

**BRIEF FOR SECRETARY: CERTIFICATION OF DEFENCE FORCE RECRUITING
MEDIA PLAN JANUARY-JUNE 2013**

NOV 26 07:55

Group: DPG

Reference: DEPSEC DP/OUT/2012/205

Due Date: 7 December 2012

EXECUTIVE SUPPORT UNIT

26 NOV 2012

SEC 1/15/2012/1418

Recommendations:

That you:

- (a) **Note** that the Defence Force Recruiting (DFR) Media Plan for the period January-June 2013 complies 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 with the Guidelines.

Background

1. To meet the recruiting targets for Navy, Army and Air Force, DFR conducts a program of advertising activity to generate enquiries and applications for jobs. Over the years a strong correlation has been established between advertising activity and enquiries. To maintain continuity of presence in the market and therefore a constant flow of candidates into the recruiting pipeline, advertising is deemed to be critical.
 2. In recognition of the criticality of ongoing advertising to recruiting outcomes, on 13 September 2008 the Cabinet Secretary and Minister for Finance and Deregulation agreed to special handling arrangements for the review of DFR advertising campaigns including a review of planned media activity in six monthly increments. Other than as agreed in the special handling arrangements, in all respects DFR complies with the Guidelines.
- Key Issues**
3. 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 comprised of three former senior public servants including the Chair, Dr Allan Hawke. The ICC is specifically responsible to review campaigns to ensure compliance with the Guidelines.
 4. To support this process, DFR prepares a Supporting Statement of Compliance which is provided at Attachment 2. The Statement provides an overview of DFR's process for campaign material development and an analysis of the effects of advertising on recruiting outcomes.
 5. 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. Finally, the campaign is approved by the relevant Minister, in the case of DFR, the Minister for Defence Science and Personnel (MINDSP).
 7. DFR met with the ICC on Thursday 15 Nov 12 to consider the media plan at Attachment 3 covering the period January through June 2013. As a result of that meeting, the ICC issued the letter, a copy of which is provided at Attachment 4, stating that no issues have arisen to suggest that the media plan does not comply with Principles 1-4 of the Guidelines.
 8. Creative material (ie television commercials, radio ads, print ads, online banners, etc.) which are scheduled to appear during the period have been previously reviewed and approved through the process.

Any new creative materials which will be produced and scheduled during the period will be submitted to the Communications Advice Branch within the Department of Finance and Deregulation to determine if they are subject to the Review and Certification provisions within the Guidelines and, if so, will undergo the full approvals process. Creative materials are also approved through the relevant Service headquarters.

9. The cost of media (television, magazines, radio, digital display, online television, cinema, out of home, allocations for priority activity and media amplification) for the period is \$6,352,071 (excluding GST and inclusive of all service fees) and will be fully funded from the DFR FY12-13 marketing budget. The cost of media reflects a maximum allowable spend during the period and is scalable to reflect budget allocation and Service priorities.

10. Approval is sought by Friday 7 December 2012 to facilitate Ministerial approval with sufficient lead-time for Universal McCann, the agency that plans and purchases media on behalf of the Commonwealth, to obtain appropriate media in time for commencement of advertising activity on 6 January 2013.

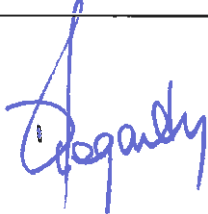

11. Subsequent to your certification, a MINSUB will be sent to MINDSP for approval.

12. The 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.

Consultation

13. Extensive consultation occurred with Universal McCann to develop the media strategy and resulting plan.

14. DFR consults with the Communications Advice Branch within the Department of Finance and Deregulation on an ongoing basis.

 G.P. FOGARTY MAJGEN A/DEPSEC DP R1-1-C005 Tel: (02) 6265 6902 23 November 2012		(a) NOTED/PLEASE DISCUSS (b) SIGNED/NOT SIGNED  Dennis Richardson Secretary 26 November 2012	
Branch/Section Head	BRIG Scott Hicks	W: (02) 6122 4052	Mob: 0406 378 401
Action Officer	Ms Patricia Duffy	W: (02) 6122 4066	Mob: 0437 607 910

Attachments

1. Chief Executive Certification
2. Supporting Statement of Compliance
3. Media Plan January-June 2013
4. ICC Letter (copy only, original provided direct to Department)

CHIEF EXECUTIVE CERTIFICATION FOR GOVERNMENT INFORMATION AND ADVERTISING CAMPAIGNS

I, **Dennis Richardson**, am satisfied that the new *Defence Force Recruiting media plan for the period January through June 2013* complies with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010):

Signed: 

Secretary of Defence

Date: **26-11-2012**

		✓ or x	Attachment Reference
PRINCIPLE 1: CAMPAIGNS SHOULD BE RELEVANT TO GOVERNMENT RESPONSIBILITIES			
1	The subject matter of campaigns should be directly related to the Government's responsibilities. As such, only policies or programs underpinned by: <ul style="list-style-type: none"> • legislative authority; or • appropriation of the Parliament; or • a Cabinet Decision which is intended to be implemented during the current Parliament should be the subject of a campaign. 	<input type="checkbox" value="v"/>	
	Examples of suitable uses for government campaigns include to: <ul style="list-style-type: none"> • inform the public of new, existing or proposed government policies, or policy revisions; • provide information on government programs or services or revisions to programs or services to which the public are entitled; • inform consideration of issues; • disseminate scientific, medical or health and safety information; or • provide information on the performance of government to facilitate accountability to the public. 	<input type="checkbox" value="v"/>
PRINCIPLE 2: CAMPAIGN MATERIALS SHOULD BE PRESENTED IN AN OBJECTIVE, FAIR AND ACCESSIBLE MANNER AND BE DESIGNED TO MEET THE OBJECTIVES OF THE CAMPAIGN			
2.1	Campaign materials should enable the recipients of the information to distinguish between facts, comment, opinion and analysis.	<input type="checkbox" value="v"/>
2.2	Where information is presented as a fact, it should be accurate and verifiable. When making a factual comparison, the material	<input type="checkbox" value="v"/>

should not attempt to mislead the recipient about the situation with which the comparison is made and it should state explicitly the basis for the comparison.

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|-----|---|-------------------------------------|--|
| 2.3 | Pre-existing policies, products or services and activities should not be presented as new. | <input checked="" type="checkbox"/> | |
| 2.4 | Special attention should be paid to communicating with any disadvantaged individuals or groups identified as being within the target audience. Particular attention should be paid to the communication needs of young people, the rural community and those for whom English is not a convenient language in which to receive information. | <input checked="" type="checkbox"/> | |
| 2.5 | Imagery used in campaign materials should reflect the diverse range of Australians. There should be recognition of the full participation of women, Indigenous and culturally and linguistically diverse communities by realistically portraying their interests, lifestyles and contributions to Australian society. | <input checked="" type="checkbox"/> | |
| 2.6 | Campaign materials should be tested with target audiences to indicate they are engaging and perform well against the objectives of this campaign. | <input checked="" type="checkbox"/> | |

PRINCIPLE 3: CAMPAIGN MATERIALS SHOULD BE OBJECTIVE AND NOT DIRECTED AT PROMOTING PARTY POLITICAL INTERESTS

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|-----|---|-------------------------------------|--|
| 3.1 | Campaign materials must be presented in objective language and be free of political argument. | <input checked="" type="checkbox"/> | |
| 3.2 | Campaign materials must not try to foster a positive impression of a particular political party or promote party political interests. | <input checked="" type="checkbox"/> | |

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|-----|--|-------------------------------------|--|
| 3.3 | Campaign materials must not: | | |
| | (a) mention the party in Government by name; | <input checked="" type="checkbox"/> | |
| | (b) directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups; | <input checked="" type="checkbox"/> | |
| | (c) include party-political slogans or images; | <input checked="" type="checkbox"/> | |
| | (d) be designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or | <input checked="" type="checkbox"/> | |
| | (e) refer or link to the websites of politicians or political parties | <input checked="" type="checkbox"/> | |

PRINCIPLE 4: CAMPAIGNS SHOULD BE JUSTIFIED AND UNDERTAKEN IN AN EFFICIENT, EFFECTIVE AND RELEVANT MANNER

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|-----|--|----------------------------|-------|
| 4.1 | Campaigns should only be instigated where a need is demonstrated, target recipients are clearly identified and the campaign is informed by appropriate research or evidence. | <input type="checkbox"/> ✓ | |
| 4.2 | Campaign information should clearly and directly affect the interests of recipients. | <input type="checkbox"/> ✓ | |
| 4.3 | The medium and volume of the advertising activities should be cost effective and justifiable within the budget allocated to the campaign. | <input type="checkbox"/> ✓ | |
| 4.4 | Distribution of unsolicited material should be carefully controlled. | <input type="checkbox"/> ✓ | |
| 4.5 | Campaigns should be evaluated to determine effectiveness. | <input type="checkbox"/> ✓ | |

PRINCIPLE 5: CAMPAIGNS MUST COMPLY WITH LEGAL REQUIREMENTS AND PROCUREMENT POLICIES AND PROCEDURES

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|-----|---|----------------------------|-------|
| 5.1 | The manner of presentation and the delivery of campaigns must comply with all relevant laws including: | | |
| | (a) laws with respect to broadcasting and media; | <input type="checkbox"/> ✓ | |
| | (b) privacy laws; | <input type="checkbox"/> ✓ | |
| | (c) Intellectual property laws; | <input type="checkbox"/> ✓ | |
| | (d) electoral laws; | <input type="checkbox"/> ✓ | |
| | (e) trade practices and consumer protection laws; and | <input type="checkbox"/> ✓ | |
| | (f) workplace relations laws | <input type="checkbox"/> ✓ | |
| 5.2 | Procurement policies and procedures for the tendering and commissioning of services and the employment of consultants should be followed and there should be a clear audit trail regarding decision making. | <input type="checkbox"/> ✓ | |



Pro Forma Statement of Compliance Against the Information and Advertising Campaign Principles

Department:	Defence Force Recruiting
Campaign name:	Media Plan January-June 2013
ICC meeting date:	Thursday 15 November 2012

Campaign stage: (X relevant stage)

	Communication and media strategy		Creative concept – pre production
	Final creative materials (ready-to-air/prior to despatch)	X	Other: <i>Media Plan Overview for period January-June 2013</i>

Principle 1: Campaigns should be relevant to government responsibilities

18. The subject matter of campaigns should be directly related to the Government's responsibilities. As such, only 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 should be the subject of a campaign.
19. Examples of suitable uses for government campaigns include to:
- inform the public of new, existing or proposed government policies, or policy revisions;
 - provide information on government programs or services or revisions to programs or services to which the public are entitled;
 - inform consideration of issues;
 - disseminate scientific, medical or health and safety information; or
 - provide information on the performance of government to facilitate accountability to the public.

1 (18) and 1 (19) Relevance of campaign to government responsibilities

Defence Force Recruiting (DFR) has the responsibility for recruiting men and women for the Australian Defence Force (ADF) and uses advertising as a proven means by which to attract them.

The need for continuity of DFR advertising to support the Service brands and maintain recruiting momentum is recognised by Government and, as such, on 13 Sep 08 the Cabinet Secretary and Minister for Finance and Deregulation agreed to special

handling arrangements for the review of DFR advertising campaigns, including a review of media activity in six monthly increments.

Creative material which will appear in media during the period January-June 2013 has either been previously reviewed or, if new, will undergo the full review process at the appropriate time. Full detail of compliance with each Principle, specific to the material being reviewed, is provided with the Supporting Statements of Compliance (SSOC).

Principle 2: Campaign materials should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign

20. Campaign materials should enable the recipients of the information to distinguish between facts, comment, opinion and analysis.
21. Where information is presented as a fact, it should be accurate and verifiable. When making a factual comparison, the material should not attempt to mislead the recipient about the situation with which the comparison is made and it should state explicitly the basis for the comparison.
22. Pre-existing policies, products, services and activities should not be presented as new.
23. Special attention should be paid to communicating with any disadvantaged individuals or groups identified as being within the target audience. Particular attention should be paid to the communication needs of young people, the rural community and those for whom English is not a convenient language in which to receive information.
24. Imagery used in campaign materials should reflect the diverse range of Australians. There should be recognition of the full participation of women, Indigenous and culturally and linguistically diverse communities by realistically portraying their interests, lifestyles and contributions to Australian society.
25. Campaign materials should be tested with target audiences to indicate they are engaging and perform well against the objectives of the campaign.

2 (20) – 2 (25) Presentation of campaign materials

DFR advertising typically utilises serving members in real situations including training, exercises, deployment, and the like. Advertising material is cleared through the relevant Service chain of command for accuracy and Defence Legal for compliance with legal requirements. DFR seeks to identify serving members who demonstrate diversity in the ADF for use in marketing material, although DFR is limited by the availability of people in the specific roles that are being highlighted and the willingness of people to volunteer to participate in advertising material.

Advertising materials are tested with target audiences to ensure effectiveness in fostering awareness and engagement and meeting campaign objectives.

All campaign advertising material that will appear within the January-June 2013 period has either been through the Government Approval Process or, if new, will go through the process at the appropriate time and detail of compliance with each Principle specific to that material will be provided at that time via the SSOC.

Principle 3: Campaign materials should be objective and not directed at promoting party political interests

26. Campaign materials must be presented in objective language and be free of political argument.
27. Campaign materials must not try to foster a positive impression of a particular political party or promote party political interests.
28. Campaign materials must not:
 - a. mention the party in Government by name;
 - b. directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
 - c. include party-political slogans or images;
 - d. be designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or
 - e. refer or link to the websites of politicians or political parties.

3 (26) - 3 (28) Material presentation and political statements

DFR advertising is recognised as being apolitical and free from political interests without any party political themes, messages or content. The website referenced in the DFR advertising is www.defencejobs.gov.au which houses content on ADF jobs, pay and conditions, training, fitness standards, the recruiting process, etc.

Principle 4: Campaigns should be justified and undertaken in an efficient, effective and relevant manner

29. Campaigns should only be instigated where a need is demonstrated, target recipients are clearly identified and the campaign is informed by appropriate research or evidence.
30. Campaign information should clearly and directly affect the interests of recipients.
31. The medium and volume of the advertising activities should be cost effective and justifiable within the budget allocated to the campaign.
32. Distribution of unsolicited material should be carefully controlled.
33. Campaigns should be evaluated to determine effectiveness.

4 (29) Demonstrated need informed by research

The need for advertising to drive recruiting outcomes is well established and has been demonstrated in previous Cost Benefit Analyses under the IDCC process and in the subsequent Supporting Statements of Compliance in support of DFR's half yearly media plan reviews. This Supporting Statement of Compliance provides updated

information on results against the various measures employed by DFR including: enquiry generation; target achievement; propensity to consider joining the ADF; advertising awareness; and others, as outlined below, without restating information previously supplied.

Research underpins DFR's advertising activity on an ongoing basis, building on the 'brand foundation' research conducted in late 2006 to provide accurate insights into how the Navy, Army and Air Force brands are perceived and to guide the development of advertising material to correct identified misperceptions. (Note: brand health research to validate the 2006 findings and track progress has been conducted on a number of occasions. DFR will continue to conduct this research; at present, there is no indication that the original brand strategies require changing.)

DFR utilises exploratory research to generate insights that lead to strategy and communications development, specifically to understand and address:

- Aspects of Service life and jobs that will motivate the target audience to enquire and subsequently apply to join;
- Barriers to entry so that those barriers can be addressed via communications, removed and/or mitigated;
- The likely impact of potential new jobs and aspects of the overall job offer for attractiveness to the target audience and to guide concept development; and
- What motivated serving members to join in order to communicate those to the target audience.

As Defence explores deliberately differentiated employment offers, DFR's research will determine how best to communicate them to potential recruits.

Advertising concepts undergo testing and re-testing as required and specific research is provided with the relevant Supporting Statements of Compliance as new material is developed.

DFR also relies on continuous tracking research to provide a constant monitor of performance in the market and on brand health research from time to time to track performance of the Service brands against the desired attributes and positions.

The role of brand advertising is to challenge common misperceptions and remove barriers to consideration, build propensity to consider, positively influence the influencers, and ultimately to generate enquiries and applications for jobs. Job specific advertising plays a different role in that it:

- Educates the target audience about the wide and diverse range of roles available in the ADF;
- Shows that there are 'civilian equivalent' roles available about which the target audience may be unaware;
- Showcases serving members in a variety of situations and lends credibility to DFR advertising; and

- Drives prospective candidates to the Defence Jobs website to learn more and ultimately apply for a job.

DFR conducts advertising campaigns for specific jobs (or methods of entry such as the Australian Defence Force Academy, Defence University Sponsorship and Professional Graduate Positions) and tracks enquiries, applications and enlistments/appointments against those jobs. DFR requires a sustained advertising presence to ensure the ADF remains 'top of mind' amongst the constant stream of people entering the workforce or seeking to change jobs. Therefore, DFR advertises to reinforce Service brand positioning and call attention to the opportunities available, using research to develop campaigns, validate the approach employed and monitor progress.

4 (30) Clarity of campaign information

Campaign materials almost always undergo concept testing; the only time they do not is if the new material is an update to previously tested material or a campaign extension (eg press advertisements developed from a television commercial). In these instances, DFR solicits the written opinion of the research company that conducted the original research as to whether further research is required. Research recommendations are applied and final (or near to final) material is tested again to ensure that the target audience understands the campaign messages. Ongoing tracking provides a longer term measure of campaign success.

DFR increasingly uses exploratory research not only to test messaging but to explore aspects of various ADF 'products' (such as Defence University Sponsorship, Graduate Medical Program, Royal Military College Duntroon, and a potential 150-day First Appointment Course for Army Reserve Officers, among others). While this research ultimately guides campaign development, it can also result in changes in the offer or even a decision not to proceed with an offer.

4 (31) Cost effective and justifiable advertising

Previous Cost Benefit Analyses and Supporting Statements of Compliance have outlined a number of changes in DFR's advertising and media approach over the past four and a half years to ensure that advertising is as cost effective as possible. While these are not repeated in this document, it is worth repeating the overview of the econometric modelling project undertaken with Universal McCann in late FY10-11 and throughout FY11-12, as it will provide the foundation for media plan optimisation throughout FY12-13 and beyond.

A trial of econometric modelling was initially conducted in FY09-10 to inform ongoing media strategy and provide tools by which to predict campaign results. While the predictive capability at that time was rudimentary, the availability of more robust and sophisticated tools led DFR to commit to a larger scale project with Universal McCann to optimise DFR's media mix through analytics.

Throughout FY11-12 and in FY12-13 the project has delivered the ability to:

- Identify and quantify the impact of key media drivers for enquiries and applications;

- Calculate 'advertising decay' per key media driver in order to apply cost efficiencies to the media plan;
- Identify the optimum channel mix in driving enquiries and applications effectively and cost-effectively;
- Conduct pre- and post-campaign evaluations to determine the success of individual campaigns;
- Build and maintain a customised dashboard to track the performance of campaigns and media activity for enquiries, applications, traffic to the Defencejobs website, search keyword impressions, and other key indicators of campaign effectiveness; and
- Measure media effectiveness nationally at a more granular level than was previously possible – for example, by television program, radio session, digital formats, etc.

The findings have been utilised to improve media efficiency and to underpin the preparation of the FY12-13 media strategy (document attached), which includes examples of the Media Mix Modelling analysis for each Service.¹

Universal McCann has developed an excellent understanding of DFR's objectives and challenges and builds individual media plans for each Service around the most effective and efficient media channels. Television, despite being the most expensive medium, continues to be the most effective medium to shape perceptions of the Service brands and generate enquiries, as evidenced from a range of internal measures and ongoing tracking. While other media channels are identified in the Media Mix Modelling analysis as being more cost effective in generating enquiries, no other medium can provide the volume of enquiries generated by television advertising.

Year on year comparison of *total* marketing expenditure is illustrated in Figure 1 below.

Figure 1: DFR Marketing Expenditure 2006- 2013

FY06-07	Pre current brand strategy	\$38.3 million
FY07-08	Foundation phase	\$49.0 million
FY08-09	Building phase	\$51.5 million
FY09-10	Maintenance phase	\$40 million
FY10-11	Maintenance phase	\$33.6 million
FY11-12	Maintenance phase	\$36 million
FY12-13	Maintenance phase	\$37.9 million

DFR's marketing expenditure remains below FY06-07 levels, unadjusted for inflation. This has been achieved despite substantial increases in media costs over the period, which – when compounded – have seen the buying power of DFR's media dollar

¹ Universal McCann Media Strategy FY12-13, Appendix, pages 64-67

greatly reduced. Figure 2 shows comparative year on year campaign media expenditure.

Figure 2: DFR Media Only Expenditure 2007-2013

<u>Year</u>	<u>Original Spend</u>
FY07-08	\$28.9 million
FY08-09	\$34.0 million
FY09-10	\$25.1 million
FY10-11	\$21.7 million
FY11-12	\$21.4 million
FY12-13	\$23.8 million (\$26.8 million based on anticipated additional \$3 million to support t Women in Army strategy

As will be seen in Section 4 (33) below, the relationship between advertising activity and enquiry generation and other outcomes is clear.

4 (32) Distribution of unsolicited material

DFR does not distribute unsolicited material as a matter of practice. Prospects may 'opt in' to receive additional information, and 'opt out' options are made very clear when communicating with candidates in the recruiting pipeline.

4 (33) Evaluation

DFR evaluates the effectiveness of its advertising activity through a variety of means, which are outlined below.

The foundation of DFR's marketing and advertising activity and planning is the number of targets available for each full and part time job for Navy, Army and Air Force. The number of enquiries required (ie calls to 13 19 01 or registrations via the Defence Jobs website) is calculated based on historical conversion data (the ratio of enquiries to applications to enlistments/appointments) and subsequently tracked to determine when additional advertising activity is required.

The number of enquiries required for FY11-12 was 59,078; total enquiries required for FY12-13 of 77,172 represents a significant uplift without a commensurate increase in the marketing and advertising budget. As in FY11-12, there remain fewer targets for popular jobs that require little marketing (eg Rifleman) and a greater proportion of targets that are difficult to fill. In a highly competitive marketplace, an overall skills shortage and a fairly low unemployment rate – coupled with the planned drawdown from Afghanistan – the recruiting environment is expected to remain challenging and requiring ongoing expenditure to sustain target achievement and momentum in the market.

To maintain the force levels to meet capability requirements, the ADF must consistently achieve its recruiting goals regardless of the recruiting climate. Targets missed in one intake or financial year cannot easily be made up in a subsequent period due to the training requirements for all entrants into the ADF. Coupled with that, DFR has no control over many factors that impact on recruiting and must leverage those factors over which it has control. When advertising expenditure is

reduced when recruiting is strong (as it has been in FY11-12), the potential long term gain in awareness and propensity may be lost to the detriment of the ADF when targets once again rise (as they are starting to in FY12-13).

Figure 3: Targets and Required Enquiry Levels FY12-13

		As at 15 Mar 2012	12/13 Target	Enq's req'd 2012-13
NAVY				
Full Time	Australian Defence Force Academy		70	1107
	Direct Entry Officer		74	1507
	Under Graduate		71	1910
	Officer TOTAL		215	4524
	General Entry Non Technical		467	2709
	General Entry Technical		341	1432
	General Entry TOTAL		808	4141
Full Time	TOTAL		1023	8665
Part Time	Officer TOTAL		34	813
	General Entry TOTAL		14	798
Part Time	TOTAL		48	1611
Gap Year	TOTAL		100	1000
	GRAND TOTAL		1171	11276
ARMY				
Full Time	Australian Defence Force Academy		160	2799
	Royal Military College		200	2958
	Special Service Officer (Pilot)		10	184
	Direct Entry Officer		59	4219
	Under Graduate/Officer Tertiary Recruitment Scheme		43	1815
	Officer TOTAL		472	11975
	General Entry Non Technical		2187	16840
	General Entry Technical		436	4404
	General Entry TOTAL		2623	21244
Full Time	TOTAL		3095	33219
Part Time	First Appointment Course		260	1196
	Direct Entry Officer		161	3140
	Officer TOTAL		421	4338
	General Entry TOTAL		1750	14875
Part Time	TOTAL		2171	19211
Gap Year	TOTAL		220	2200
	GRAND TOTAL		5486	54630
RAAF				
Full Time	Australian Defence Force Academy		120	2997
	Direct Entry Officer		99	3180
	Under Graduate		31	1153
	Officer TOTAL		250	7330
	General Entry Non Technical		362	4091
	General Entry Technical		131	1349
	General Entry TOTAL		493	5440
Full Time	TOTAL		743	12770
Part Time	Officer TOTAL		53	1161
	General Entry		8	153
	Ground Defence Reserve Group		20	382
	General Entry TOTAL		28	535
Part Time	TOTAL		81	1696
Gap Year	TOTAL		0	
	GRAND TOTAL		824	14466
Tri Service	Full Time		4861	54654
Tri Service	Part Time		2300	22518
Tri Service	Grand Total		7161	77172
Full Time Officer			937	27629
Reserve Officer			508	5310
Total Officer			1445	30139
Full Time GE			3924	30825
Reserve GE			1792	16208
Total GE			5716	47033
GRAND TOTAL			7161	77172

To illustrate the degree of competition for skilled people to fill ADF jobs, it is worth looking at Manpower's Talent Shortage Survey which identifies the top 10 jobs employers most struggle to fill.

Figure 4: Top 10 Job Groups Compared to ADF Roles

Top 10 jobs that employers are having difficulty filling across the 36 countries and territories surveyed are (ranked in order) ² :	Selected Australian Defence Force "Like" Positions
1. Skilled Trades	Qualified Trades include Carpenter, Communication Electronic Technician, Electrician, Fitter and Turner, Marine Technician, Motor Mechanic, Plumber, Vehicle Mechanic
2. Sales Representatives	Public Affairs Officer, Public Relations Officer
3. Technicians (primary production, operations, engineering or maintenance)	Communications and Information Systems, Electronic Warfare Specialists, Geospatial Technician, Information Systems Technician, Signals Operator Technician, Telecommunications Systems Technician
4. Engineers	Aerospace Engineer, Airfield Engineer, Civil Engineer,
5. Accounting & Finance Staff	Finance Officer, Finance Clerk
6. Production Operators	Logistics Officer, Supply Officer
7. Secretaries, PA's, Administrative assistance and Office Support	Administrative Clerks, Writer, Administrative Officer, Scientific Officer, Training Systems Officer
8. Management/Executives	Range of Officer positions across 3 Services (including ADFA, RMC, MWO, Air Combat Officer)
9. Drivers	Driver, Engineer Driver, Motor Transport Driver
10. Labourers	Artilleryman, Cargo Specialist, Combat Engineer, Cooks, Fire-fighter, Handler Petroleum, Mechanic Recovery, Patrolmen

Despite the challenges in recruiting, FY12-13 has been relatively satisfactory in terms of recruiting achievement, particularly for full time General Entry (GE) across the three Services, and particularly for GE Technical Trades. Officer Entry (OE) recruitment remains a challenge and DFR has several campaigns scheduled for the market over the coming months.

Figure 5: Target Achievement FY12-13 as at 30 September 2012

		FY 12/13 YTD Target	FY 12/13 YTD Achieved	FY 12/13 %YTD Achieved
Navy	FT OE	45	38	84.1%
	FT GE	226	211	93.4%
	Navy FT Total	271	249	91.9%
	RES OE	0	0	n.a.
	RES GE	4	0	0.0%
	Navy PT Total	4	0	0.0%
	Navy OE Total	45	38	84.1%
	Navy GE Total	230	211	91.7%
Navy Total		275	249	90.5%
Army	FT OE	104	61	58.7%

	FT GE	611	550	90.0%
	Army FT Total	715	611	85.5%
	RES OE	100	40	40.0%
	RES GE	438	469	107.1%
	Army PT Total	538	509	94.6%
	Army OE Total	204	101	49.5%
	Army GE Total	1049	1019	97.1%
	Army Total	1253	1120	89.4%
RAAF	FT OE	15	15	100.0%
	FT GE	51	48	94.1%
	RAAF FT Total	66	63	95.5%
	RES OE	13	1	7.7%
	RES GE Exl ADGs	2	3	150.0%
	RES GE Incl ADGs	2	3	150.0%
	RAAF PT Total	15	4	26.7%
	RAAF PT Total Incl ADGs	15	4	26.7%
	RAAF OE Total	28	16	57.1%
	RAAF GE Total	53	51	96.2%
RAAF Total	81	67	82.7%	
Tri-Service	FT OE	164	114	69.5%
	FT GE	888	809	91.1%
	Tri-Service FT Total	1052	923	87.7%
	RES OE	113	41	36.3%
	RES GE	444	472	106.3%
	Tri-Service PT Total	557	513	92.1%
	Tri-Service OE Total	277	155	56.0%
	Tri-Service GE Total	1322	1281	96.2%
TRI Service Total	1609	1436	89.2%	
Total ADFA		TBA	TBA	TBA

With respect to RMC, DFR has conducted extensive research – qualitative and quantitative – to understand the issues with Direct Entry Officer recruitment and better define the target audience. A number of actions have been implemented, and a new campaign is in development.

The new Army Reserve campaign launched on 29 January 2012 has been extremely successful in attracting candidates into the pipeline. At the end of September 2012, ARES target achievement for FY12-13 sat at 94.6%, a strong result compared to the 80.9% achievement for the same period last financial year.

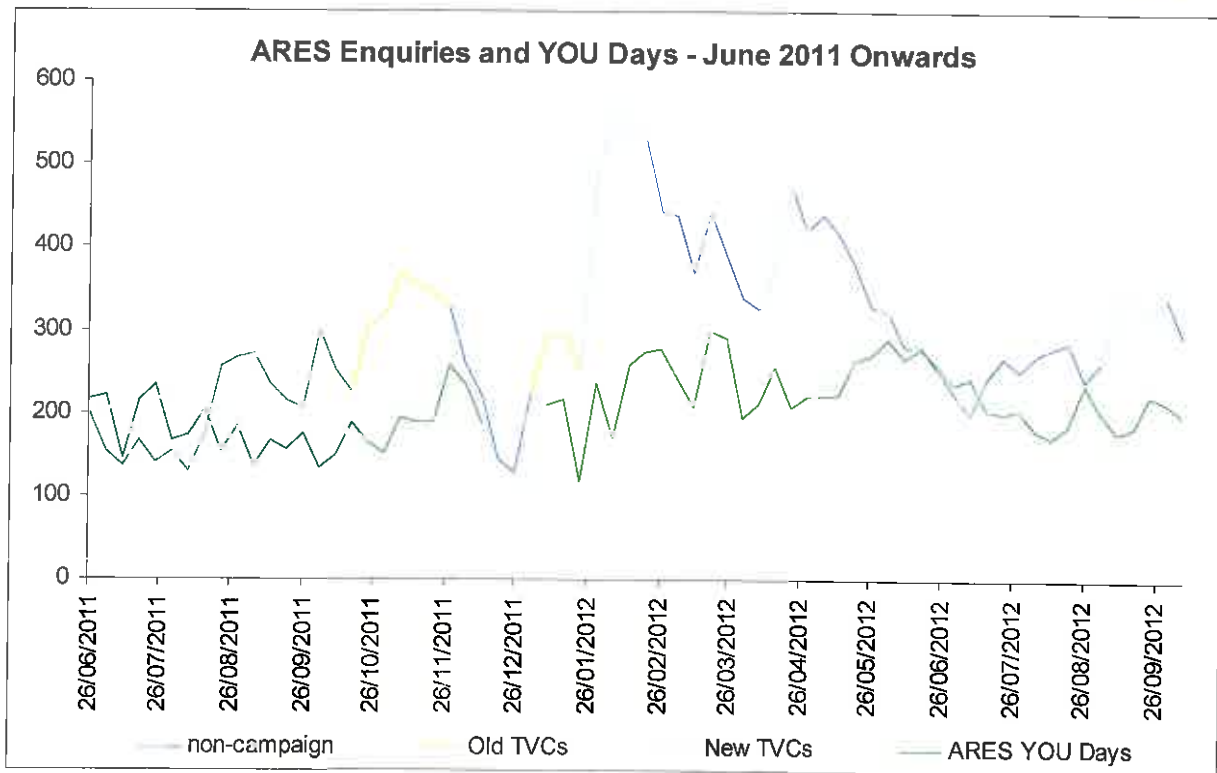
Prior to launching the new campaign, Army Reserve had been without television support for over two years, and a decision was made to use the old television campaign while the new one was being completed. The following chart shows the average weekly enquiries without television, with the old campaign on television, and since the launch of the new campaign.

Figure 6: Army Reserve Average Weekly Enquiry Comparison (updated)

Comparison	CR	ER	NQR	NT*	SQR	SR	TR	WR	n.a.	Total
weekly ave prior to Campaign	25.8	55.5	11.8	3.1	37.1	40.3	8.6	19.5	1.5	203.1
weekly ave Old-TVCS Campaign	37.7	83.8	17.1	11.0	49.1	63.1	14.4	29.6	4.6	310.3
% change	46%	51%	45%	258%	32%	57%	69%	52%	204%	53%
weekly ave New-TVCS initial Campaign	51.8	149.5	33.8	19.0	97.0	110.5	22.0	40.0	6.8	530.3
% change on period prior to campaigns	100%	169%	186%	520%	161%	174%	157%	105%	350%	161%
weekly ave New-TVCS Second Burst	30.7	122.7	29.3	4.7	70.7	85.3	8.7	35.7	5.0	392.7
% change on period prior to campaigns	19%	121%	148%	52%	90%	%	1%	83%	233%	93%
<i>Please note that for Northern Territory Region the vestimentation increase is due to enquiries for RFSU/PFSL, and if these are excluded the increase is 62%</i>										
weekly ave New-TVCS Third Burst	43.3	98.8	17.8	3.3	58.8	67.3	8.8	32.3	3.8	333.8
% change on period prior to campaigns	68%	78%	50%	6%	58%	67%	2%	65%	150%	64%

The chart that follows further illustrates the effectiveness of the Army Reserve campaign, showing enquiries and YOU³ session attendances pre-television, with the previous campaign, and since the launch of the new campaign.

Figure 7: Army Reserve Enquiries and YOU Session Attendances (updated)

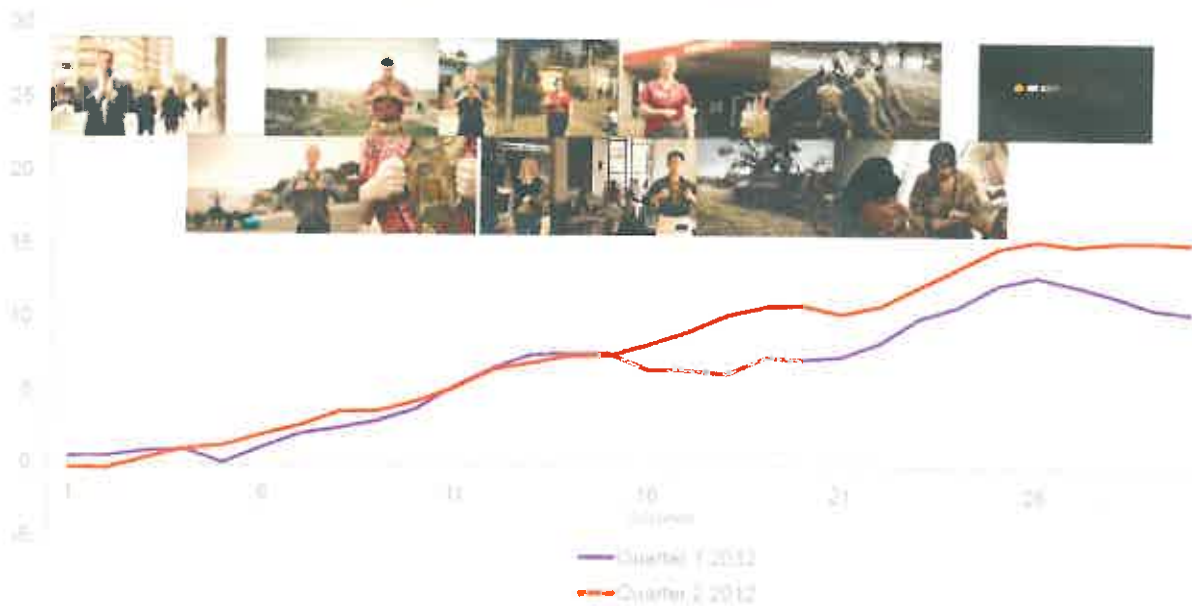


Finally, the Army Reserve campaign has performed extremely well in the Hall & Partners Open Mind continuous tracking study, particularly appealing to females. The chart below shows second-by-second response (the 'worm') to the commercial broken down by quarter. As can be seen, as people become more familiar with this ad, interest in the second half of the execution has improved.

³ The YOU Session - *Your Opportunities Unlimited* - is the first step in the recruiting process. Candidates attend a session during which they complete an assessment and attend an interview with a Defence Career Counsellor to discuss the career options identified in the assessment.

Figure 8: Female Response to Army Reserve 'Brand' TVC (updated)

Army Reserve 'Brand' 30 seconds -- by quarter



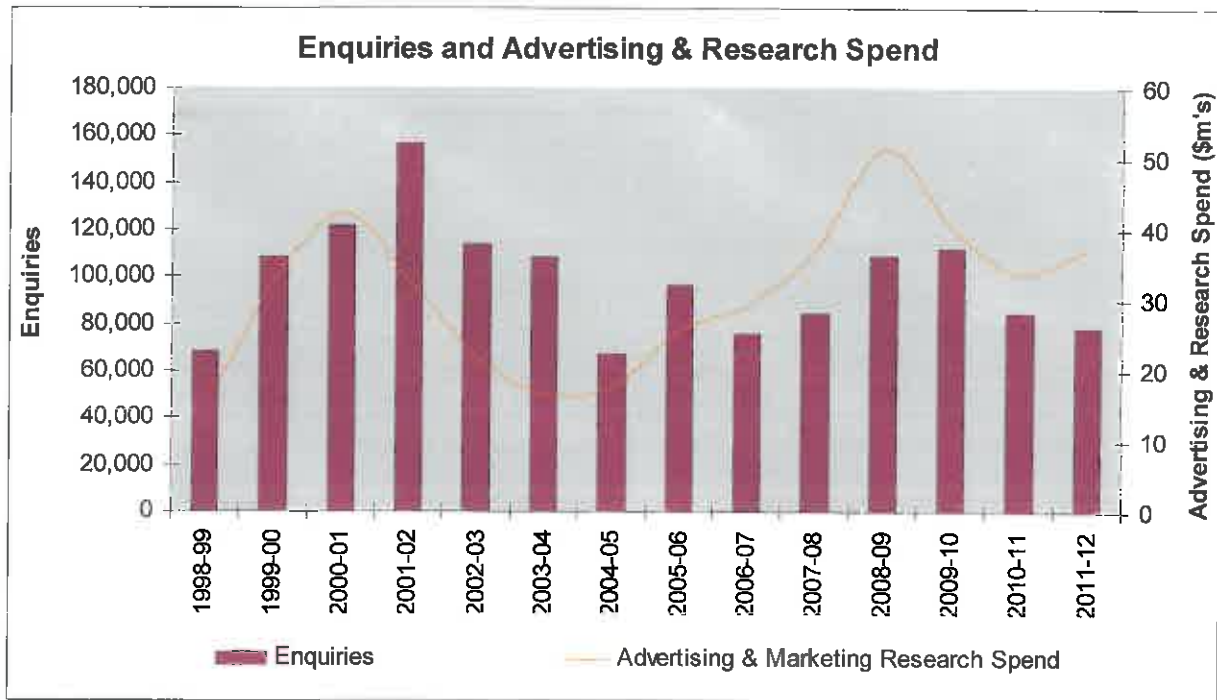
The main driver of enquiry generation is advertising – particularly television advertising – and the correlation between advertising expenditure and enquiries is clear. It is for this reason that continuity of advertising is critical. Figure 9 illustrates enquiry generation from FY03-04 to September 2012 and Figure 10 shows the correlation between expenditure and enquiry generation. Figure 11 shows enquiry performance at 14 September 2012.

Figure 9: DFR Enquiries 2004 – September 2012

MONTH	FY 03-04	FY 04-05	FY 05-06	FY 06-07	FY 07-08	FY 08-09	FY 09-10	FY 10-11	FY 11-12	FY 12-13
JUL	4,886	6,092	6,783	6,331	5,639	5,374	5,910	7,025	5,647	5,728
AUG	10,300	6,300	6,132	7,444	8,106	5,893	10,166	7,507	5,978	5,346
SEP	4,770	7,999	6,542	6,103	7,021	9,236	11,302	5,965	5,382	5,555
OCT	3,182	6,100	7,181	6,247	6,917	8,647	9,192	6,411	6,755	
NOV	4,749	6,348	7,045	6,627	6,243	8,101	7,731	5,570	6,006	
DEC	7,299	6,153	5,883	4,635	3,880	7,207	5,543	5,284	4,341	
JAN	7,334	7,540	9,217	6,878	6,434	10,213	9,214	7,831	6,584	
FEB	6,175	6,231	8,382	6,150	6,107	10,068	9,471	7,212	6,073	
MAR	10,317	4,405	9,097	7,304	6,090	12,361	9,967	6,626	7,221	
APR	9,093	7,772	9,238	6,863	7,242	10,950	10,143	6,620	6,812	
MAY	10,285	6,660	8,567	6,798	7,696	10,621	10,192	6,193	6,187	
JUN	6,681	6,195	7,945	5,661	6,103	6,075	9,411	7,468	5,749	
TOTAL	82,482	65,200	99,007	75,941	77,078	108,598	112,214	84,542	70,100	17,169
					77,241					
FY AVE	8,953	7,774	7,917	6,328	6,432	9,050	9,351	7,045	6,815	5,723

When looking at historical enquiry comparisons, it is essential to keep in mind that enquiries required are sized around targets and that the number of enquiries required vary markedly from one job to another.

Figure 10: Expenditure drives enquiries – FY98-99 through FY11-12



While enquiry performance shown below in Figure 11 shows shortfalls in enquiries achieved vs needed, it is worth noting that the conversion rates used to generate enquiry requirements for FY12-13 are far more aggressive than those used previously, resulting in higher enquiry requirements per target for FY12-13. Also, momentum builds in enquiry generation through the financial year, and DFR is confident that enquiry achievement will move to 'green' over time. Finally, a significant number of enquiries are received that do not specify full time or part time, and they are reflected in 'Total Enquiries' for each Service.

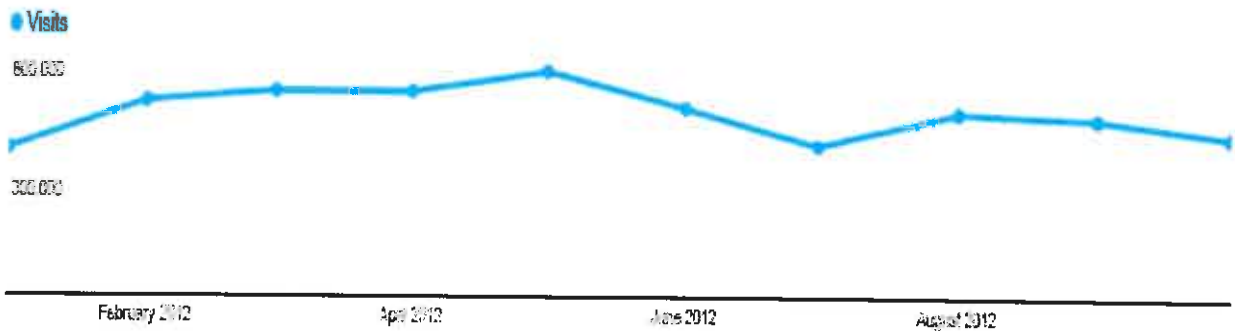
Figure 11: Enquiry performance YTD as at 14 September 2012

Total Enquiries					
<u>Total Enquiries</u>			<u>Full Time Enquiries</u>		
Annual Enquiry Target	76,266		Annual Enquiry Target	53,172	
Target to date (Pro-rata)	21,650		Target to date (Pro-rata)	16,287	
Achieved to date	19,936		Achieved to date	10,981	
% Achieved to Date	92%		% Achieved to Date	72%	
			<u>Part Time Enquiries</u>		
Annual Enquiry Target			Annual Enquiry Target	22,084	
Target to date (Pro-rata)			Target to date (Pro-rata)	6,353	
			Achieved to date	2,778	
			% Achieved to Date	44%	
Navy Enquiries					
<u>Total Enquiries</u>			<u>Full Time Enquiries</u>		
Annual Enquiry Target	8,711		Annual Enquiry Target	7,124	
Target to date (Pro-rata)	2,506		Target to date (Pro-rata)	2,049	
Achieved to date	2,870		Achieved to date		
% Achieved to Date	115%		% Achieved to Date		
			<u>Part Time Enquiries</u>		
Annual Enquiry Target			Annual Enquiry Target	1,887	
Target to date (Pro-rata)			Target to date (Pro-rata)	457	
			Achieved to date	188	
			% Achieved to Date	41%	
Army Enquiries					
<u>Total Enquiries</u>			<u>Full Time Enquiries</u>		
Annual Enquiry Target	52,315		Annual Enquiry Target	33,514	
Target to date (Pro-rata)	15,050		Target to date (Pro-rata)	8,842	
Achieved to date	12,696		Achieved to date	6,110	
% Achieved to Date	84%		% Achieved to Date	67%	
			<u>Part Time Enquiries</u>		
Annual Enquiry Target			Annual Enquiry Target	18,801	
Target to date (Pro-rata)			Target to date (Pro-rata)	5,409	
			Achieved to date	4,122	
			% Achieved to Date	77%	
Air Force Enquiries					
<u>Total Enquiries</u>			<u>Full Time Enquiries</u>		
Annual Enquiry Target	14,230		Annual Enquiry Target	12,534	
Target to date (Pro-rata)	4,094		Target to date (Pro-rata)	3,606	
Achieved to date	3,663		Achieved to date	2,977	
% Achieved to Date	89%		% Achieved to Date	79%	
			<u>Part Time Enquiries</u>		
Annual Enquiry Target			Annual Enquiry Target	1,886	
Target to date (Pro-rata)			Target to date (Pro-rata)	488	
			Achieved to date	307	
			% Achieved to Date	63%	

Analysis of traffic to and behaviour on the Defence Jobs website is important. It indicates the effectiveness of advertising in driving potential candidates to the website which is where well over half of all candidates enter the application process. In addition to overall traffic, time spent on the website indicates visitor quality and is tracked. Advertising drives traffic and volumes fluctuate with expenditure. Defence Jobs continues to attract more than 300,000 unique (that is, unduplicated) visitors each month and more in months of heavy activity.

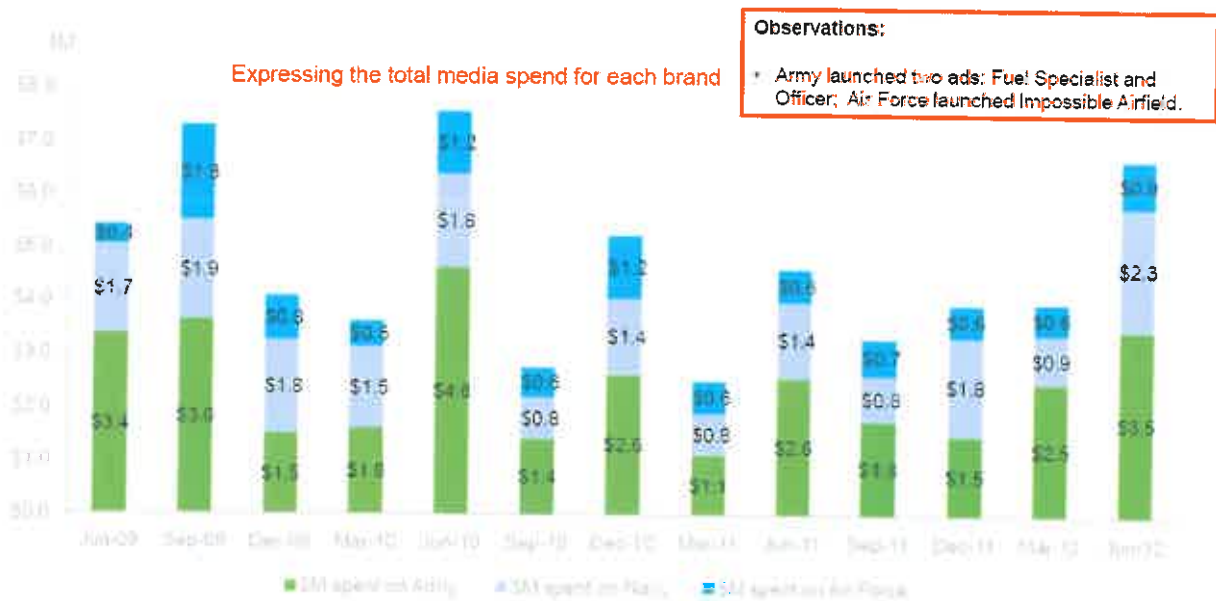
Figure 12 shows website statistics for the months of February to August 2012. Campaigns in market during this period include Army Reserve, Impossible Airfield and Gap Year (although the Gap Year program was subsequently cancelled, the Gap Year campaign had been in market prior to the cancellation and is reflected in visits to the Defencejobs website).

Figure 12: Website Analytics February to August 2012



Advertising expenditure has undergone substantial reduction from the high of FY08-09 as illustrated in Figure 13.

Figure 13: Comparative media expenditure (updated to June 2012)



Nonetheless, results are sufficient to meet current demand and, coupled with the ability to further optimise media plans as a result of the Media Mix Modelling project, should support DFR’s macro enquiry requirements for FY12-13.

Advertising awareness continues to be an important indicator of the effectiveness of DFR advertising and also of the impact of advertising expenditure. Spontaneous recall (as opposed to prompted) fell sharply from Quarter 4 2011 and has rebuilt gradually as illustrated in Figure 14 and maintaining a consistent level.

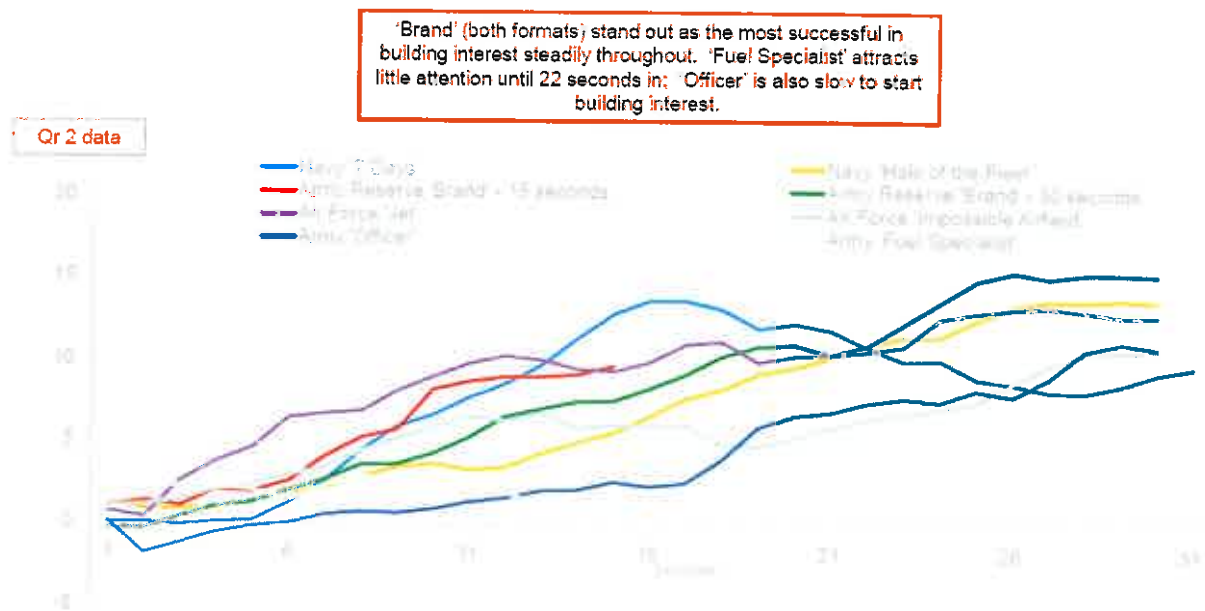
Figure 14: Advertising awareness (spontaneous), June quarter 2012

DFR has benefited greatly from the tracking technique introduced by Hall & Partners Open Mind when they assumed responsibility for the continuous tracking study in the June quarter 2011. Open Mind introduced the second-by-second response (also known as the 'worm') to measure the extent to which DFR's television commercials are able to build and sustain interest throughout the duration of the commercial. This interest can be segmented from total survey participants by gender, age group, Service preference and degree of propensity. This provides DFR with an unprecedented level of advertising diagnostics which, coupled with the 'advertising decay rate' revealed through the Media Mix Modelling, will help to improve cost effectiveness and guide creative development and modification. It will also help to identify when an ad's appeal is diminishing which could result in withdrawal of that execution from the market for a period of time and, ultimately, refreshment or replacement.

For example, DFR was able to diagnose that the Navy Aviation commercial 'Halo of the Fleet' was unable to sustain interest over 30 seconds; once reduced to 15 seconds, the ad performed strongly. However, oversimplification is a danger – Open Mind continued to track the 30 second commercial and found that it performed better over 30 seconds with more time in market. Similarly, the Army 'No Obstacles' commercial proved to be polarising – performing extremely well with young males and those with very high propensity, but poorly among females. This has allowed for a much more selective media strategy for that advertisement.

Figure 15 shows advertising response comparing current television commercials (at an aggregated response level).

Figure 15: Response to individual television commercials (aggregated response) – (updated)

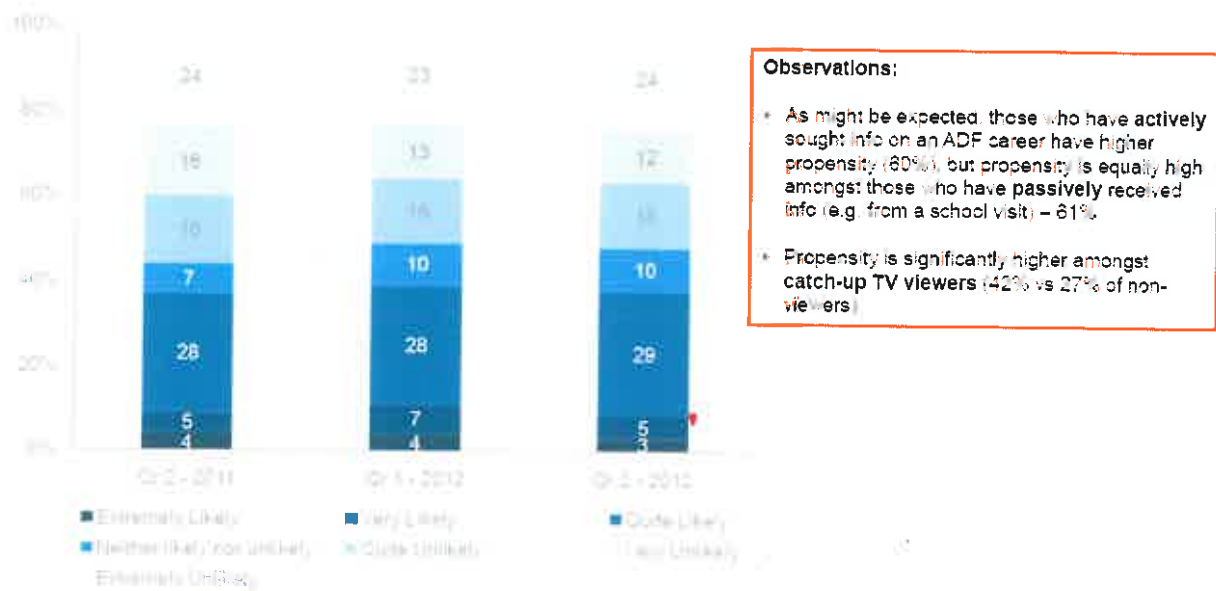


A key objective of DFR advertising is to maintain propensity amongst the target audience to consider joining the Navy, Army or Air Force. While shorter term measures such as enquiries and awareness are critical to DFR's recruiting achievement, long term indicators are equally important. Propensity is a good indication of the success of overall brand positioning in removing barriers and overall health of the Service brands.

The tracking study is conducted on-line, consistent with the behaviour of the target audience and allowing for very sophisticated diagnostics to be employed. This also allows the respondents to actually view advertising. Propensity data can be analysed by different audience segments such as geographic location, gender, age group, Service preference and others.

Figure 16 shows propensity for the June quarter of 2012. Propensity has continued to track upwards, albeit slightly.

Figure 16: Propensity, June quarter 2012



Propensity is tracked both before and after advertisements are viewed and respondents who say they are positively influenced are also asked if they have taken any action.

Figure 17: deleted as this question is no longer asked in the research tracking

Figure 18: Efficiencies of long term booking approvals

Media	Spend	Added Value	%
Television	\$4,650,845	\$317,962	7%
Magazines	\$77,535	\$10,982	14%
Press	\$9,214	\$0	N/A
Radio	\$860,761	\$1,614,451	188%
Digital	\$1,184,861	\$233,887	20%
Online TV	\$240,229	\$9,863	4%
Cinema	\$249,888	\$83,074	33%
Search	\$696,857	\$0	N/A
TOTAL	\$7,970,190	\$2,270,220	28%

Source: Universal McCann Media Strategy, FY12-13, page 62

Principle 5: Campaigns must comply with legal requirements and procurement policies and procedures

34. The manner of presentation and the delivery of campaigns must comply with all relevant laws including:
 - a. laws with respect to broadcasting and media;
 - b. privacy laws;
 - c. intellectual property laws;
 - d. electoral laws;
 - e. trade practices and consumer protection laws; and
 - f. workplace relations laws.
35. Procurement policies and procedures for the tendering and commissioning of services and the employment of consultants should be followed and there should be a clear audit trail regarding decision making.

5 (34) Compliance with all relevant laws

Individual campaign material is reviewed by Defence Legal to ensure compliance with all relevant laws, including those with respect to broadcasting and media; privacy laws; intellectual property laws; electoral laws; trade practices and consumer protection laws; and workplace relations laws. To date, Defence Legal has advised that DFR campaign advertising material complies with relevant laws. Any new material developed will be submitted to Defence Legal for review and will be specifically referenced in the Supporting Statement of Compliance for those materials.

5 (35) Procurement policies and procedures

In 2010 DFR engaged creative advertising agency George Patterson Young and Rubicam (GPY&R) for the provision of advertising services. DFR conducted a Select Tender procurement process for the establishment of a Creative Advertising Agency effective 1 July 2010 for a three year period (with two x one year extension options).

The select tender was conducted in accordance with the procurement procedures mandated by the Department of Finance and Deregulation (DoFD) whereby eight agencies were approached from the Communications Multi User List (CMUL). All eight agencies responded to the Tender, with the successful tenderer selected by the Evaluation Team. The tender was conducted in accordance with Commonwealth Procurement Guidelines (CPGs), and members of the Communications Advice Branch within DoFD participated on the Evaluation Team.

DFR commenced a select tender procurement process in Aug/Sept 2010 for the establishment of a new Standing Offer Panel (SON351256) for market research services to be effective 1 December 2010 for a three year period (with two x one year extension options).

The select tender **was** conducted in accordance with the procurement procedures mandated by DoFD whereby seven agencies were approached from the CMUL. Five agencies responded to the Tender. The Standing Offer Panel comprises three agencies - Hall & Partners | Open Mind Pty Ltd, GfK bluemoon Research and Planning Pty Ltd and Horizon Research Pty Ltd. Panel members are provided with the opportunity to respond to research briefs as issued by DFR on an as needed basis.

Marketing expenditure is approved by the appropriate authorised procurement delegates within DFR in accordance with agreed budget allocation. Appropriate records of all procurement decisions are maintained by DFR.

I have reviewed and approve this Statement of Compliance and refer it for consideration at the committee meeting on Thursday November 15, 2012.

S. HICKS
Brigadier
Director General Defence Force Recruiting

Tel: (02) 6122 4052
November 2012



2012/13 Overview

Media Plan

Department:

Defence Force Recruiting

Purchase Order Number : 4500 863 740

Campaign:

COMBINED DFR

Plan No./Date : 5 overview as at 1st November 2017

Target Audience (Planning):

People 16-39

C&S Plan No./Date : 4 overview as at 31st October 2012

Target Audience (Buying):

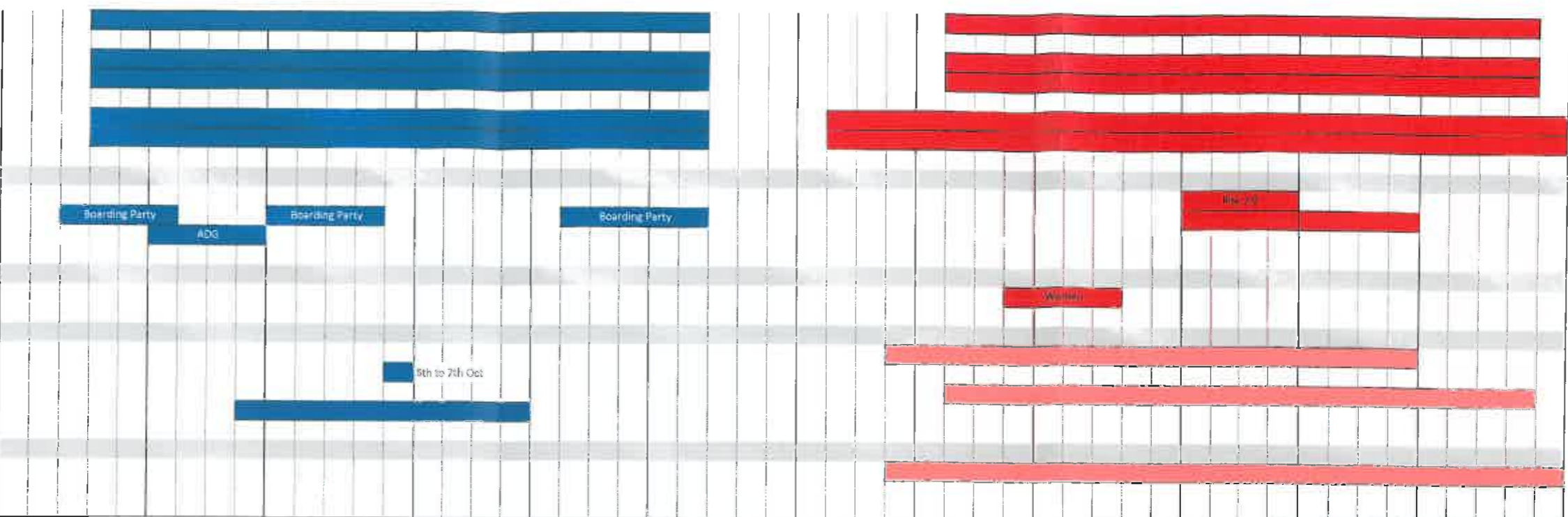
People 16-39

Status :



DETAIL	SIZE / DURATION	Total Cost	JULY							AUGUST							SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER							JANUARY							FEBRUARY							MARCH							APRIL							MAY							JUNE						
			1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30																															
			2012 Oct 20-21/10 to 22 Aug NT state election 25/8 Blackout in NT from midnight 22/8 to 6pm 25/8 ACT state election 20/10 Blackout in ACT from midnight 17/10 to 6pm 20/10 W.A state election 9/3 Blackout in WA from midnight 6/3 to 6pm 9/3																																																																																			
TELEVISION		TOTAL	8 981,572.35																																																																																			
Army	30 seconds		Rise																																																																																			
Navy	30 seconds		Brand																																																																																			
Air Force	30 seconds		ADG																																																																																			
Tri-Service	30 seconds		NRLS Army Reserve																																																																																			
			One Year Roles / RMC																																																																																			
ONLINE TELEVISION		TOTAL	759,872.00																																																																																			
Army (Commissionable)	15 / 30 seconds		Rise																																																																																			
Army (Non-commissionable)	15 / 30 seconds		Rise																																																																																			
Navy (Commissionable)	15 / 30 seconds		ADG																																																																																			
Navy (Non-commissionable)	15 / 30 seconds		ADG																																																																																			
Navy - Video Syndication	30 seconds		ADG																																																																																			
Air Force (Commissionable)	15 / 30 seconds		ADG																																																																																			
Tri-Service (Commissionable)	15 / 30 seconds		ADG																																																																																			
Tri-Service (Non-commissionable)	15 / 30 seconds		ADG																																																																																			
Tri-Service - Video Syndication	TBC		ADG																																																																																			
NEWSPAPER		TOTAL	189,412.72																																																																																			
Army	10 x 7 Mono		Army Reserve																																																																																			
MAGAZINES		TOTAL	426,510.91																																																																																			
Army	Full Page Colour /ViewA		Brand																																																																																			
Navy	Full Page Colour		Brand																																																																																			
Tri-Service (Commissionable)	Full Page Colour		Brand																																																																																			
Tri-Service (Non-commissionable)	Full Page Colour		Brand																																																																																			
METRO RADIO		TOTAL	2,778,612.07																																																																																			
Army	30 seconds		CCT GE & GE Tech																																																																																			
Navy	30 seconds		CCT Sponsorship																																																																																			
Air Force	30 seconds		DEO																																																																																			
Tri-Service	30 seconds		DEO																																																																																			
REGIONAL RADIO		TOTAL	415,213.02																																																																																			
Army	30 seconds		GE & GE Tech																																																																																			
Navy	30 seconds		GE & GE Tech																																																																																			
Air Force	30 seconds		GE & GE Tech																																																																																			
DIGITAL		TOTAL	3,736,037.91																																																																																			
Army - Commissionable	Banners		CCT DEO / Graduate / Army Reserve / GE & GE TECH / One Year Roles / RMC																																																																																			
Army - NON Commissionable	Banners		CCT DEO / Graduate / Army Reserve / GE & GE TECH / One Year Roles / RMC																																																																																			
Navy - Commissionable	Banners		DEO / Trades / Combat Console / Brand																																																																																			
Navy - NON Commissionable	Banners		DEO / Trades / Combat Console / Brand																																																																																			
Air Force - Commissionable	Banners		ADG / Aviation / Communication 's IT and Intelligence																																																																																			
Air Force - NON Commissionable	Banners		ADG / Aviation / Communication 's IT and Intelligence																																																																																			
Tri-Service - Commissionable	Banners / eDM		DUS / ADFA / Graduate / Webinar Support / eDM																																																																																			
Tri-Service - NON Commissionable	Banners		DUS / ADFA / Graduate / Webinar Support																																																																																			
Army Search - Commissionable	Text/Tiles/Banners		DUS / ADFA / Graduate / Webinar Support																																																																																			
Army Search - NON Commissionable	Text/Tiles/Banners		DUS / ADFA / Graduate / Webinar Support																																																																																			
Navy Search - Commissionable	Text/Tiles/Banners		DUS / ADFA / Graduate / Webinar Support																																																																																			

Navy Search - NON Commissionable	Text/Tiles/Banners		
Air Force Search - Commissionable	Text/Tiles/Banners		
Air Force Search - NON Commissionable	Text/Tiles/Banners		
Tri-Service Search - Commissionable	Text/Tiles/Banners		
Tri-Service Search - NON Commissionable	Text/Tiles/Banners		
CINEMA		TOTAL	21,034.00
Army	30 seconds		
Navy	30 & 45 seconds		
Air Force	30 seconds		
COST OF HOME		TOTAL	200,000.00
Army	Panels		
AMPLIFICATION		TOTAL	650,000.00
Army	TBC		
Navy	TBC		
Air Force	TBC		
Tri-service	TBC		
ARMY - WOMEN		TOTAL	3,000,000.00
Television, Magazines	TBC		
TOTAL PLANNED GROSS MEDIA			21,883,893.64
Less: Commission Rebate 10% of Total Media Placement Spend			(1,851,843.08)
Plus: Finance Commission 4% of Total Media Placement Spend			875,355.75
Plus: Central Admin Fee 1.5% of Total Media Placement Spend			328,258.40
Plus: Campaign Monitoring Estimate			465.69
Plus: Material Despatch and/or Production & SAP			619,084.00
Plus: Search Engine Marketing Fee 17.5% of the Media Placement Spend for Internet			371,240.61
Plus: Ad-serving, tracking and reporting			
TOTAL COST (excl. GST)			22,226,455.02
10% GST			2,222,645.50
TOTAL COST (incl. GST)			24,449,100.52
BUDGET/ INCLUDING WOMEN STRATEGY MBA (excl. GST)			22,379,562.00
Difference (Budget vs Actual) incl. Fee & excl. GST			153,106.98



<i>Office Use Only</i>	
Client Code:	DFR
Product Code:	ARMARA
Post Analysis Due Date:	2 weeks after each burst

Information contained in this plan is confidential

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

DEFENCE FORCE RECRUITING CAMPAIGN

I am writing to advise you that the Independent Communications Committee (Committee) has considered the Defence Force Recruiting 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 15 November 2012 to consider the proposed media plan and strategy (6 January 2013 to 30 June 2013) for the Defence Force Recruiting campaign, and a Statement of Compliance with the Principles.

The Committee considered a revised media strategy and an updated Statement of Compliance at its meeting on 15 November 2012. The Committee noted it had previously reviewed creative materials scheduled to appear in the revised media plan. Any new or revised creative materials will need to be considered by the Committee.

The Committee has reviewed the revised media plan 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 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 revised media plan for the Defence Force Recruiting campaign at Attachment A complies with Principles 1 to 4 of the Guidelines.

Next Steps

Following consideration of this report and advice from within your agency, you should consider whether the revised media plan assists the achievement of the various campaign outcomes in an efficient, effective and relevant manner. 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 for consideration and endorsement.

Your certification should be published on your agency's website when the media activity commences.

I take this opportunity to remind you of the need for a subsequent evaluation of the various campaigns, to assess their overall impact and effectiveness, and whether or not the various activities meet the stated communication objectives. Any significant changes to the media plan 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
20 November 2012

Attachment A

Defence Force Recruiting media plan (Reviewed 15 November 2012)

Document title (and reference)
Revised media plan and strategy for Defence Force Recruiting – January-June 2013