

FEB 14 2013

DECISION BRIEF FOR SECRETARY: CERTIFICATION OF "WOMEN IN THE ARMY" CAMPAIGN

Group: **Defence People** Reference: **DGDFR/OUT/2013/AB12065859**

Through: **DEPSEC DP**
[Signature]

Due Date: **22 February 2013**

EXECUTIVE SUPPORT UNIT
14 FEB 2013
SEC/IN/2013/161

Copies: CDF, AS COO, VCDF

Recommendation

That you:

- (a) **Sign** the Chief Executive Certification for Government Advertising Campaigns provided at Attachment 1 which certifies that the newly developed "Women in the Army" campaign (the Campaign) is compliant with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)*.

Background

1. The Chief of Army has issued a directive "Increasing Capability through Diversity – Gender". As part of that directive, Army seeks to increase the percentage of females in fulltime service from 10 to 12 percent by mid 2014.
2. To assist with recruitment, Defence Force Recruiting (DFR) has produced a marketing campaign that seeks to dispel misconceptions about life in the Army for women and address key barriers to entry. Across a range of media channels the campaign communicates the opportunities available in the Army to women, and highlights the normality, balanced lifestyle, benefits and rewards of an Army career.
3. The Campaign comprises a 30 second television commercial, a 15 second television commercial, two newspaper advertisements, an online banner, radio commercials and eight magazine advertisements promoting the Army recruiting initiative targeting females whereby the Initial Minimum Period of Service (IMPS) has been reduced to one year for 12 General Entry roles. Supporting content will be featured on www.defencejobs.gov.au/army/ and www.defencejobs.gov.au/army/oneyearroles.

Key Issues


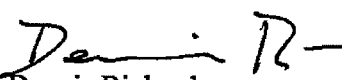
4. In order to deliver the required numbers to meet the directive, DFR has for the first time been given female only targets, specifically to enlist 570 females in FY 12-13 across a number of roles. To meet this target, DFR is required to generate approximately 8,500 enquiries. This enquiry requirement is based on historical conversion ratios for females from enquiry to enlistment or appointment into the Australian Army.
5. The core objective of the Campaign is to increase awareness of the opportunities available to females within the Army and generate enquiries and applications.
6. The Campaign underwent and has been strongly endorsed by research testing by qualitative research company GfK, with no changes recommended.
7. A copy of the campaign materials is provided at Attachment 2.
8. The media plan has been separately certified (reference DGDFR/OUT/2012/AB9060762) as part of the overall DFR media plan for the period January to June 2013.
9. Your signature is sought by Friday 22 February 2013 to allow for Ministerial approval and media placement by the desired date.

Consultation

10. The Chief of Army, Lieutenant General David Morrison AO has endorsed the campaign, noting it effectively aligns with Army's recruiting strategy. Written documentation is provided at Attachment 3.
11. The Independent Communications Committee (ICC) reviewed the Campaign on 7 February 2013. The ICC provided a report directly to you. A copy of this report is provided at Attachment 4.
12. Defence Legal has reviewed the advertising materials and has provided advice on the compliance of the Campaign against the Guidelines. Defence Legal advised that no changes to the Campaign would be required. Written documentation is provided at Attachment 5.

Resource aspects

13. Production costs for the campaign totalled \$355,041.05 (GST inclusive) which is fully funded from the DFR FY 12-13 marketing budget.
14. The campaign will appear as part of national media advertising from week commencing 24 March 2013. The media costs are fully funded out of the DFR FY12-13 marketing budget.

 S.W. HICKS, CSC BRIG DGDFR Tel: (02) 6122 4052 11 February 2013	(a) SIGNED /NOT SIGNED  Dennis Richardson Secretary 1 February 2013		
Branch/Section Head	Ms Patricia Duffy	W: (02) 6122 4006	Mob: 0437 607 910
Action Officer	Ms Melissa Winn	W: (02) 6122 4067	Mob: 0408 931 767

Attachments

1. Chief Executive Certification for Government Information and Advertising Campaigns.
2. Women in the Army campaign materials and Army One Year Roles Magazine and Press
3. Director General Personnel Army – Campaign endorsement
4. ICC Report on Army "Women in the Army" campaign (copy only).
5. Defence Legal advice – Minute.

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

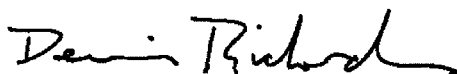
Certification Statement – “Women in the Army” campaign.

I certify that the “Women in the Army” 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 Women in the Army campaign in their view, complies with Principles 1 to 4 of the Guidelines, dated 8 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 ADFA television commercials.

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
15 February 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.

Women in the Army



Frame 1
Zoom into photographs on fridge.



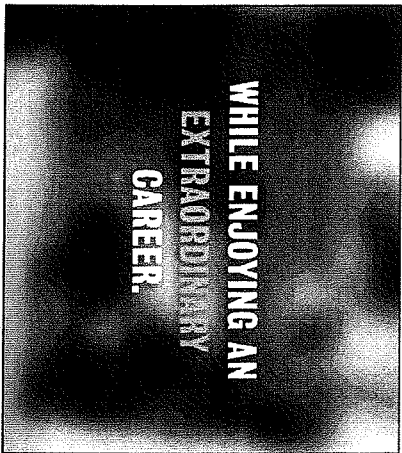
Frame 2
We pan across various photos on a fridge. We see a young woman hanging out with her friends.



Frame 3
Pan past the same young woman on a holiday with her boyfriend.



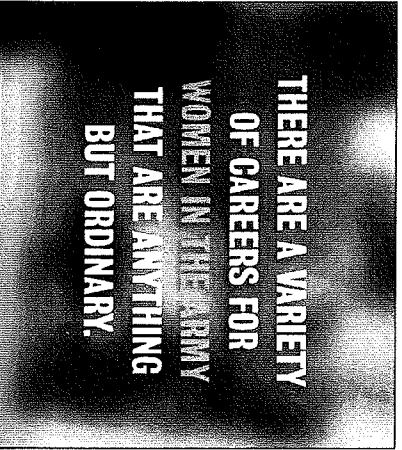
Frame 4
The image blurs to reveal the super.



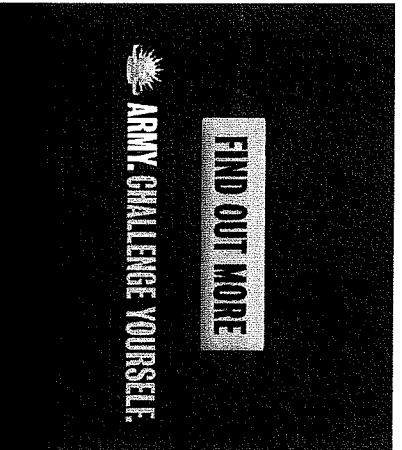
Frame 5
Image remains blurred and reveals second super.



Frame 6
We see the same young woman in her Army uniform on deployment in a foreign country.



Frame 7
The super changes to our campaign line.



Frame 8
Fade to black revealing CTA and logo.



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ABN: 67 117 645 708

RADIO SCRIPT

Product:	Women in the Army
Title:	Radio scripts
Length:	30 seconds

VERSION 1 – STANDARD CTA

Did you know there's a great deal more to the Army than just soldiers?

So if you're a young woman searching for a secure and rewarding career, you might be surprised to find the variety of job roles on offer in the Army.

From Military Police, Avionics Technicians, Supply Coordinators and Administration Clerks, there are over 80 different roles for women that allow you to lead a normal lifestyle, while enjoying an extraordinary career.

To find the one that's right for you, search "Army jobs" or call 13 19 01.

VERSION 2 – INFO SESSION CTA

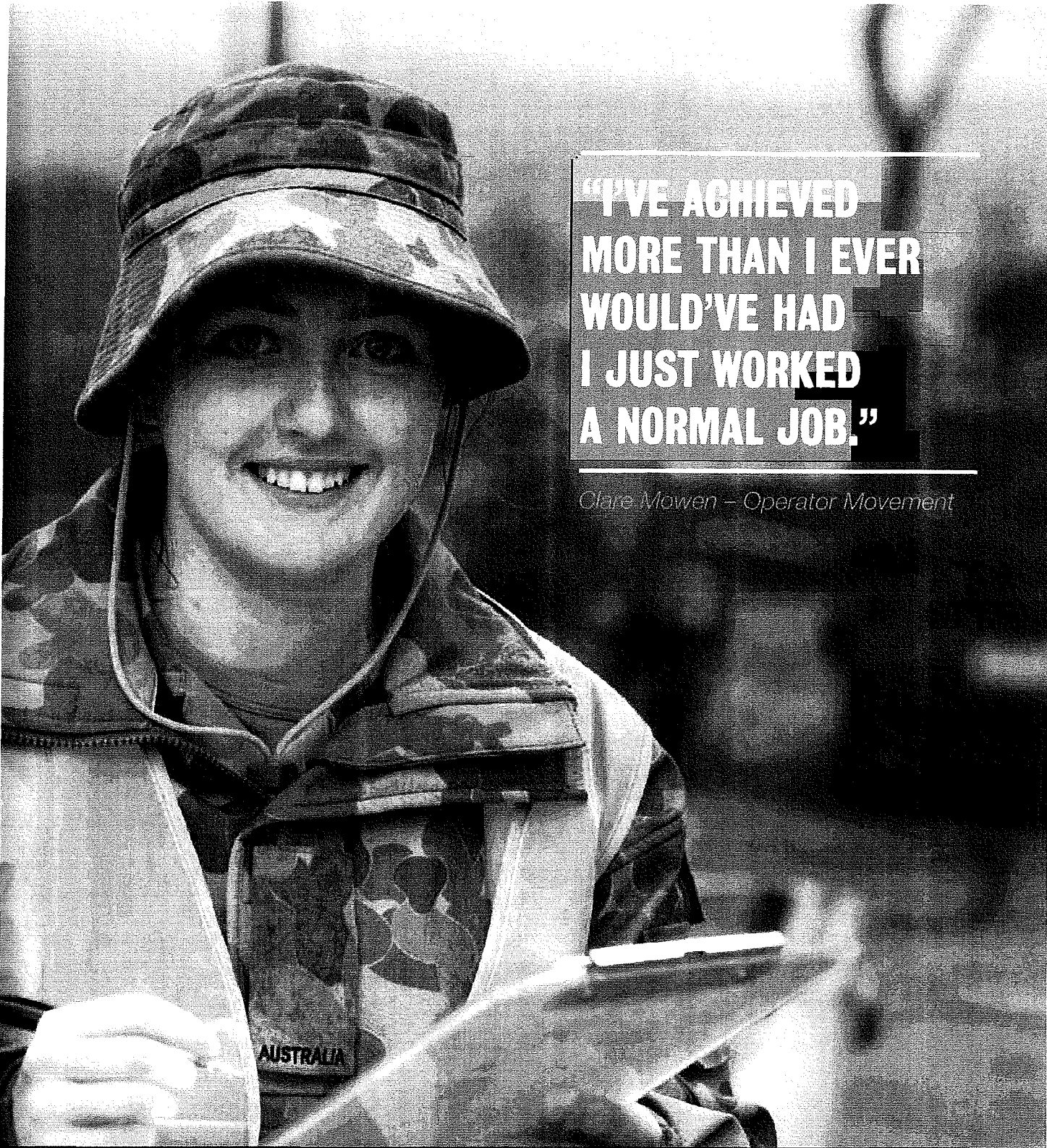
There's a great deal more to the Army than just soldiers.

So if you're a young woman searching for a rewarding career, you might be surprised to find the variety of job roles on offer in the Army.

There are over 80 different roles for women that allow you to lead a normal lifestyle, while enjoying an extraordinary career.

To find out more about a career in the Army, search "Army jobs" or call 13 19 01.

Alternately, come along to an information session on <INSERT DATE AND TIME> at <INSERT LOCATION>.



**"I'VE ACHIEVED
MORE THAN I EVER
WOULD'VE HAD
I JUST WORKED
A NORMAL JOB."**

Clare Mowen – Operator Movement

ONE YEAR OF ADVENTURE

The Army has 12 roles available with just a 12 month commitment - no strings attached. Just great pay, new mates and world-class training that will set you up for a rewarding career in the Army and beyond. There is a range of challenging roles available, such as Operator Movements, who are responsible for coordinating the movement of

troops, equipment on exercise and operations. So if you are ready for one extraordinary year, apply today at defencejobs.gov.au/army/oneyearroles or call 13 19 01.



ARMY. CHALLENGE YOURSELF.



...THEY SAID I
...NEVER
...EXISTED."

Danielle Churchill - Administration Clerk

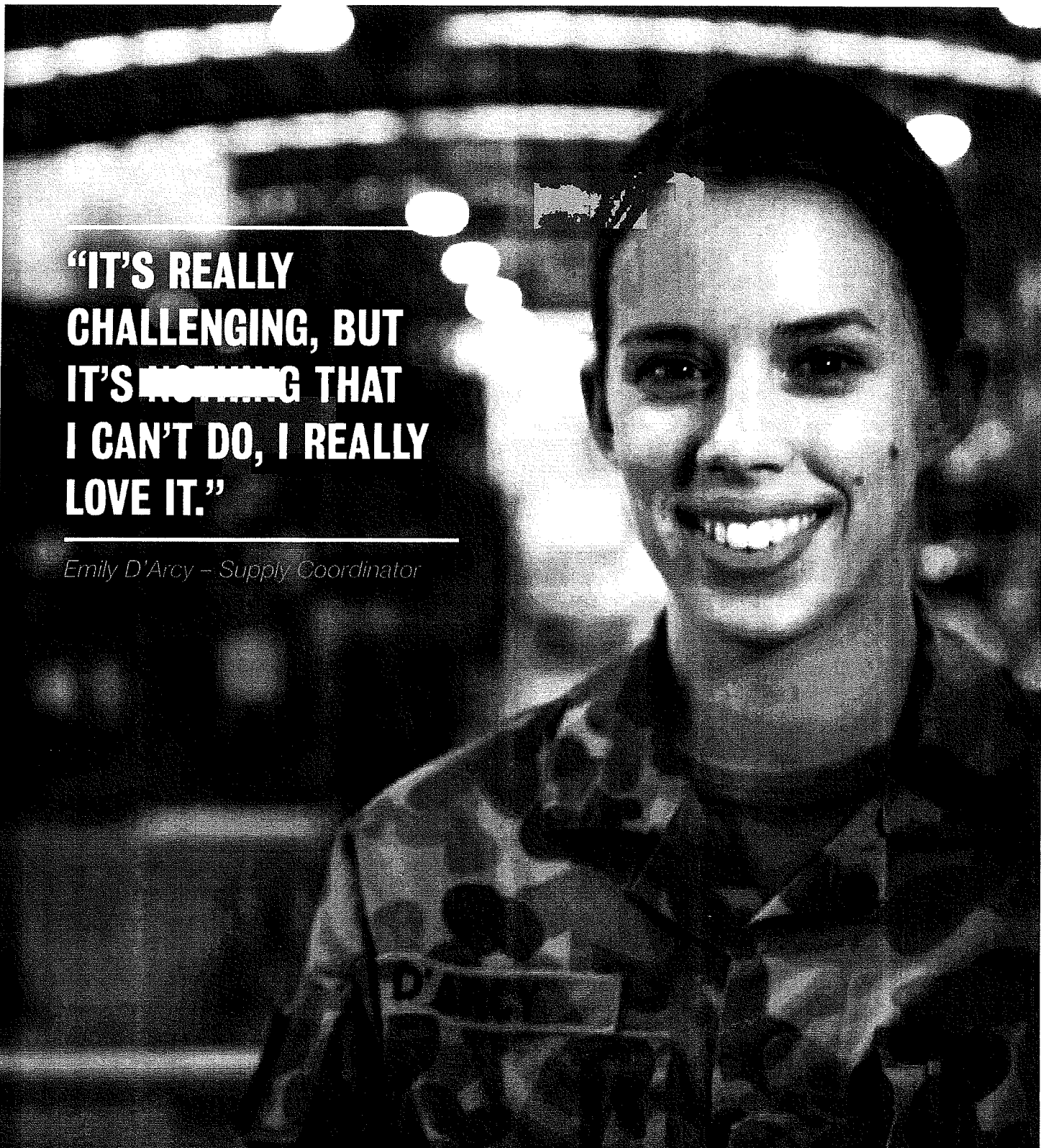
ONE YEAR OF ADVENTURE

The Army has 12 roles available with just a 12 month commitment - no strings attached. Just great pay, new mates and world-class training that will set you up for a rewarding career in the Army and beyond. There is a range of challenging roles available, such as Administration Clerks, who play a pivotal role in ensuring all administrative

paperwork and records are accurately maintained. So if you are ready for one extraordinary year, apply today at defencejobs.gov.au/army/oneyearroles or call 13 19 01.



ARMY. CHALLENGE YOURSELF.



**“IT’S REALLY
CHALLENGING, BUT
IT’S ~~NOTHING~~ THAT
I CAN’T DO, I REALLY
LOVE IT.”**

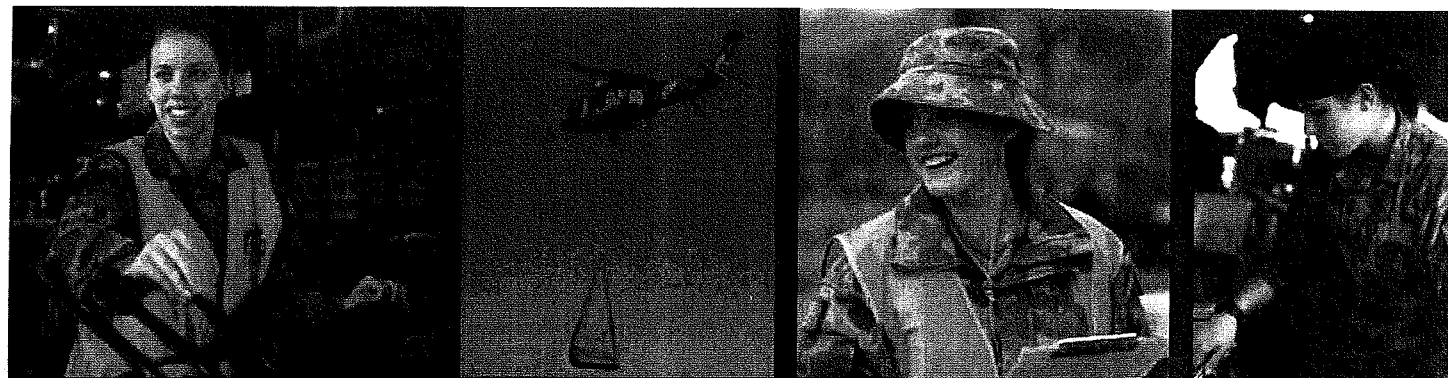
Emily D'Arcy – Supply Coordinator

ONE YEAR OF ADVENTURE

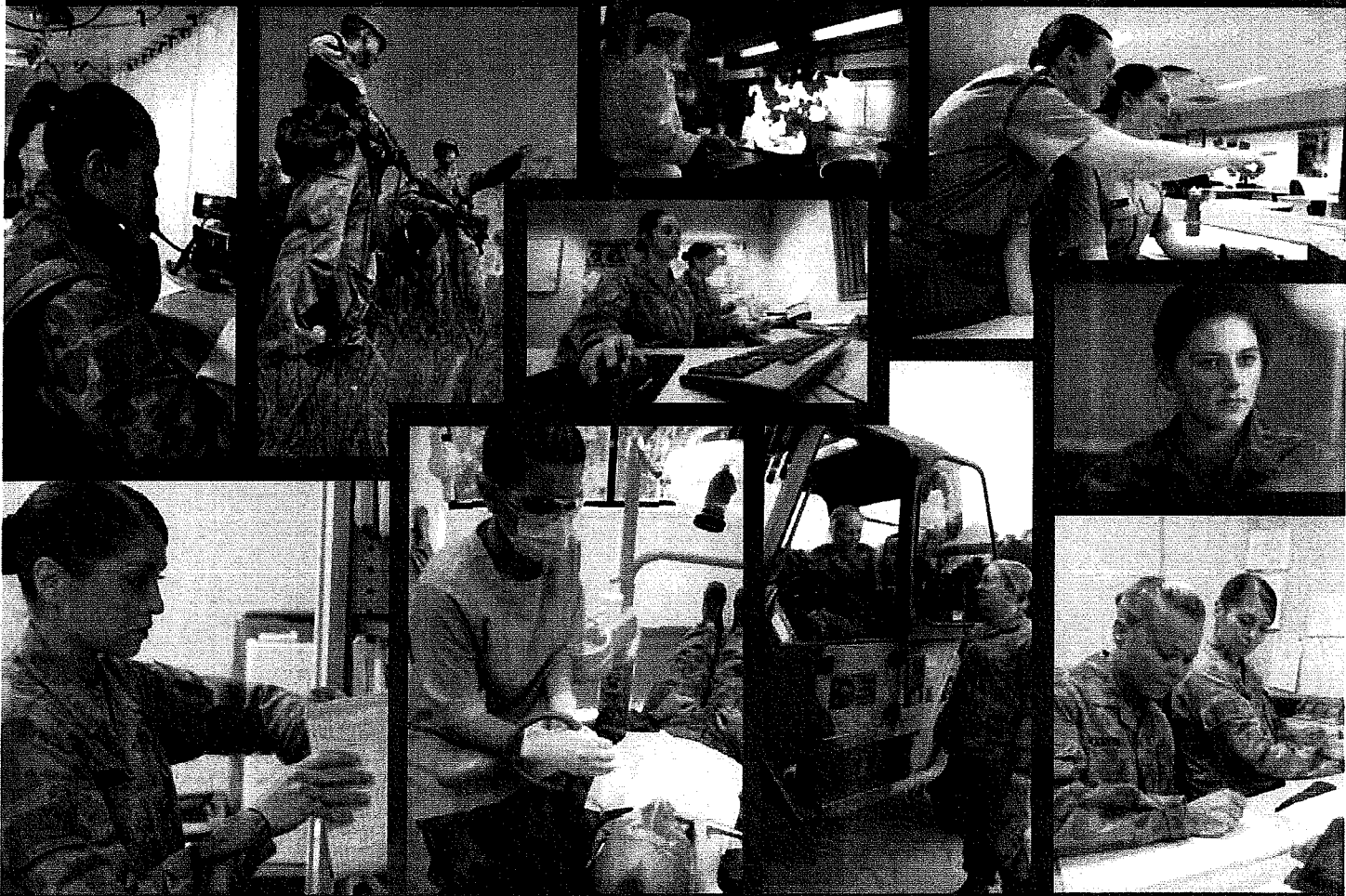
The Army has 12 roles available with just a 12 month commitment - no strings attached. Just great pay, new mates and world-class training that will set you up for a rewarding career in the Army and beyond. There is a range of challenging roles available, such as Supply Coordinators, who are part of one of the biggest logistics organisations in the

country and are responsible for managing the warehousing and distribution of Army assets. So if you are ready for one extraordinary year, apply today at defencejobs.gov.au/army/oneyearroles or call 13 19 01.

 **ARMY. CHALLENGE YOURSELF.**



ONE YEAR OF ADVENTURE



The Army has 12 roles available with just a 12 month commitment - no strings attached. Just great pay, new mates and world-class training that will set you up for a rewarding career in the Army and beyond. There is a range of challenging roles available, such as

Supply Coordinator to Dental Assistant and Military Police. So if you are ready for one extraordinary year, apply today at defencejobs.gov.au/army/oneyearroles or call 13 19 01.

 **ARMY. CHALLENGE YOURSELF.**

Download the free viewa app, select TVC, hold your phone or tablet over the page to view the video clip.

