

My certification has also been informed by advice and evidence of compliance with the Guidelines provided by officers within the Department of Defence with responsibility for the design, development and implementation of the Army Royal Military College, Duntroon “Back to the Start’ campaign.

I certify compliance with relevant legal and procurement matters relating to the presentation and delivery of the campaign (Principle 5 of the Guidelines).



Simon Lewis
Acting Secretary

Department of Defence
3 April 2013

Note: CEO to check boxes below as appropriate.

Principle 1: Campaigns should be relevant to government responsibilities.

The campaign directly relates to policies or programs underpinned by:

- legislative authority; or
- appropriation of the Parliament; or
- a Cabinet Decision which is intended to be implemented during the current Parliament.

Suitable uses for government campaigns include:

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

Principle 2: Campaign materials should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign.

- Campaign materials enable the recipients of the information to distinguish between facts, comment, opinion and analysis.
- Where information is presented as fact, the information is accurate and verifiable. Where factual comparisons are made, the material does not attempt to mislead the recipient about the situation with which the comparison is made, and the basis for the comparison is explicit.
- Campaign materials do not attempt to mislead the recipient about the situation with which any comparisons are made, and the basis for the comparison is stated explicitly.
- Pre-existing policies, products, services and activities are not presented as new.
- Special attention has been paid to communicating with any disadvantaged individuals identified as being within the target audience. Particular attention has been paid to the communications needs of young people, the rural community, and those for whom English is not a convenient language in which to receive information.
- Imagery used in campaign materials reflects the diverse range of Australians. The interests, lifestyles and contributions of women, Indigenous and culturally and linguistically diverse communities are realistically portrayed and their participation and contribution to Australian society is recognised.
- Campaign materials have been tested with target audiences to indicate they are engaging and perform well against the objectives of the campaign.

Principle 3: Campaign materials should be objective and not directed at promoting party political interests.

- Campaign materials are presented in objective language and are free of political argument.
- Campaign materials do not try to foster a positive impression of a particular political party or promote party political interests.
- Campaign materials:
 - do not mention the party in Government by name;
 - do not directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
 - do not include party-political slogans or images;
 - have not been designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; and
 - do not refer or link to the websites of politicians or political parties.

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

- The campaign was instigated on the basis of a demonstrated need, target recipients are clearly identified and the campaign has been informed by appropriate research and/or evidence.
- Campaign information clearly and directly affects the interests of recipients.
- The medium and volume of the advertising activities is cost effective and justifiable within the budget allocated to the campaign.
- Distribution of unsolicited materials will be carefully controlled.
- The campaign will be evaluated to determine effectiveness.

Principle 5: Campaigns must comply with legal requirements and procurement policies and procedures.

The manner of presentation and the delivery of the campaign complies with all relevant laws including:

- laws with respect to broadcasting and media;
- privacy laws;
- intellectual property laws;
- electoral laws;
- trade practices and consumer protection laws; and
- workplace relations laws.

Procurement policies and procedures for the tendering and commissioning of services and the employment of consultants were followed and there is a clear audit trail regarding decision making.



Level 3, 162 Collins Street
Melbourne VIC 3000

T: 03 9287 1200
F: 03 9287 1400

www.gpyr.com.au

ABN: 67 117 645 708

TV SCRIPT

| | |
|-----------------|-------------------------------|
| Product: | RMC |
| Title: | Back to the Start |
| Length: | 60sec |
| Date: | 3 rd December 2012 |

Style: Fast-paced and cinematic. All the action plays in reverse, but our hero officer speaks normally.

We open in a flood ravaged village. Soldiers reverse unload a pallet of aid that sits on the ground, then run backwards away from it. Slowly the palette begins to skid backwards and gathers momentum. As its parachute fills with air it flies back into the sky.

Our hero Officer enters frame, she's just called in the aid and meets the incoming Black Hawk as aircrew carries off medical supplies. She walks backwards with our comms soldier. Heading away from the helo zone she throws the radio back to the soldier, continuing to direct action around her.

She looks straight at the camera as she delivers her dialogue, directing the movement of Gwagons, Unimogs and soldiers unloading a truck of aid. She enters (reverse exits) a Gwagon.

FVO: Before I was an officer, commanding a humanitarian mission...

Inside a multi-level demountable, troops carrying lowered weapons, rush backwards in a stability operations scenario. The platoon runs to defend the Demountables area. Our officer issues hand and arm signals from top of the building, walking as she delivers her line.

She directs the troops to setup a vehicle checkpoint (an old car can be seen at the checkpoint) and an instructor watches on from the background. We follow the troops out and into a huddle around our officer; she's using a marker to reverse draw unit positions on a map of the area.

FVO (Continuing): I was here. Learning to lead troops in the field...

The officer emerges in a packed lecture hall. As she walks back towards the door, other students smile and laugh around her. The instructor (same as in the stability operations scene above) writes 'Stability Operations' backwards across the board (on it is also a map of the area from the previous scene). RMC branding can be seen on the lectern and on RMC notepads and stationary on trainees' desks.

FVO: Studying military strategy...

Following the officer as she walks through the entrance to the hall, we're now on the RMC sporting field. Our officer is captaining a friendly game of mixed touch rugby.

FVO: And practicing leadership skills. That journey to become an officer...



We now see our fresh-faced officer in civvies watching a graduation ceremony, she's surrounded by other young men and women about to start the course - the same people that have appeared in each location. They're 21-30 y/o, from a mix of our demographics' backgrounds. A bus with large RMC branding can be seen behind them.

FVO: Started right here.

MVO: Royal Military College, Duntroon. Where leaders are made.

Become an Officer in 18 months with no military experience required.

SUPER: Royal Military College, Duntroon. Where leaders are made.

13 19 01 defencejobs.gov.au/rmc.

Army – Challenge Yourself (small lockup).



Level 3, 162 Collins Street
Melbourne VIC 3000

T: 03 9287 1200
F: 03 9287 1400

www.gpyr.com.au

ABN: 67 117 645 708

TV SCRIPT

| | |
|-----------------|-------------------------------|
| Product: | RMC |
| Title: | Back to the Start |
| Length: | 30sec |
| Date: | 3 rd December 2012 |

Style: Fast-paced and cinematic. All the action plays in reverse, but our hero officer speaks normally.

We open in a flood ravaged village. Soldiers reverse unload a pallet of aid that sits on the ground, then run backwards away from it. Slowly the palette begins to skid backwards and gathers momentum. As its parachute fills with air it flies back into the sky.

Our hero Officer enters frame, she's just called in the aid and meets the incoming Black Hawk as aircrew carries off medical supplies. She walks backwards with our comms soldier. Heading away from the helo zone she throws the radio back to the soldier, continuing to direct action around her.

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FVO (Continuing): I was here. Learning to lead troops in the field...

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ABN: 67 117 645 708

TV SCRIPT

| | |
|-----------------|-------------------------------|
| Product: | RMC |
| Title: | Back to the Start |
| Length: | 15sec |
| Date: | 3 rd December 2012 |

Style: Fast-paced and cinematic. All the action plays in reverse, but our hero officer speaks normally.

We open in a flood ravaged village.

Our hero Officer enters frame, she's just called in the aid and meets the incoming Black Hawk as aircrew carries off medical supplies. She walks backwards with our comms soldier. Heading away from the helo zone she throws the radio back to the soldier, continuing to direct action around her.

She looks straight at the camera as she delivers her dialogue, directing the movement of Gwagons, Unimogs and soldiers unloading a truck of aid. She enters (reverse exits) a Gwagon.

Harriet (on screen): Before I was an officer, commanding a humanitarian mission...

Harriet (off screen): I trained to become a leader.

We now see our fresh-faced officer in civvies watching a graduation ceremony, she's surrounded by other young men and women about to start the course. A bus with large RMC branding can be seen behind them.

Harriet (off screen): And that journey...

Harriet (on screen): Started right here.

MVO: Royal Military College, Duntroon. Where leaders are made.

SUPER: Royal Military College, Duntroon. Where leaders are made.

13 19 01 defencejobs.gov.au/rmc.

Army – Challenge Yourself (small lockup).

RADIO SCRIPT

| | | | | | |
|---------|-------------------|------------|----------|--------|----|
| Client | DFR/ARMY | Job Number | MDFA4183 | Length | 30 |
| Product | RMC | Date | 08/01/13 | | |
| Title | Back to the Start | | | | |

SFX: We hear a strong female voice shouting over the sounds of rain, a roaring river and trucks.
FVO (speaking over wind): Before I was an Army Officer commanding a humanitarian mission...

SFX: We're now in the dry bush. Our VO continues seamlessly, out of breath as she runs alongside troops.

FVO (cont.): I was learning to lead troops in the Australian bush...

SFX: Suddenly we're in a quiet classroom.

FVO (quiet): Studying military strategy in the classroom...

SFX: We're outside in the midst of friendly touch rugby game. We hear laughing, whistles and the ball being thrown.

FVO (shouting): And practicing my leadership skills on the sporting field...

SFX: All the sounds effects disappear.

FVO (studio): And the journey to become an Army Officer started at the Royal Military College.

MVO: Royal Military College, Duntroon. Where leaders are made.
Become an Officer in 18 months with no military experience required.
Call 13 19 01 or search RMC today
Army. Challenge yourself.

THE JOURNEY TO MAKING A DIFFERENCE STARTS HERE

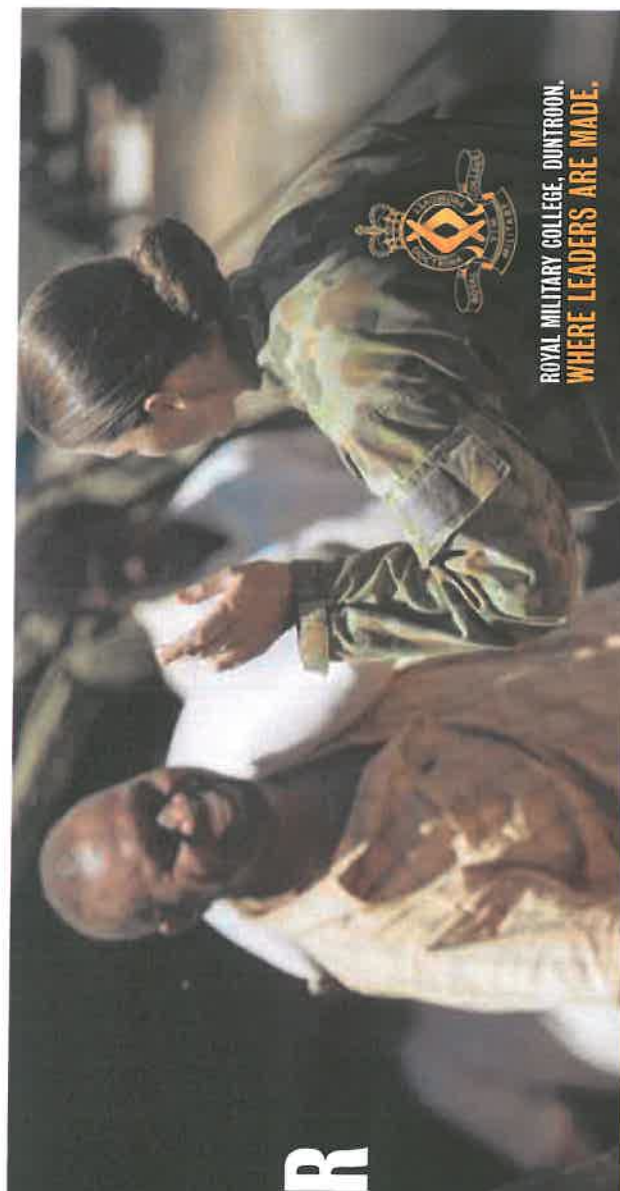


ROYAL MILITARY COLLEGE, DUNTRON,
WHERE LEADERS ARE MADE.

The Royal Military College prides itself on bringing out the best in people. In 18 months at Duntroon, you'll learn military leadership skills, navigation, coordination and other subjects. It teaches you everything you need to know, so when you graduate as an Army Officer, you're ready to make a real difference. No previous military experience required, just a desire to succeed. Call 13 19 01 or visit defencejobs.gov.au/rmc

 **ARMY. CHALLENGE YOURSELF.**

THE JOURNEY TO A NEW CAREER STARTS HERE



ROYAL MILITARY COLLEGE, DUNTRON.
WHERE LEADERS ARE MADE.

The Royal Military College prides itself on helping people realise their full potential. In 18 months at Duntroon, you'll learn all the leadership skills and military knowledge you need to go from a civilian to graduating into a management position as a fully qualified Army Officer. Call 13 19 01 or visit defencejobs.gov.au/rmc.

 **ARMY. CHALLENGE YOURSELF.**

THE JOURNEY TO AN EXTRAORDINARY FUTURE STARTS HERE



ROYAL MILITARY COLLEGE, DUNTROON.
WHERE LEADERS ARE MADE.

The Royal Military College prides itself on helping people realise their full potential. In 18 months at Duntroon, you'll receive all the leadership training, skills and knowledge you need to embark on a rewarding career as an Army Officer. No previous military experience required, just a desire to succeed. Call 13 19 01 or visit defencejobs.gov.au/rmc



THE JOURNEY TO REALISING YOUR LEADERSHIP POTENTIAL STARTS HERE



ROYAL MILITARY COLLEGE, DUNTRON.
WHERE LEADERS ARE MADE.

The Royal Military College prides itself on producing leaders for all disciplines. In 18 months at Duntroon, you'll learn military command, people management and a host of other subjects to broaden your skill-set, so when you graduate as an Army Officer, you're ready to lead in any situation. No previous military experience required, just a desire to succeed. Call 13 19 01 or visit defencejobs.gov.au/rmc

 **ARMY. CHALLENGE YOURSELF.**

THE JOURNEY TO PERSONAL EXCELLENCE STARTS HERE



ROYAL MILITARY COLLEGE, DUNTRON.
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 **ARMY. CHALLENGE YOURSELF.**

THE JOURNEY TO MAKING A DIFFERENCE STARTS HERE

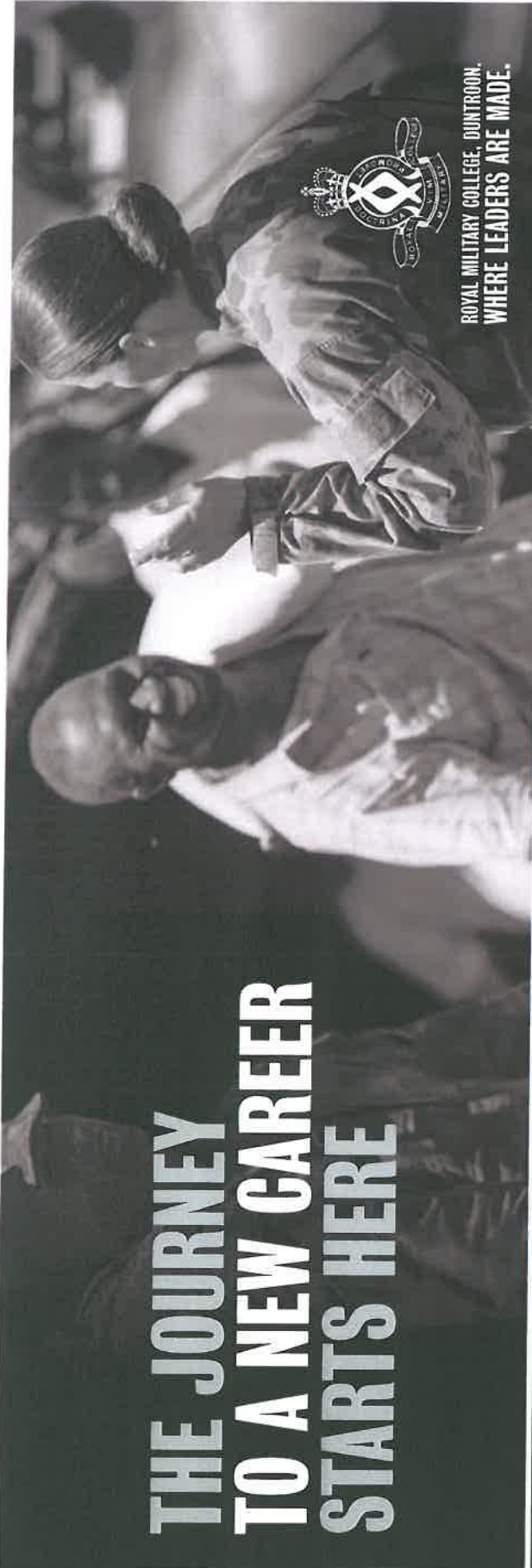


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 **ARMY. CHALLENGE YOURSELF.**

THE JOURNEY TO A NEW CAREER STARTS HERE



ROYAL MILITARY COLLEGE, DUNTRON.
WHERE LEADERS ARE MADE.

The Royal Military College prides itself on helping people realise their full potential. In 18 months at Duntroon, you'll learn all the leadership skills and military knowledge you need to go from a civilian to graduating into a management position as a fully qualified Army Officer. Call 13 19 01 or visit defencejobs.gov.au/rmc

 **ARMY. CHALLENGE YOURSELF.**

THE JOURNEY TO AN EXTRAORDINARY FUTURE STARTS HERE



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THE JOURNEY TO REALISING YOUR LEADERSHIP POTENTIAL STARTS HERE



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WHERE LEADERS ARE MADE.



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THE JOURNEY TO PERSONAL EXCELLENCE STARTS HERE



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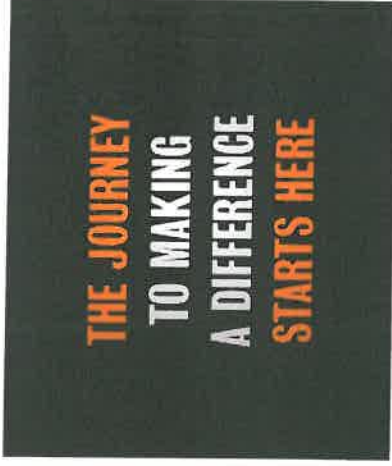


ARMY. CHALLENGE YOURSELF.

MREG CONCEPT | FEMALE



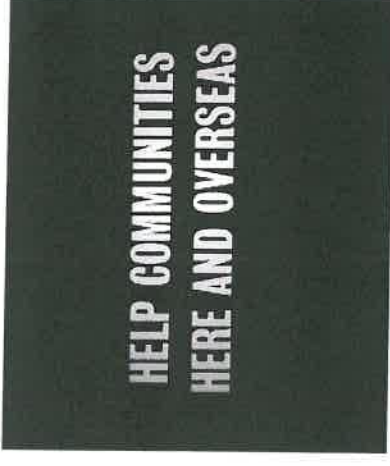
Frame 1: Open with photograph of female on deployment.



Frame 2: Pan left to reveal copy.



Frame 3: Image fades in and fades out



Frame 4: Help communities here and overseas



Frame 5: Image fades in and fades out



Frame 6: Become an Army Officer in 18 months



Frame 7: Army. Challenge yourself.



Frame 8: Royal Military College. Where leaders are made.

Button: Start here

MREG CONCEPT | OLDER



Frame 1: Open with photograph of female on deployment.



Frame 2: Pan left to reveal copy.



Frame 3: Image fades in and fades out



Frame 4: Take on new challenges



Frame 5: Image fades in and fades out



Frame 6: Become an Army Officer In 18 months



Frame 7: Army. Challenge yourself.



Frame 8: Royal Military College. Where leaders are made.

Button: Start here

MREG CONCEPT | STUDENTS



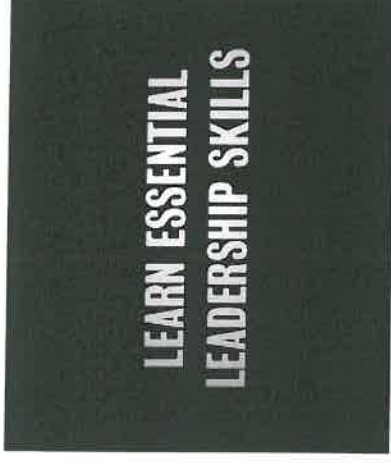
Frame 1: Open with photograph from press ad (female in the field)



Frame 2: Pan left to reveal copy.



Frame 3: Image fades in and fades out



Frame 4: Learn essential leadership skills



Frame 5: Image fades in and fades out



Frame 6: Become an Army Officer in 18 months



Frame 7: Royal Military College. Where leaders are made.

Button: Start here

MREG CONCEPT | NON-COMBAT MALES



Frame 1: Open with photograph from press ad (cadet in classroom)



Frame 2: Pan left to reveal copy.



Frame 3: Image fades in and fades out



Frame 4: Learn to inspire and command others



Frame 5: Image fades in and fades out



Frame 6: Become an Army Officer in 18 months



Frame 7: Royal Military College. Where leaders are made.

Button: Start here

MREG CONCEPT | INFLUENCERS



Frame 1: Open with photograph from press ad (cadet in parade)



Frame 2: Pan left to reveal copy.



Frame 3: Image fades in and fades out



Frame 4: Realise your full potential



Frame 5: Image fades in and fades out



Frame 6: Become an Army Officer in 18 months



Frame 7: Royal Military College. Where leaders are made.

Button: Start here

RICH PLACEMENT | MREG



The TVC begins to play, but freezes...



The banner prompts you to interact to continue the TVC. As you drag the cursor the MREG expands and continues with sound.

* After 20 secs video will play unprompted.



The 30s ad plays out in it's entirety.



Harriet: Before | was an Officer, commanding a humanitarian mission...



Harriet:
And that journey to become an Officer, started right here.





AUSTRALIAN ARMY
Director General Personnel - Army

MINUTE

2007/1147809

DGPERS-A/OUT/2013/R13739803

DGDFR

(Attention: BRIG Hicks)

For information:

DFR National Marketing Manager (Attention: Ms Pat Duffy)

ENDORSEMENT OF THE WOMEN IN ARMY CAMPAIGN

1. On 29 Jan 13, the Women in Army, Royal Military College and Rise 2.0 Campaigns were presented to the CA for endorsement. This material effectively aligns with Army's recruitment strategy and is therefore **endorsed**.
2. Please continue to engage WSM-A staff in order to obtain support for the further development of the Women in Army Campaign. The POC at WSM-A is LTCOL Chris McKay, 02 6265 1245.

A.G. HAMBLETON
COL
DGPERS-A

R1-3-A106
PO Box 7901
CANBERRA BC ACT 2600

Tel: (02) 6265 4119

31 Jan 13

Independent Communications Committee

Report on Advertising Campaign

Mr Dennis Richardson AO
Secretary
Department of Defence
PO Box 9700
Canberra BC ACT 2600

Dennis

Dear ~~Mr~~ Richardson

ROYAL MILITARY COLLEGE DUNTROON CAMPAIGN

I am writing to advise you that the Independent Communications Committee (Committee) has considered the Royal Military College Duntroon (RMC) campaign. The Committee undertook the review process outlined below and, based on the information provided, the Committee has concluded that the proposed campaign complies with Principles 1 to 4 of the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (Guidelines).

Agencies subject to the *Financial Management and Accountability Act 1997* are required to comply with the Guidelines. To this end, the Committee considers proposed advertising campaigns of \$250,000 or more and provides a report on each campaign to the relevant Chief Executive in relation to its compliance with Principles 1 to 4 of the Guidelines. Those principles are:

- Principle 1:** Campaigns should be relevant to government responsibilities;
- Principle 2:** Campaign materials should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign;
- Principle 3:** Campaign materials should be objective and not directed at promoting party political interests; and
- Principle 4:** Campaigns should be justified and undertaken in an efficient, effective and relevant manner.

Agencies are responsible for providing their Chief Executive with a report on campaign compliance with Principle 5 of the Guidelines.

Review Process

The campaign review process is designed to enable the Committee to obtain sufficient information, clarification and justification from departments and agencies, to provide advice to you on the compliance of proposed campaign advertising activities. This letter is to assist your deliberations in certifying the campaign's compliance with the Guidelines.

The Committee met with your officers on two occasions – 3 August 2012 and 7 February 2013 – to consider the RMC campaign during its development, and has considered the communications strategy, market research, final creative materials and a Statement of Compliance with the Principles.

The Committee has reviewed the proposed material and taken into consideration advice and documentation provided by your Department, the Communications Advice Branch of the Department of Finance and Deregulation and expert advice provided by Gfk Bluemoon (market research), George Patterson Y&R (advertising) and Universal McCann, the Commonwealth's media placement agency.

Based on the review process outlined above and from the information received, the Committee has concluded that the campaign materials for the proposed RMC campaign at Attachment A comply with Principles 1 to 4 of the Guidelines.

Next Steps

Following consideration of this report and advice from within your agency on compliance with Principle 5 of the Guidelines, you determine whether you consider that the RMC campaign complies with the Guidelines, which would also include assuring yourself that the presentation, wording and imagery of the campaign materials are factually correct and verifiable. You will also need to satisfy yourself that the claims made in your Department's Statement of Compliance are valid and adhered to. Subject to all that, your certification should then be submitted to your Minister who may launch the campaign or approve its launch.

Your certification should be published on your agency's website when the campaign is launched.

I take this opportunity to remind you of the need for a subsequent evaluation of the campaign to assess its overall impact and effectiveness, and whether or not the various activities meet the stated communication objectives. Any additional phases of the campaign will, of course, require separate consideration by the Committee.

The Guidelines, including the full details of the principles, can be found at:
www.finance.gov.au/advertising

This letter will be published on the Department of Finance and Deregulation website as soon as possible after the commencement of campaign advertising activity.

Yours sincerely



Allan Hawke
Chair
Independent Communications Committee
11 February 2013

Attachment A

Royal Military College Duntroon (Reviewed 7 February 2013)

| Document title |
|--|
| Television commercials 1x 15 second television commercial 1x 30 second television commercial 1x 60 second cinema commercial |
| Mainstream radio commercials 1x 30 second radio commercial |
| Mainstream print advertisements 5 x 10cm x 7col executions To making a difference To a new career To an extraordinary future To realising your readership potential To personal excellence |
| Online elements MREC Females; Older; Students Non-combat males Influencers Follow the journey (rich placement) Digi-lite Where leaders are made |

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Australian Government

Department of Defence

Minute

Office of Defence General Counsel
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2010/1120931/1
GC/OUT/2012/7

DFR (Att: Andrew Edmunds)

LEGAL ADVICE ON DEFENCE FORCE RECRUITING ADVERTISING

References:

- A: Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies dated March 2010.
- B: Previous Defence Legal Advice on Requirements for Government Advertising (DSG/OUT/2009/AF728943).
1. I refer to Principle 5 of Reference A which requires all Commonwealth Government advertising to comply with all relevant laws including:
 - laws with respect to broadcasting and media;
 - privacy laws;
 - intellectual property laws;
 - electoral laws;
 - trade practices and consumer protection laws; and
 - workplace relations laws.
 2. Defence Force Recruiting (DFR) prepares and promotes a substantial amount of advertising material in order to attract recruits into the Australian Defence Force (ADF). On 30 January 2013, DFR sought legal advice in respect of three commercials, 5 newspaper advertisements, 1 digilite banner and 5 online banners, designed to support recruiting activities for the Royal Military College, Duntroon, to ensure they comply with Reference A.
 3. As you are aware, Defence Legal has previously advised that, where an individual is identifiable in advertising material, the individual's explicit permission should be obtained for the use of that material. Defence Legal understands that the consent of all individuals featured in the campaign, whose identities are readily ascertainable, has been obtained for their personal information to be used.
 4. It is noted the commercials feature images of Army training exercises. While Defence Legal is not in a position to advise on the appropriateness or otherwise of such content, it is assumed that DFR is satisfied that there are no sensitivities or other impediments associated with the inclusion of such content in the commercials.

Defending Australia and Its National Interests

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5. Finally, it should also be noted that there is a grammatical error contained in page six of the online banners. The slide featuring 'Harriet' should replace the word 'and' with the word 'an' such that the sentence reads "*And that journey to become an Officer started right here.*"
6. Other than these issues, Defence Legal considers that the advertisements do not appear to be in contravention of relevant laws and no legal issues appear to be raised.
7. Should you require further clarification, the point of contact for this office is Ms Mona Khan (mona.khan@defence.gov.au or (02) 6266 2003).



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Defence Legal
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31 January 2013

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