

**DECISION BRIEF FOR SECRETARY: CERTIFICATION OF ARMY "RISE 2.0"
TELEVISION COMMERCIALS**

Group: **Defence People**

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

Through: **DEPSEC DP**
[Signature] 18/2

Due Date: **28 February 2013**

EXECUTIVE SUPPORT UNIT

Copies: CDF, AS COO, VCDF

21 FEB 2013

Recommendation

SEC | IN | 2013 | 187

That you:

- (a) **Sign** the Chief Executive Certification for Government Advertising Campaigns provided at Attachment 1 which certifies that the newly developed Army "Rise 2.0" 30 second and 15 second Television Commercials (the Commercials) are compliant with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)* (the Guidelines).

Background

1. The original version of the Army brand commercial "Rise" was launched in 2007. That campaign developed a sound branding platform built on personal challenge, pride and heritage.
2. Ongoing market research has revealed that while recognition for the original brand commercial remains high, the Army brand continues to suffer from misconceptions that it is outdated and somewhat dull, that it lacks modern technology, and that opportunities in the Army are limited to Infantry.
3. To reinvigorate the Army brand, the Commercials have been developed showcasing the Army as cutting edge, modern and exciting, and demonstrating the wealth of employment opportunities available and the diversity of people employed by the Army.
4. In addition to the Commercials, supporting content will be featured on www.defencejobs.gov.au/army.
5. The Commercials are bound by the Guidelines.

Key Issues

6. The Commercials will act as the primary branding piece for Army, underpinning all communications. They seek to remove barriers to consideration and strengthen the target audience's emotional connection to the Army by showcasing a modern Army which offers both job and long term career options relevant to today's Australians.
7. The communication objective of the Commercials is to demonstrate to a wider audience in an engaging and arresting way that the Army offers a large number of jobs beyond traditional infantry and combat. They seek to break the myth that the Army is suited to just one type of person and demonstrate that people can enjoy a wide range of roles, many of them completely unexpected in the Army. In reality, the Army offers substantial choice, with rewarding careers in just about every field from logistics, to healthcare to education, finance and administration to hospitality.
8. Army's recruiting target for FY 12-13 is 5,486. In order to meet this target, Defence Force Recruiting is required to generate in excess of 54,000 enquiries for Army positions. This enquiry requirement is based on historical conversion ratios from enquiry to enlistment or appointment into the Army.


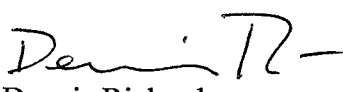
9. The Commercials seek to generate awareness, enquiries and applications across all Army jobs.
10. The Commercials underwent research testing and have been strongly endorsed by research company GfK, with no recommended changes required.
11. A DVD of the Commercials is provided at Attachment 2.
12. Your signature is sought by Thursday 28 February 2013 to allow for Ministerial approval ahead of the scheduled on air date in April 2013.

Consultation

13. The Chief of Army, Lieutenant General David Morrison AO has endorsed the Commercials, noting they effectively align with Army's recruiting strategy. Written documentation is provided at Attachment 3.
14. The Independent Communications Committee reviewed the Commercials on 31 January 2013 and provided a report directly to you. A copy of the report is at Attachment 4.
15. Defence Legal has also reviewed the Campaign materials and provided advice on the compliance of the commercial against the Guidelines. Defence Legal advised that no further changes would be required, see Attachment 5.

Resource aspects

16. Production costs for the Commercials total \$305,132.00 (excluding GST) and are fully funded from the Defence Force Recruiting FY12-13 marketing budget.
17. The Commercials will appear as part of national media advertising, on rotation with other campaign material, from April 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 14 February 2013		(a) SIGNED /NOT SIGNED	
		 Dennis Richardson Secretary 22 February 2013	
Branch/Section Head	Ms Patricia Duffy	W: (02) 6122 4006	Mob: 0437 607 910
Action Officer	Mr Andrew Edmunds	W: (02) 6122 4053	Mob: 0427 871 207

Attachments

1. Chief Executive Certification for Government Information and Advertising Campaigns.
2. DVD copy of the Commercials.
3. Director General Personnel – Army, endorsement of campaign materials
4. Independent Communications Committee Report on Army "Rise 2.0" (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 – “Army “Rise 2.0” commercials.

I certify that the Army “Rise 2.0” 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 the Army “Rise 2.0” 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 Army “Rise 2.0” 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

22 February 2013

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.



AUSTRALIAN ARMY
Director General Personnel - Army

MINUTE

2007/1147809
DGPERS-A/OUT/2013/R13739803

DGDFR

(Attention: BRIG Hicks)

For information:

DFR National Marketing Manager (Attention: Ms Pat Duffy)

ENDORSEMENT OF THE WOMEN IN ARMY CAMPAIGN

1. On 29 Jan 13, the Women in Army, Royal Military College and Rise 2.0 Campaigns were presented to the CA for endorsement. This material effectively aligns with Army's recruitment strategy and is therefore endorsed.
2. Please continue to engage WSM-A staff in order to obtain support for the further development of the Women in Army Campaign. The POC at WSM-A is LTCOL Chris McKay, 02 6265 1245.

A.G. HAMBLETON
COL
DGPERS-A

R1-3-A106
PO Box 7901
CANBERRA BC ACT 2600

Tel: (02) 6265 4119

31 Jan 13

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}

ARMY RISE 2.0 CAMPAIGN

I am writing to advise you that the Independent Communications Committee (Committee) has considered the Army Rise 2.0 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 May 2012 and 31 January 2013 – to consider the Army Rise 2.0 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 Army Rise 2.0 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 Army Rise 2.0 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.

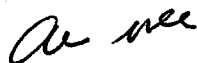
Your certification should be published on your agency's website when the campaign is launched.

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

Army Rise 2.0 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/2012/6

DFR (Att: Andrew Edmunds)

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).

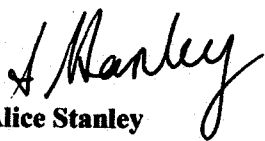
1. I refer to Principle 5 of Reference A which requires all Commonwealth Government advertising to comply with all relevant laws including:
 - laws with respect to broadcasting and media;
 - privacy laws;
 - intellectual property laws;
 - electoral laws;
 - trade practices and consumer protection laws; 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 31 January 2013, DFR sought legal advice in respect of two commercials designed (known as Army Rise 2.0) to support recruiting activities for the Australian Army (Army), to ensure they comply with Reference A.
3. Defence Legal understands that the consent of all individuals featured in the campaign, whose identities are readily ascertainable, has been obtained for their personal information to be used. 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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4. 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

31 January 2013