

BRIEF FOR SECRETARY: CERTIFICATION OF DEFENCE FORCE RECRUITING MEDIA PLAN JULY-DECEMBER 2013

Group: Defence People Group	Reference: DGDFR/OUT/2013	EXECUTIVE SUPPORT UNIT 12 JUN 2013
	Due Date: Mon 17 Jun 13	
		SEC/IN/2013/602.....

Recommendations:

That you:

- (a) **Note** that the Defence Force Recruiting (DFR) Media Plan for the period July-December 2013 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 1, certifying compliance with the Guidelines.

Background

1. To meet the recruiting targets for Navy, Army and Air Force, DFR conducts a program of advertising activity to generate enquiries and applications for jobs. Over the years a strong correlation has been established between advertising activity and enquiries. To maintain continuity of presence in the market and therefore a constant flow of candidates into the recruiting pipeline, advertising is deemed to be critical.
2. In recognition of the criticality of ongoing advertising to recruiting outcomes, on 13 September 2008 the Government agreed to special handling arrangements for the review of DFR advertising campaigns including a review of planned media activity in six monthly increments. Other than as agreed in the special handling arrangements, in all respects DFR complies with the Guidelines.

Key Issues



3. The process by which Information and Advertising Campaigns by Australian Government and Agencies are approved commences with clearance by the Independent Communications Committee (ICC). The ICC is comprised of three former senior public servants including the Chair, Dr Allan Hawke. The ICC is specifically responsible to review campaigns to ensure compliance with the Guidelines.
4. To support this process, DFR prepares a Supporting Statement of Compliance which is provided at Attachment 2. The Statement provides an overview of DFR's process for campaign material development and an analysis of the effects of advertising on recruiting outcomes.
5. Following this review, the ICC issues a letter to the Chief Executive of the Department who is required to certify that the campaign complies with the Guidelines by signing the Chief Executive Certification for Government Advertising Campaigns.
6. Finally, the campaign is approved by the relevant Minister, in the case of DFR, the Minister for Defence Science and Personnel (MINDSP).
7. DFR met with the ICC on Friday 31 May 2013 to consider the media overview plan at Attachment 3 and media strategy document at Attachment 4 covering the period July through December 2013. As a result of that meeting, the ICC issued the letter, a copy of

which is provided at Attachment 4, stating that no issues have arisen to suggest that the media plan does not comply with Principles 1-4 of the Guidelines.

8. The ICC did, however, note the absence of 'ethnic' media on the media plan (paragraph 3, page 2 of the letter). This has subsequently been rectified, and the attached revised media plan (Attachment 3) has a separate allocation for this purpose. The revised media strategy (Attachment 4) also refers with the additions regarding Culturally and Linguistically Diverse communities (CALD) highlighted in the document. Note that both revised documents have been forwarded to the Department of Finance and Deregulation for the ICC.
9. Creative material (ie television commercials, radio ads, print ads, online banners, etc.) which are scheduled to appear during the period have been previously reviewed and approved through the process. Any new creative materials which will be produced and scheduled during the period will undergo the relevant approvals process. Creative materials are also approved through the relevant Service headquarters and cleared by Defence Legal.
10. The cost of media (television, magazines, radio, digital display, online television, cinema, out of home, allocations for priority activity and media amplification) for the period is \$17,822,589 (rounded, excluding GST and inclusive of all service fees) and will be fully funded from the DFR FY13-14 marketing budget. The cost of media reflects a maximum allowable spend during the period and is scalable to reflect budget allocation and Service priorities.
11. Approval is sought by Monday 17 June 2013 to facilitate Ministerial approval with sufficient lead-time for Universal McCann, the agency that plans and purchases media on behalf of the Commonwealth, to obtain appropriate media in time for commencement of advertising activity in the new financial year.
12. Subsequent to your certification, a MINSUB will be sent to MINDSP for approval.
13. The letter from the ICC together with the signed Certification will be published on the website of the Department of Finance and Deregulation after commencement of the advertising activity.

Consultation

14. Extensive consultation occurred with Universal McCann to develop the media strategy and resulting plan.
15. DFR consults with the Communications Advice Branch within the Department of Finance and Deregulation on an ongoing basis.

 Carmel McGregor DEPSEC DP June 2013		(a) NOTED /PLEASE DISCUSS (b) SIGNED /NOT SIGNED <i>as discussed re the \$6m x PMCC</i>	
		 Dennis Richardson Secretary 2 / June 2013	
Branch/Section Head	BRIG Scott Hicks	W: (02) 6122 4052	Mob: 0406 378 401
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Attachments

1. Chief Executive Certification
2. Supporting Statement of Compliance
3. Media Plan July-December 2013
4. Media Strategy FY13-14
5. ICC Letter (copy only, original provided direct to Department)

Chief Executive Certification for Government Advertising Campaigns

Certification Statement – Defence Force Recruiting Media Plan for the period July-December 2013

I certify that the Defence Force Recruiting Media Plan for the period July-December 2013 (the media plan) 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 media plan, in their view, complies with Principles 1 to 4 of the Guidelines, dated 04 June 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 media plan.

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

**Secretary
Department of Defence**

2 / June 2013