

BRIEF FOR SECRETARY: CERTIFICATION OF ADFA TELEVISION COMMERCIALS

Group: **Defence People Group**

Reference: **DGDFR/OUT/2013/AB11985703**

Through: **DEPSEC DP**

Due Date: **11 February 2013**

EXECUTIVE SUPPORT UNIT

05 FEB 2013

SEC/IN/2013/117

Recommendation

That you:

- (a) **Note** that the newly developed ADFA television commercials comply 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.

Background

1. The Australian Defence Force Academy (ADFA) is a unique Tri-Service establishment that provides military and leadership training, coupled with a degree from the University of New South Wales (UNSW).
2. ADFA has historically been one of the flagships of target achievement for Defence Force Recruiting (DFR), however, over the past two years target achievement has declined. There has also been a series of negative media stories attributed to ADFA which may be a factor in the decline, however, this is not substantiated by research. Research indicates that general lack of awareness of ADFA amongst the target audience and its influencers is a larger problem which this campaign seeks to address.
3. To promote ADFA, DFR has developed a 30 and 15 second television commercial. Supporting content will be featured on www.defencejobs.gov.au/adfa. The commercial is bound by the Guidelines.


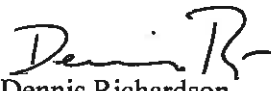
Key Issues

4. The primary objective of the commercials is to increase awareness of the Academy and also to educate people, in a motivating and compelling manner. Improving awareness of the benefits of ADFA amongst potential candidates and their influencers (parents, other family and friends) is crucial to improving enquiry levels, applications and overall recruiting achievement.
5. ADFA has one intake annually in January. The recruiting target of 350 appointees each year has been established by the Australian Defence Force to deliver the military capabilities and future leadership required by the Australian Government. To meet this target, DFR needs to generate approximately 6,906 enquiries. The enquiry requirement is based on historical conversion ratios from initial enquiry to appointment.
6. The ADFA commercials will inform the public that ADFA offers combined military and leadership training with a degree from the University of New South Wales. The commercial will aim to deliver substantial awareness of the opportunities and benefits ADFA has to offer, and deliver desired enquiry levels to assist in meeting the specific recruiting targets.
7. The commercials have been strongly endorsed in research testing conducted by research company GfK, with minimal changes which have been implemented.
8. A DVD of the commercials is provided at Attachment 5.

9. Production costs for the ADFA commercials total \$31,240.00 (GST exclusive) which is fully funded from the DFR FY12-13 marketing budget.
10. The ADFA commercials will appear as part of national media advertising from week commencing 24 February or 3 March 2013. The media costs 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 January to June 2013.
11. Your signature is sought by Monday 11 February 2013 to allow for Ministerial approval in time for us to be in market by late February to support the 2014 intake.

Consultation

12. The ADFA commercials have been endorsed by Major General Craig Orme AM, CSC, Commander Australian Defence College, Commodore Bruce Kafer AM, CSC, RAN, Commandant Australian Defence Force Academy and Professor John Arnold, Acting Rector UNSW Canberra, verifying the content is factually correct and is aligned with ADFA's overall communication strategy. Written documentation is provided at Attachment 2.
13. The Independent Communications Committee (ICC) reviewed the commercial on 31 January 2013. The ICC has provided a report directly to you. A copy of this report is provided at Attachment 3.
14. Defence Legal has reviewed the 30 and 15 second television commercials and has provided advice on the compliance of the commercial against the Guidelines on Campaign Advertising by Australian Government Departments and Agencies. The commercials have been cleared through Defence Legal with no recommended changes. Written documentation is provided at Attachment 4.

 S.W. HICKS, CSC BRIG DGDFR Tel: (02) 6122 4052 7 February 2013		(a) NOTED /PLEASE DISCUSS	
		(b) SIGNED /NOT SIGNED  Dennis Richardson Secretary 7 February 2013	
A/Branch Head	Ms Patricia Duffy	W: (02) 6122 4006	Mob: 0437 607 910
Action Officer	Ms Elke Hawke	W: (02) 6122 4063	Mob: 0421 864 628

Attachments

1. Chief Executive Certification for Government Information and Advertising Campaigns.
2. ADFA endorsement of final commercials.
3. ICC Report on ADFA commercials (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

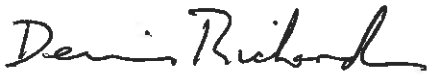
Certification Statement – ADFA television commercials

I certify that the ADFA television commercials comply 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 ADFA television commercials in their view, complies with Principles 1 to 4 of the Guidelines, dated 31 January 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
7 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.

Elke Hawke

From: Skandaraja, Anjali MISS [anjali.skandaraja@defence.gov.au]
Sent: Wednesday, 16 January 2013 5:56 PM
To: Elke Hawke
Cc: Orme, Craig MAJGEN; Kafer, Bruce CDRE; 'j.arnold@adfa.edu.au'; 'Lisa Ann Morisset'; Symington, Cristy MS
Subject: Confirmation of ADFA TV Commercial clearance by Commander ADC [SEC=UNCLASSIFIED]

UNCLASSIFIED

Hi Elke,

Thank you for providing us with the 15 second and 30 second ADFA TV commercials. Both TV commercials are in line with ADFA's strategy for promoting the ADFA brand and the content is factually correct. The TV commercial showcases ADFA as a tri-service and diverse organisation, covers military training and tertiary education and furthermore includes ADFA's slogan, 'Educating our future leaders'.

Both ADFA TV commercials were cleared by Professor John Arnold, Acting Rector UNSW Canberra and Commodore Bruce Kafer, AM, CSC, RAN, Commandant Australian Defence Force Academy.

Major General Craig Orme, AM, CSC, Commander Australian Defence College provided final clearance for the ADFA TV commercials and therefore we are happy for DFR to proceed further with the approval process.

Kind Regards,

Anjali

Communications Advisor
Australian Defence Force Academy | Department of Defence
P|(02) 6268 6935 M| 0467 817 250 L|Admin Building 1-2-13

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31/01/2013

Independent Communications Committee

Report on Advertising Campaign

Mr Dennis Richardson AO
Secretary
Department of Defence
PO Box 9700
Canberra BC ACT 2600

Dear ~~Mr~~ Richardson *Dennis*

AUSTRALIAN DEFENCE FORCE ACADEMY CAMPAIGN

I am writing to advise you that the Independent Communications Committee (Committee) has considered the Australian Defence Force Academy (ADFA) campaign. The Committee undertook the review process outlined below and, based on the information provided, the Committee has concluded that the proposed campaign complies with Principles 1 to 4 of the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (Guidelines).

Agencies subject to the *Financial Management and Accountability Act 1997* are required to comply with the Guidelines. To this end, the Committee considers proposed advertising campaigns of \$250,000 or more and provides a report on each campaign to the relevant Chief Executive in relation to its compliance with Principles 1 to 4 of the Guidelines. Those principles are:

- Principle 1:** Campaigns should be relevant to government responsibilities;
- Principle 2:** Campaign materials should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign;
- Principle 3:** Campaign materials should be objective and not directed at promoting party political interests; and
- Principle 4:** Campaigns should be justified and undertaken in an efficient, effective and relevant manner.

Agencies are responsible for providing their Chief Executive with a report on campaign compliance with Principle 5 of the Guidelines.

Review Process

The campaign review process is designed to enable the Committee to obtain sufficient information, clarification and justification from departments and agencies, to provide advice to you on the compliance of proposed campaign advertising activities. This letter is to assist your deliberations in certifying the campaign's compliance with the Guidelines.

The Committee met with your officers on one occasion – 31 January 2013 – to consider the ADFA campaign during its development and has considered the market research, final creative materials, and a Statement of Compliance with the Principles.

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 ADFA 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 ADFA 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.

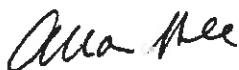
Your certification should be published on your agency's website when the campaign is launched.

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

31 January 2013

Attachment A

ADFA Campaign (Reviewed 31 January 2013)

Document title (and reference)
Television commercials 1 x 30 second 1x15 second

LEGAL-IN-CONFIDENCE



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/2013/1

DFR (Att: Elke Hawke)

LEGAL ADVICE ON DEFENCE FORCE RECRUITING ADVERTISING

References:

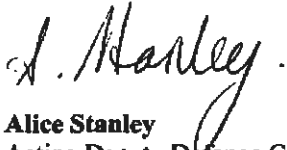
- A: Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies dated March 2010.
- B: Previous Defence Legal Advice on Requirements for Government Advertising (DSG/OUT/2009/AF728943).
1. I refer to Principle 5 of Reference A which requires all Commonwealth 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 16 January 2013, DFR sought legal advice in respect of two commercials designed to support recruiting activities for the Australian Defence Force Academy 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.
 4. Both commercials also 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.
 5. 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.

Defending Australia and Its National Interests

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6. 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

18 January 2013

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