

BRIEF FOR SECRETARY: CERTIFICATION OF ARMY ROYAL MILITARY COLLEGE CAMPAIGN – “WHERE LEADERS ARE MADE”

Group: People Strategies and Policy

Reference: DGDFR/OUT/2012/AB10F143758

Due Date: 9 November 2012

EXECUTIVE SUPPORT UNIT

30 OCT 2012

SEC/IN/2012/1304

Recommendation

That you:

- (a) Note that the newly developed Army Royal Military College (RMC) Duntroon campaign “Where Leaders are Made” complies with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)* (the Guidelines).
- (b) Sign the Chief Executive Certification for Government Advertising Campaigns provided at Attachment I certifying compliance.

Background

- 1. RMC remains a key recruiting priority for Defence Force Recruiting (DFR). In August 2012, DFR began production work on a major recruiting campaign for RMC, “Back to the Start” which focuses on the chronological journey people take as a civilian to become an Army officer. Production of this campaign will occur in December 2012, with an anticipated in market date of March /April 2013.
- 2. Due to the ongoing need for marketing to deliver sufficient candidates, DFR has produced an interim campaign “Where Leaders are made”. The campaign comprises of television commercials, radio and press/magazine material to promote RMC. DFR plans to run this campaign in November 2012 and February 2013. Supporting content will also feature on www.defencejobs.gov.au/rmc. The interim campaign is required to assist with increasing the recruitment pipeline in the short term for RMC until the “Back to the Start” campaign is finalised.
- 3. The commercial is bound by the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.



Key Issues

- 4. The primary objective of the RMC “Where leaders are made” campaign is to address a widespread lack of awareness of the institution and also to educate people on what is involved in Army officer training in a motivating and compelling manner. 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 Australian Army to deliver the military capabilities required by the Australian Government. To meet this target, DFR is required to generate approximately 2,958 enquiries. 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 by research testing by qualitative research company GfK. The recommended changes have been implemented.
- 7. The campaign materials are provided at Attachment 5.

8. Production costs for the RMC "Where leaders are made" campaign totalled \$107,823.65 (GST inclusive) which is fully funded from the DFR FY12-13 marketing budget.
9. The RMC "Where Leaders are made" campaign will appear as part of the national media advertising from November 2012. The media costs for the November burst are fully funded out of the DFR FY12-13 marketing budget. The media plan has been separately certified (reference DGDFR/OUT/2012/AB9060762) as part of the overall DFR media plan for the period July to December 2012.
10. Your signature is sought by 09 November 2012 to allow for Ministerial approval.

Consultation

11. The Director General Personnel – Army, Brigadier Gavan Reynolds AM (as delegate for the Chief of Army) endorsed the campaign in October 2012. Written documentation is provided at Attachment 2.
12. The Independent Communications Committee (ICC) reviewed the commercial on 26 October 2012. The ICC has provided a report directly to you. A copy of this report is provided at Attachment 3.
13. Defence Legal has reviewed the campaign materials and has provided advice on the compliance of the commercial against the Guidelines on Campaign Advertising by Australian Government Departments and Agencies. Written documentation is provided at Attachment 4.

 COL David Johnson A/DGDFR Tel: (02) 6122 4052 29 October 2012	(a) <input checked="" type="checkbox"/> NOTED/PLEASE DISCUSS (b) <input checked="" type="checkbox"/> SIGNED/NOT SIGNED  Dennis Richardson AO SECRETARY / November 2012		
A/Branch Head	Ms Fiona Boughton	W: (02) 6122 4079	Mob: 0403 927 520
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. Director General Personnel – Army endorsement of RMC "Where leaders are made" campaign.
3. ICC Report on Army Royal Military College "Where leaders are made" campaign (copy only).
4. Defence Legal advice – Minute.
5. DVD copy of the commercial.

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.

Chief Executive Certification for Government Advertising Campaigns

Certification Statement – Army Royal Military College, Duntroon “Where Leaders are made” campaign

I certify that the Army Royal Military College, Duntroon “Where Leaders are made” 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 “Where Leaders are made” campaign, in their view, complies with Principles 1 to 4 of the Guidelines, dated 26 October 2012.

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 “Where leaders are made” advertising Materials.

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



Dennis Richardson, AO
Secretary
Department of Defence
/ November 2012

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.



AUSTRALIAN ARMY
Director General Personnel - Army

MINUTE

DGPERS-A/OUT/2012/R12905587

A/DGDFR

(Attention: COL Johnson)

For information:

DFR National Marketing Manager (Attention: Ms Fiona Boughton)

CONCEPT ENDORSEMENT OF ROYAL MILITARY COLLEGE INTERIM COMMERCIAL

1. On 22 Oct 12, the DFR Army Marketing Team presented the Royal Military College (RMC) interim commercial for concept endorsement. This commercial concept effectively markets RMC and is therefore **endorsed**.
2. Please continue to engage WSM-A staff to obtain support for the development of the campaign material.
3. The POC at WSM-A is Mr Phil Law on email: philip.law@defence.gov.au or tel: (02) 6265 6320.



G.J. REYNOLDS
BRIG
DGPERS-A

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

Tel: (02) 6265 4119

22 Oct 12

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 Royal Military College 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 Royal Military College 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

26 October 2012

Attachment A

RMC Duntroon (Reviewed 26 October 2012)

Document title (and reference)
Television commercials
30 second "Testimonial"
30 second "Where Leaders are Made"
15 second "Where Leaders are Made"
Mainstream print advertisements – half page
Are Leaders born or made? (Two women)
Are leaders born or made? (Pointing)
Are leaders born or made? (Landing party)

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Australian Government

Department of Defence

Minute

Office of Defence General Counsel
CP2-4-002
PO Box 7911
CANBERRA BC ACT 2610

Tel: (02) 6266 2745
Fax: (02) 6266 3255

2010/1120931/1
GC/OUT/2012/74

DFR (Att: Melissa Winn)

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 23 October 2012, DFR sought legal advice in respect of three commercials 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 any individuals featured in the campaign, whose identities are readily ascertainable, has been obtained for their personal information to be used.
 4. One of the commercials features Army personnel playing rugby, in which the brand of the football is clearly visible. Additionally, the commercials feature scenic/landscape imagery. Defence Legal assumes these images are of the Royal Military College, Duntroon. Defence Legal understands that the commercials feature existing video footage that has previously been reviewed and approved by DGPERS-Army. If you have not already done so, you will need to ensure that any necessary intellectual property licenses (if any) relating to this imagery have been obtained.

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5. Finally, 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.
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).



Alice Stanley
Acting Deputy Defence General Counsel
Defence Legal
Ph: 6266 2745
E-mail: alice.stanley@defence.gov.au

25 October 2012

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