

Group: **People Strategies and Policy**

Reference: **DGDFR/OUT/2012/**

EXECUTIVE SUPPORT UNIT

Due Date: **10 October 2012**

03 OCT 2012

SEC/IN/2012/1195

Recommendation

That you:

- (a) Note that the newly developed Army "One Year Roles" commercial complies with *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)* (the Guidelines).
- (b) Sign the Chief Executive Certification for Government Advertising Campaigns provided at Attachment 1 certifying compliance.

Background

1. The Chief of Army has issued a directive "Increasing Capability through Diversity – Gender". As part of that directive, Army seeks to increase the percentage of females in fulltime service from 10 to 12 percent by mid 2014.
2. To assist with recruitment, Army has reduced the Initial Minimum Period of Service (IMPS) from three years to a "12 month IMPS" for 12 different General Entry Positions – Administration Clerk, Cook, Finance Clerk, Supply Coordinator, Air Dispatcher, Driver Transport, Dental Assistant, Military Police, Ground Crewman Mission Support, Cargo Specialist, Operator Movement and Preventative Medicine.
3. To promote the new "One Year Roles" recruiting initiative, Defence Force Recruiting (DFR) has developed a 30 second television commercial. Supporting content will be featured on www.defencejobs.gov.au/army/oneyearroles. The commercial is bound by the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

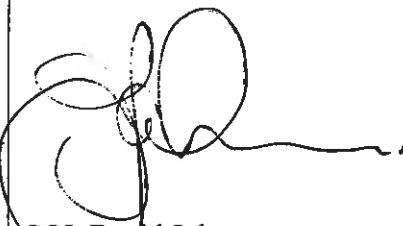
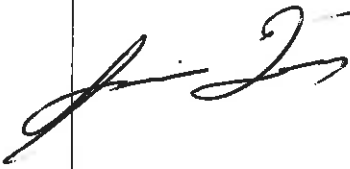
Key Issues

4. The primary objective of the "One Year Roles" commercial is to raise awareness of the offer and generate General Entry applications for the Army. The commercial also intends to address a major barrier to entry – the perception that the period of commitment required for people who join the Army is significant or lengthy. By addressing this barrier, DFR is confident that it will increase the number of potential considerers and applicants, particularly females, for a range of roles within the Army.
5. In order to deliver the required numbers to meet the Chief of Army Directive, DFR has for the first time been given female only targets, specifically to enlist 600 females in FY 12-13 across a number of roles. To meet this target, DFR is required to generate approximately 8,500 enquiries. This enquiry requirement is based on historical conversion ratios for females from enquiry to enlistment or appointment into the Australian Army.
6. The core objective of the Army "One Year Roles" commercial is to generate awareness of the new initiative and generate enquiries and applications, particularly from females.
7. The commercial underwent and has been strongly endorsed by research testing by qualitative research company GfK, with no recommended changes required.
8. A DVD of the commercial is provided at Attachment 5.

9. Production costs for the Army "One Year Roles" Commercial total \$14,374.94 (GST inclusive) which is fully funded from the DFR FY 12-13 marketing budget.
10. The Army "One Year Roles" commercial will appear as part of national media advertising from week commencing 28 October 2012. The media costs are fully funded out of the DFR FY 12-13 marketing budget. The media plan has been separately certified (reference DGDFR/OUT/2012/AB9060762) as part of the overall DFR media plan for the period July to December 2012.
11. Your signature is sought by Wednesday 10 October 2012 to allow for Ministerial approval.

Consultation

12. The Director General Personnel – Army, Brigadier Gavan Reynolds AM (as delegate for the Chief of Army) endorsed the commercial in September 2012. Written documentation is provided at Attachment 2.
13. The Independent Communications Committee (ICC) reviewed the commercial on 28 September 2012. The ICC has provided a report directly to you. A copy of this report is provided at Attachment 3.
14. Defence Legal has reviewed the 30 second television commercial and has provided advice on the compliance of the commercial against the Guidelines on Campaign Advertising by Australian Government Departments and Agencies. Their recommendation of blurring a scene that had "Toyota" branding on equipment has been actioned. Written documentation is provided at Attachment 4.

 COL David Johnson A/DGDFR Tel: (02) 6122 4052 2 October 2012	<table style="width: 100%; border: none;"> <tr> <td style="width: 5%; vertical-align: top;">(a)</td> <td style="text-align: center;">NOTED/PLEASE DISCUSS</td> </tr> <tr> <td style="vertical-align: top;">(b)</td> <td style="text-align: center;">SIGNED/NOT SIGNED</td> </tr> </table>  Simon Lewis A/Secretary 9 October 2012	(a)	NOTED/PLEASE DISCUSS	(b)	SIGNED/NOT SIGNED
(a)	NOTED/PLEASE DISCUSS				
(b)	SIGNED/NOT SIGNED				
A/Branch Head	Ms Fiona Boughton	W: (02) 6122 4079	Mob: 0403 927 520		
Action Officer	Mr Grant O'Donnell	W: (02) 6122 4069	Mob: 0409 850 062		

Attachments

1. Chief Executive Certification for Government Information and Advertising Campaigns.
2. Director General Personnel – Army endorsement of final commercial.
3. ICC Report on Army "One Year Roles" commercial (copy only).
4. Defence Legal advice – Minute.
5. DVD copy of the commercial.

Chief Executive Certification for Government Advertising Campaigns

Instructions for completion:

This Chief Executive Certification template relates to advertising campaigns above the value of \$250,000 conducted by agencies subject to the *Financial Management and Accountability Act 1997*.

The Certification is to be completed by the agency Chief Executive Officer only after final materials relating to a proposed campaign have been considered by the Independent Communications Committee (ICC). Following this consideration, the ICC provides a report to agency Chief Executives on compliance with Principles 1 to 4 of the Guidelines on *Information and Advertising Campaigns by Australian Government Departments and Agencies* (Guidelines).

The Certification Statement may be expanded to address any additional matters or sources of advice that the Chief Executive relied upon in taking the decision to certify compliance with the Guidelines.

The completed and signed Chief Executive certification document (not including these instructions) is to be placed on the web site of the agency/department responsible for the campaign as soon as practicable after it begins appearing in the media.

Questions on completion of this template should be addressed to the Department of Finance and Deregulation on (02) 6215 2677.

Chief Executive Certification for Government Advertising Campaigns

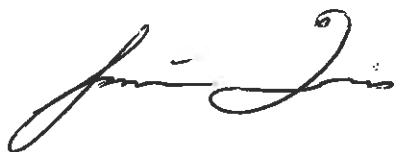
Certification Statement – Army “One Year Roles” commercial

I certify that the Army “One Year Roles” commercial 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 Army “One Year Roles” commercial in their view, complies with Principles 1 to 4 of the Guidelines, dated 28 September 2012.

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 Pilot advertising Materials.

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
A/Secretary

Department of Defence
9 October 2012

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.



AUSTRALIAN ARMY
Director General Personnel - Army

MINUTE

DGPERS-A/OUT/2012/R12278695

A/DGDFR

(Attention: COL Johnson)

For information:

DFR National Marketing Manager (Attention: Ms Patricia Duffy)

ENDORSEMENT OF 12 MONTH IMPS COMMERCIAL

1. On 11 Sep 12, the DFR Army Marketing Team provided a final copy of the 12 Month IMPS commercial for endorsement. This commercial positively markets Army's IMPS initiative and effectively aligns with Army's recruitment of women strategy. Accordingly, the commercial is **endorsed**.
2. Please continue to engage WSM-A staff in order to obtain support for the development of further advertising material.
3. The POC at WSM-A is Mr Phil Law, philip.law1@defence.gov.au, (02) 6265 6320.

G.J. REYNOLDS
BRIG
DGPERS-A

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

Tel: (02) 6265 4119

12 Sep 12

Independent Communications Committee

Report on Advertising Campaign

Mr Duncan Lewis AO DSC CSC
Secretary
Department of Defence
PO Box 9700
Canberra BC ACT 2600

Duncan

Dear Mr Lewis

ARMY ONE YEAR ROLES CAMPAIGN

I am writing to advise you that the Independent Communications Committee (Committee) has considered the One Year Roles 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 considered materials for the One Year Roles campaign on 28 September 2012, including the communications strategy, market research, final creative materials, the proposed media plan and strategy, 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 Research (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 One Year Roles 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 One Year Roles 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

28 September 2012

Attachment A

One Year Roles (Reviewed 28 September 2012)

Document title (and reference)
Television commercials 30 seconds
'Army One Year Roles' (60 seconds)



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/2012/61

DFR (Att: Andrew Edmunds)

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 13 September 2012, DFR sought legal advice in respect of a television commercial to ensure that it complies with Reference A.

3. As you are aware, Defence Legal has previously advised that, where an individual is identifiable in advertising material, the individual's explicit permission should be obtained for the use of that material. In the television commercial, the faces of many individuals are identifiable. I note DFR's advice that written consent has been obtained from all individuals featured in the commercial.

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.

5. Finally, in one segment the brand 'Toyota' can be seen on equipment that is being used. If you have not already done so, you will need to ensure that this is appropriate (given that it may imply that

LEGAL-IN-CONFIDENCE

Defence endorses or is sponsored by that organisation) and that any intellectual property issues (for example, trade mark use) have been addressed. Otherwise, it is suggested that you blur these images.

6. Other than these issues, Defence Legal considers that the television commercial does 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).



Keith Kaney
Deputy Defence General Counsel
Defence Legal
Ph: 6266 2003
E-mail: Keith.Kaney@defence.gov.au

19 September 2012

LEGAL-IN-CONFIDENCE

Defending Australia and its National Interests