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**DECISION BRIEF FOR ACTING SECRETARY: INTERNATIONAL FLEET REVIEW
2013 ADVERTISING CAMPAIGN CERTIFICATION**

Group: NAVY

Reference: CN/OUT/2013/900

Due Date: 16 Aug 13

Copies: CDF, AS COO, VCDF

Recommendations

That you:

EXECUTIVE SUPPORT UNIT

13 AUG 2013

SEC/IN/2013/927

- i. **Note** that the International Fleet Review 2013 campaign materials comply with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)* (the Guidelines).

NOTED / PLEASE DISCUSS

- ii. **Note** that a comprehensive marketing and media strategy has been developed and implanted by Navy to support the event.

NOTED / PLEASE DISCUSS

- iii. **Note** that a primary six week duration advertising campaign commencing 25 Aug 13 has been developed to inform the public of the event and to provide key transport messaging, and that a Google keyword search advertising element will commence 19 Aug 13.

NOTED / PLEASE DISCUSS

- v. **Note** that I am satisfied that the Campaign complies with the principles of the *Guidelines*.

NOTED / PLEASE DISCUSS

- vi. **Sign** the attached draft Chief Executive Certification for Government Advertising Campaigns provided at Attachment D, certifying compliance with the Guidelines.

NOTED / PLEASE DISCUSS

Background

1. The IFR will be held in Sydney from 3 – 11 Oct 13 to commemorate the centenary of the first entry of the Royal Australian Navy's fleet into Sydney. Over fifty nations were originally invited to attend and to date, 20 nations have confirmed participation. I anticipate that approximately 59 vessels will ultimately participate in the IFR comprising: 23 international warships, nineteen RAN ships and 17 tall ships. The IFR is being planned and conducted with the full support of the NSW State Government and the City of Sydney Council.

2. A joint media launch for the IFR occurred on 22 Oct 12 onboard HMAS *Parramatta* in Sydney Harbour, attended by the Premier of NSW, and the Lord Mayor of Sydney. A coordinated media and marketing strategy has being developed and targeted at key internal and external stakeholders, which has included a series of IFR media related events to garner public and media interest, the most recent being a Gun Functional Trial at Garden Island Dockyard on 29 Jul. An NRL Captain's Call media event is scheduled for 9 Sep 13 onboard HMAS *Leeuwin*.

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3. Key objectives of the media strategy are to promote awareness and celebrate Navy's contribution to the nation in the past, present and future, enhance recruiting, and promote Navy values and the ongoing good work of Navy people. The media strategy will reinforce key ADF and RAN strategic messages.

Advertising Campaign Process

4. 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 specifically responsible to review campaigns to ensure compliance with the Guidelines.

5. To support this process, the RAN prepared a Supporting Statement of Compliance which is provided at Attachment A. The Statement provides an overview of RAN (IFR) process for campaign material development and an analysis of the effects of advertising on recruiting outcomes. 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. Director International Fleet Review (DIFR) presented to the ICC on Thursday 8 Aug 13 for them to consider the materials at Attachment B. As a result of that meeting, the ICC issued the letter of compliance which is provided at Attachment C.

7. Approval is sought by Friday 16 Aug 13 to provide Universal McCann, the agency that plans and purchases media on behalf of the Commonwealth, with sufficient lead-time to obtain appropriate media in time for commencement of advertising activity.

8. In accordance with the principles that came into effect on commencement of the caretaker period of Government, bipartisan approval for the IFR Campaign was sought and has been given, as advised by the Assistant Secretary, Communications Advice Branch, Department of Finance and Regulation on 7 Aug 13.

9. Subsequent to your certification of the Campaign at Attachment D, the Department of Finance and Deregulation 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.

Campaign Overview

10. The IFR advertising campaign based on sailors' caps, will appear in digital, radio, print and bus sides, and traffic information messages as required by the NSW Government - Roads and Maritime Services (RMS). In addition, a personal advisory letter from me to the harbour-side residents of Sydney, will also be delivered to affected Sydney residents with NSW Government traffic management information. The key intent of the Campaign is to promote awareness of the event and ensure that public transport messaging as required by the NSW Government is provided well in advance of the event.

11. The bus side campaign will be launched on 25 Aug, and the print and radio campaign on 1 Sep, and a direct mail letter will be delivered week commencing 13 Sep. A Google digital search campaign will commence immediately upon your final certification of the

Campaign Expenditure

12. Expenditure for the Campaign which is being fully funded within the IFR FY2013-14 funding allocation, is S\$730,000 (excluding GST). The originally budgeted \$550,000 for the campaign was increased by \$180,000 to increase the campaign period by two weeks to meet NSW Government information and transport advertising requirements.

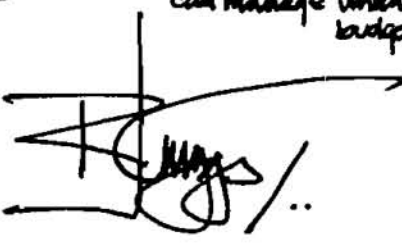

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13. All procurement for the campaign has occurred in accordance with Defence procurement guidelines, and utilised extant Defence contracting arrangements for both advertising creative development (GPYR) and media buying (Universal McCann), and I am satisfied that all principles of the Chief Executive Certification for Government Advertising Campaigns has been met. Consequently, I recommend you sign the attached Certification at Attachment D.

Consultation

14. DFR have been consulted in the preparation of this brief.

<p><i>BRENNAN, happy to discuss - anything which we can do about the Traffic light issue and increase in cost. I can manage within IFR budget.</i></p>  <p>R.J. GRIGGS, AO, CSC VADM, RAN CN</p> <p>13 Aug 13</p>		<p>i. NOTED</p> <p>ii. NOTED</p> <p>iii. NOTED</p> <p>iv. NOTED</p> <p>v. SIGNED/NOT SIGNED</p>  <p>Brendan Sargeant Acting Secretary</p> <p>13 Aug 13</p>	
Branch/Section Head		W: ()	Mob:
Action Officer	CAPT Bramwell	W: (02) 9393 2166	Mob: 0467 803 546

Attachments:

- A. IFR Statement of Compliance dated 8 Aug 13
- B. IFR 2013 Campaign Materials
- C. ICC Letter of Compliance dated 8 Aug 13
- D. Draft Certification Statement

Chief Executive Certification for Government Advertising Campaigns

Certification Statement – International Fleet Review 2013

I certify that the International Fleet Review 2013 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 International Fleet Review 2013, in their view, complies with Principles 1 to 4 of the Guidelines, dated 8 August 2013.

My certification has also been informed by advice and evidence of compliance with the Guidelines provided by officers within Royal Australian Navy with responsibility for the design, development and implementation of the International Fleet Review 2013.

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



Brendan Sargeant
Acting Secretary
Department of Defence

14 August 2013