

DECISION BRIEF FOR SECRETARY: CERTIFICATION OF AIR FORCE "ANYTIME ANYWHERE" TELEVISION COMMERCIALS

Group: **Defence People**

Reference: **DGDFR/OUT/2013/214123424**

Through: **DEPSEC DP**

Due Date: **11 April 2013**

EXECUTIVE SUPPORT UNIT

- 4 APR 2013

Sec/IN/2013/310

Copies: CDF, AS COO, VCDF, HPC

Recommendation

That you:

- (a) **Sign** the Chief Executive Certification for Government Advertising Campaigns provided at Attachment 1 which certifies that the newly developed Air Force "Anytime Anywhere" 30 second online commercial and the 30 second and 45 second Television Commercials (the TVCs) are compliant with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)* (the Guidelines).

Background

1. Since 2008 the Air Force brand position has been "*The Air Force trains more than just pilots*", with the supporting tagline: '*Air Force. Accomplished.*' '*Accomplished*' is now in its fifth year and has been applied in multiple applications to showcase and reinforce the brand position.
2. Research indicates that "*The Air Force trains more than just pilots*" campaign has been extremely effective in changing the perception that Air Force is only for pilots; however, the creative is reasonably familiar to the target audience, and after years of continuous use it is less effective today in bringing new candidates into the recruiting pipeline.
3. The TVCs have been developed to reinvigorate the Air Force brand by showcasing the Air Force as diverse, exciting, modern and sophisticated. In line with Air Force strategic intent this campaign also showcases the diversity of the Air Force workforce.
4. In addition to the TVCs, supporting content will be featured on www.defencejobs.gov.au/.

Key Issues

5. The TVCs will act as the primary branding piece for Air Force, underpinning all other communications. The communication objective of the TVCs is to demonstrate to the audience in an engaging way that the Air Force offers a large number of jobs beyond pilots across many different employment categories, locations and environments. Female representation is a strong focus of the campaign, with particular attention on women in non-traditional employment roles such as air crew, aviation technical trades and engineering.
6. "*Anytime Anywhere*" will be supported by a campaign micro-site allowing the user to discover all of the characters in the ad, thereby providing a tactical job-specific deliverable whilst achieving attitudinal change in the overall audience.
7. Air Force's recruiting target for FY 13-14 is 855. In order to meet this target, Defence Force Recruiting is required to generate in excess of 12,593 enquiries for Air Force positions which would not be possible without advertising. This enquiry requirement is based on historical conversion ratios from enquiry to enlistment or appointment into the Air Force.
8. The TVCs seek to generate awareness, enquiries and applications across all Air Force jobs. The TVCs have undergone research testing and have been strongly endorsed by research company Horizon.
9. A DVD of the Commercials is provided at Attachment 2.

10. Your signature is sought by Thursday 11 April 2013 to allow for Ministerial approval ahead of the scheduled on-air date in May 2013.

Consultation

11. The Chief of Air Force, Air Marshal Geoff Brown AO has endorsed the TVCs, noting they effectively align with Air Force’s recruiting strategy. Written endorsement is provided at Attachment 3.
12. The Independent Communications Committee reviewed the TVCs on 21 March 2013 and provided a report directly to you. A copy of the report is at Attachment 4.
13. Defence Legal has also reviewed the Campaign materials and provided advice on the compliance of the TVCs against the Guidelines with no further changes required. Defence Legal advice is at Attachment 5.

Resource aspects

14. Production costs for the TVCs total \$717,402.00 (excluding GST) and are fully funded from the Defence Force Recruiting FY12-13 marketing budget.
15. The TVCs will appear as part of national media advertising, on rotation with other campaign material, from May 2013 and into FY 13-14. The media plan has been separately certified as part of the overall Defence Force Recruiting media plan for the period January to June 2013.

 S.W. HICKS, CSC BRIG DGDFR Tel: (02) 6122 4052 27 March 2013		(a) SIGNED NOT SIGNED 	
		Simon Lewis Acting Secretary ✕ April 2013	
Branch/Section Head	Ms Patricia Duffy	W: (02) 6122 4006	Mob: 0437 607 910
Action Officer	Mr Tim Bowden	W: (02) 6122 4061	Mob: 0421 631 569

Attachments

1. Chief Executive Certification for Government Information and Advertising Campaigns.
2. DVD copy of the Commercials and supporting campaign material.
3. Director General Personnel – Air Force, endorsement of campaign materials
4. Independent Communications Committee Report on Air Force “Anytime Anywhere” (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 – Air Force, “Anytime Anywhere” campaign.

I certify that the Air Force “Anytime Anywhere” 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 Air Force “Anytime Anywhere” campaign in their view, complies with Principles 1 to 4 of the Guidelines, dated 25 March 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 Air Force “Anytime Anywhere” campaign.

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



Simon Lewis
Acting Secretary

Department of Defence
4 April 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.



Level 3, 162 Collins Street
Melbourne VIC 3000

T: 03 9287 1200

F: 03 9287 1400

www.gpyr.com.au

ABN: 67 117 645 708

SCRIPTS FOR ANYTIME. ANYWHERE

Date:	14.03.13
Subject:	Scripts for Anytime. Anywhere TVCs

45 second 'brand' TVC

Over 60 roles. All across the globe.

To find out more, search "Anytime Anywhere."

Air Force, Accomplished.

30 second 'brand' TVC

Over 60 roles. All across the globe.

To find out more, search "Anytime Anywhere."

Air Force, Accomplished.

30 second 'online' TVC

Over 60 roles. All across the globe.

To find out more, [click here](#).

Air Force, Accomplished.

PRE-ROLL

ANYTIME. ANYWHERE.



- Pre-roll begins as a 15 second clip of the Brand TVC. A styled tab animates appears, asking users to 'explore everything in this scene.'



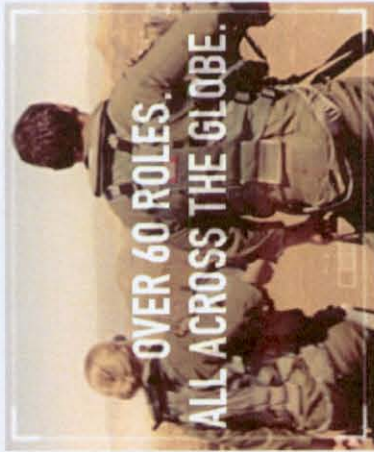
- Once user rolls over box, it responds by increasing glow and opacity. Clicking this will link to the minisite.

ONLINE BANNER CONCEPTS

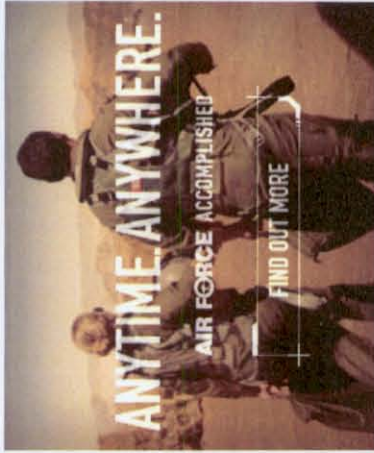
ANYTIME. ANYWHERE.



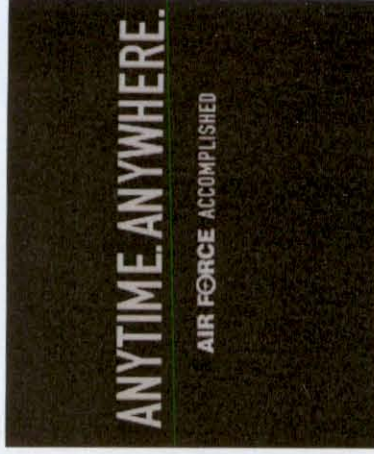
1. Hero shot from TVC.



2. Copy appears.



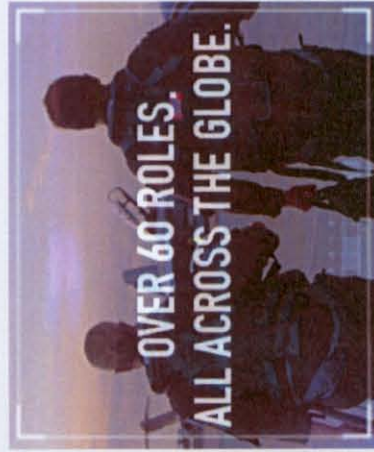
3. Anytime, Anywhere, Air Force logo and CTA.



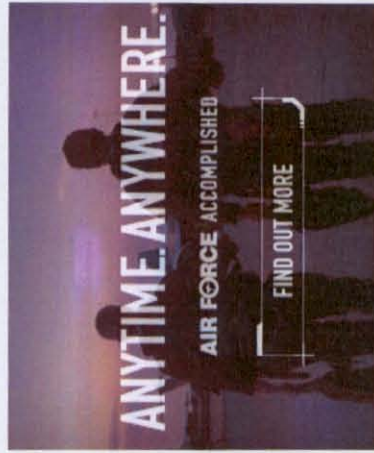
4. Image fades to black. Campaign logo remains clear.



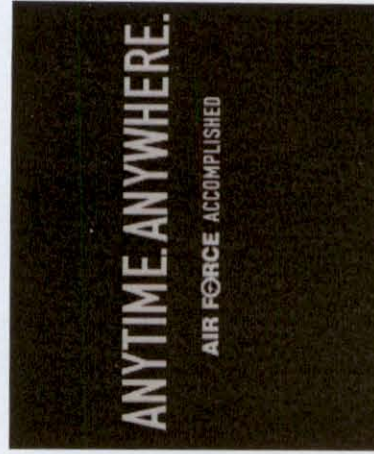
1. Hero shot from TVC.



2. Copy appears.



3. Anytime, Anywhere, Air Force logo and CTA.



4. Image fades to black. Campaign logo remains clear.

**BRIEF FOR CAF: DEFENCE FORCE RECRUITING AIR FORCE MARKETING
BRAND CAMPAIGN – “ANYTIME ANYWHERE” TELEVISION COMMERCIAL
(TVC) AND MICRO-SITE**

Division/Group: **DGPERS-AF**

Reference: AB12311676

Recommendation

That you:

- (a) **Approve** the presentation of the brand campaign “Anytime Anywhere” television commercial (TVC) and micro-site to the Independent Communication Committee, Secretary of Defence and Minister for Defence Science and Personnel for approval.

Background:

1. **“The Runway” production and “Impossible Airfield” campaign.** To cement the brand position, ‘Air Force is Ready to Respond, Anytime and Anywhere’, a new brand campaign “Anytime Anywhere” has been developed. The campaign components; TVC (including version for cinema), micro-site and digital banners have been developed from “The Runway” production and existing footage from the previous campaign “Impossible Airfield”.
2. “The Runway” production at RAAF Base Amberley during 14 – 16 Nov 12 forms the foundation for the storyboard portrayed in the “Anytime Anywhere” TVC. The TVC follows a male ‘Fighter PLT’ and female ACO as they walk from a hangar to an F/A-18F Super Hornet. On their walk across the tarmac they travel seamlessly through different times and locations, passing a wide range of Air Force personnel who are all busy performing their particular role. The success of the production can be attributed to the dedication of serving members. The members were predominantly from RAAF Base Amberley, with supplementation from members based at Canberra, Oakey, Richmond and Williamtown.
3. **Research.** The qualitative and quantitative data of Feb 13 identified that the target market responded positively to “Anytime Anywhere” and that the ad showed Air Force in a new operational context. The concept related to respondents on a personal level; some recognised their preferred role depicted in the TVC whilst others were excited by the range of job opportunities shown. One respondent stated, “It’s not just about a job but what the Air Force has to offer”. A female as one of the two lead characters was immediately noticed and applauded by respondents. One respondent stated, “It’s really motivating to see a woman in a role like that”.
4. **Aims and objectives.** The campaign aims and objectives are:
 - a. Maintain current positive brand associations and create new brand associations;
 - b. Raise awareness and increase understanding about the role of Air Force;
 - c. Stimulate conversion from enquiry to application; and
 - d. Continue to broaden the consideration set and motivate qualified candidates to apply.

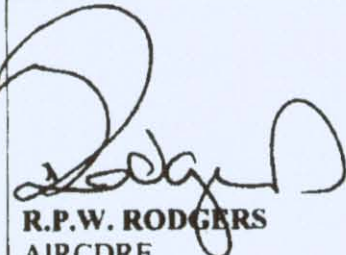

5. **Materials.** The campaign materials will include:
- a. **Cinema**
 - (1) 45 second commercial.
 - b. **Television**
 - (1) 30 second commercial.
 - c. **Online**
 - (1) Micro-Site;
 - (2) 30 second commercial; and
 - (3) Digital Banner Advertising.

Key Issues:

6. **Micro-Site.** The micro-site will allow the user to meet the 'Fighter PLT', ACO (female), JBAC (female), ELECTR (female) and Armament Technician identified during the TVC via 'deep dives'. In addition to the 'deep dives', a strength of the micro-site is the opportunity for the target market to obtain further information. To promote the diverse working environment, the micro-site in-scene content will identify Air Force job roles and equipment, including the aeromedical evacuation capability.
7. **Women in Non-Traditional Employment Roles (WINTER).** Qualitative WINTER research of Sep 12 identified that technical trade and aircrew roles within Air Force are 'perceived to be a man's job' with one female respondent stating, "I don't recall seeing a tradie in any of the ads". Recognising the opportunity, the RLO-AF office engaged with Commanders at RAAF Base Amberley to ensure the TVC and micro-site incorporated the WINTER strategy (beyond the female ACO lead). During "The Runway" production, females performed the following roles:
- a. Aerospace Engineer – Armament;
 - b. Aircraft Technician;
 - c. Airfield Engineer;
 - d. Armament Technician;
 - e. Avionics Technician;
 - f. Ground Support Equipment Technician; and
 - g. Security Police (Military Working Dog Handler).

8. **Gender balance and teamwork.** It is important to note females were identified for specific roles, but not at the exclusion of males. Therefore, the micro-site in-scene content will promote gender balance to align with the TVC. This will be achieved by demonstrating opportunities for females, whilst promoting males and females working together as a team to deliver a war-fighting capability.

9. The "Anytime Anywhere" campaign will provide the target market with an operational profile for the brand. The campaign highlight's the Air Force operational and combat role on the world stage as well as promoting the importance of teamwork in the Air Force.

 R.P.W. RODGERS AIRCDRE DGPERS-AF Tel: (02) 6144 7560 12 Mar 13		(a) Approved / Not Approved	
		 G.C. BROWN AIRMSHL CAF 13 Mar 13	
Director	GPCAPT G. KIMMINS	W:(02) 6144 7570	
Action/Contact Officer	SQNLDR T. JORGENSEN	W: (02) 6144 7308	Mob: 0416 180416

Independent Communications Committee

Report on Advertising Campaign

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

Dennis
Dear Mr Richardson

AIR FORCE BRAND CAMPAIGN

I am writing to advise you that the Independent Communications Committee (Committee) has considered the Air Force brand 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 two occasions – 10 August 2012 and 21 March 2013 – to consider the Air Force brand campaign during its development, and has considered the communications strategy, 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 Horizon (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 Air Force brand 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 Air Force brand 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

25 March 2013

Attachment A

Air Force brand “Anytime Anywhere” (Reviewed 21 March 2013)

Document title
Television commercials 1x 45 second brand 1x 30 second brand
Online elements 1 x30 second online commercial 1 x digital pre-roll execution 2 x online banners



Australian Government

Department of Defence

Office of Defence General Counsel
CP2-4-015
PO Box 7911
CANBERRA BC ACT 2610
Tel: 02 6266 2881
Fax: 02 6266 3255

2010/1120931/1
GC/OUT/2013/18

DFR (Att: Tim Bowden)

LEGAL ADVICE ON DEFENCE FORCE RECRUITING ADVERTISING

References

- A: Guidelines on Campaign Advertising by Australian Government Departments and Agencies dated June 2008.
- B: Previous Defence Legal Advice on Requirements for Government Advertising (DSG/OUT/2009/AF728943).

1. I refer to Guideline 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.

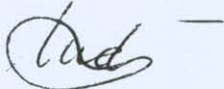
2. Defence Force Recruiting (DFR) prepares and promotes a substantial amount of advertising material in order to attract recruits into the Australian Defence Force (ADF). On 12 March 2013, DFR sought legal advice in respect of three television commercials to ensure that they comply with Reference A. Defence Legal notes that the content is currently being reviewed to confirm that it is factually correct.

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. In the television commercials, the faces of many individuals are identifiable. Defence Legal assumes 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. There are images of various Defence vehicles and aircraft. 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 promotion of such content.

LEGAL-IN-CONFIDENCE

5. Please satisfy yourself that you have adequately protected operational security. In particular, the no Special Forces personnel are identified and that no sensitive or operational information is on the laptops displayed in the commercials.
6. Other than these issues, Defence Legal considers that the television commercials 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 Kate Boland (Kate.Boland@defence.gov.au or (02) 6266 2540).



Anna Rudziejewski
Deputy Defence General Counsel
Defence Legal
Ph: 6266 4206
E-mail: Anna.Rudziejewski@defence.gov.au

19 March 2013