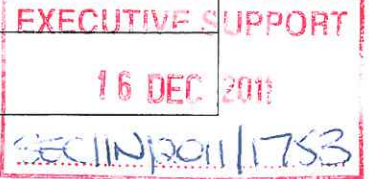


**BRIEF FOR SECRETARY: CERTIFICATION OF AIR FORCE CAMPAIGN “COULD YOU MAKE THE CUT?” MATERIALS**

Group: **People Strategies and Policy**

Reference: **DGDFR/OUT/2011/AB7583503**

Due Date: 23 December 2011



**Recommendation**

That you:

- (a) **Note** that the new Air Force “Could You Make the Cut?” campaign materials comply with the *Guidelines on Campaign Advertising for Australian Government Departments and Agencies* (the Guidelines).
- (b) **Sign** the Chief Executive Certification for Government Advertising Campaigns provided at Attachment 1 certifying compliance.

**Background**

1. The current suite of Air Force television commercials “Air Force Trains More than Just Pilots” has performed extremely well, successfully generating enquiries for Air Force jobs and positively positioning Air Force to the target audience.
2. A Service Brand Health Study conducted in May 2010, and validated by further research in 2011, indicated the ongoing need to dispel negative misperceptions, promote the importance of the role of the Air Force to Australia and highlight specific jobs, including Airfield Defence Guard.
3. “Could You Make the Cut?” has been produced to increase awareness of this priority Air Force role, to generate a greater understanding of the role of Air Force, particularly on deployment, and to create a higher level of respect and appreciation for the Air Force, strengthening the target audience’s emotional connection to the Air Force brand and generate enquiries for Air Force. The campaign materials are at Attachment 2.
4. The campaign materials were produced in accordance with the Guidelines.



**Key Issues**

5. The current Air Force campaign material has created a solid brand platform built on the notion that *Air Force trains more than just Pilots* and has successfully dispelled the myth that Air Force is only for elite pilots.
6. Research conducted in July 2010 by GfK Bluemoon, and validated by research in 2011 by Horizon, indicates there is still a need to generate awareness of the role of Air Force and what Air Force achieves as a team, particularly in the operational environment.
7. The “Could You Make the Cut?” campaign promotes a relatively unknown but exciting and important Air Force role. It also serves to support the “Anytime Anywhere” brand campaign by demonstrating the war-fighting and combat nature of Air Force. Further, the campaign will serve to manage expectations of the consideration set, encouraging early self elimination by those who simply aren’t fit enough for this very physical role.
8. This new campaign is bound by the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*. The “Could You Make the Cut?” campaign materials are provided at Attachment 1.

9. To achieve efficiencies, the filming of the Air Force Airfield Defence Guard campaign materials was incorporated into the "Anytime Anywhere" shoot at a total cost of \$841, 409.00. Post production of the Airfield Defence Guard campaign materials was an additional \$73, 450.00 which is fully funded from the DFR FY 2010/11 marketing budget.
10. The new campaign will be in market nationally as part of the ongoing Air Force media activity, commencing in market in August 2012. The media costs will be fully funded out of the DFR FY 2011/12 marketing budget. The Air Force media budget for FY2011/12 is yet to be determined but an indicative estimate based on FY2010/11 is \$3, 300 000.00

**Consultation**

11. The Chief of Air Force and the Director General Personnel – Air Force endorsed the campaign materials on 24 October 2011. Documentation is provided at Attachment 3.
12. The Independent Communications Committee (ICC) reviewed and cleared the campaign materials on 28 November 2011. The ICC has provided a report directly to you. A copy is provided at Attachment 4.
13. Defence Legal provided advice on the compliance of the campaign against the Guidelines on Campaign Advertising by Australian Government Departments and Agencies. A copy of the letter from Defence Legal is at Attachment 5.

 AIRCDRE Henrik Ehlers DGDFR Tel: (02) 6122 4052  15 December 2011	(a) <del>NOTED</del> / PLEASE DISCUSS (b) <del>SIGNED</del> / NOT SIGNED  DUNCAN LEWIS SECRETARY  20 December 2011		
Branch Head	AIRCDRE Henrik Ehlers	W: (02) 6122 4052	Mob: 0457 843 129
Action Officer	Ms Pat Duffy	W: (02) 6122 4006	Mob: 0437 607 910

**Attachments**

1. Chief Executive Certification for Government Information and Advertising Campaigns.
2. Advertising Material – DVD with television commercials, long form webisodes and testimonials, CD with radio commercials, landing page layout and scripts of television and radio commercials.
3. Chief of Air Force endorsement.
4. ICC Report on Advertising Campaign "Anytime Anywhere".
5. Letter from Defence Legal.

# Chief Executive Certification for Government Advertising Campaigns

## ***Instructions for completion:***

This Chief Executive Certification template relates to advertising campaigns above the value of \$250,000 conducted by agencies subject to the *Financial Management and Accountability Act 1997*.

The Certification is to be completed by the agency Chief Executive Officer only after final materials relating to a proposed campaign have been considered by the Independent Communications Committee (ICC). Following this consideration, the ICC provides a report to agency Chief Executives on compliance with Principles 1 to 4 of the Guidelines on *Information and Advertising Campaigns by Australian Government Departments and Agencies* (Guidelines).

The Certification Statement may be expanded to address any additional matters or sources of advice that the Chief Executive relied upon in taking the decision to certify compliance with the Guidelines.

The completed and signed Chief Executive certification document (not including these instructions) is to be placed on the web site of the agency/department responsible for the campaign as soon as practicable after it begins appearing in the media.

Questions on completion of this template should be addressed to the Department of Finance and Deregulation on (02) 6215 2677.

**Note:** CEO to check boxes below as appropriate.

**Principle 1: Campaigns should be relevant to government responsibilities.**

The campaign 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 campaign materials have presented materials as fact, those facts are accurate and verifiable.
- 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 people living in rural and remote areas, Indigenous audiences and people from non-English speaking backgrounds.
- 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.

# Chief Executive Certification for Government Advertising Campaigns

## Certification Statement – Air Force ‘Could You Make the Cut?’ Campaign

I certify that the Air Force ‘Could you Make the Cut?’ 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 Air Force ‘Could You Make the Cut?’ campaign, in their view, complies with Principles 1 to 4 of the Guidelines, dated 28 November 2011.

My certification has also been informed by advice and evidence of compliance with the Guidelines provided by officers within Defence Force Recruiting and the Department of Defence with responsibility for the design, development and implementation of the Air Force ‘Could You Make the Cut?’ campaign.

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

A handwritten signature in black ink, appearing to read 'Duncan Lewis', with a stylized, cursive script.

**Duncan Lewis**  
**Secretary**  
**Department of Defence**

20 December 2011