

**BRIEF FOR SECRETARY: CERTIFICATION OF DEFENCE FORCE RECRUITING MEDIA PLAN JULY-DECEMBER 2010**

Group: **People Strategies and Policy**

Reference: **DEPSECPSP/OUT/2010/099**

Due Date: **Tue 29 Jun 10**

**EXECUTIVE SUPPORT**

**16 JUN 2010**

**SEC IN / 2010 / 865**

**Recommendations**

That you:

- (a) **Note** that the Defence Force Recruiting (DFR) Media Plan for the period July-December 2010 complies with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010).
- (b) **Sign** the Chief Executive Certification for Government Advertising Campaigns provided at Attachment 1 certifying compliance.

**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, advertising is deemed to be critical.
2. 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 media activity in six monthly increments. Other than as agreed, DFR complies with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (the Guidelines).

**Key Issues**



3. The process by which Information and Advertising Campaigns by Australian Government Departments and Agencies recently underwent a review and was subsequently changed. The Inter-Departmental Committee on Communications (IDCC), comprising Deputy Secretaries from key Government Agencies, was replaced with the Independent Committee on Communications (ICC). The ICC is comprised of three former senior public servants including the Chair, Dr Allan Hawke. The requirement for the Auditor-General to review campaigns was also removed from the process.
4. DFR met with the ICC on 26 May 10 to consider:
  - (a) the Marketing Communications Cost Benefit Analysis (Attachment 2);
  - (b) the draft Marketing Plan for FY10-11 (Attachment 3);
  - (c) the media strategy prepared by Universal McCann, the media planning and buying agency for the Commonwealth (Attachment 4); and
  - (d) the media plan covering the period 11 July through 31 December 10 (Attachment 5).
5. The ICC issued its report to the Secretary of Defence on 26 May 10 advising that no issues have arisen to suggest that the media plan does not comply with Principles 1-4 of the Guidelines. The report is provided at Attachment 6.
6. Creative materials which are scheduled during the period have been previously reviewed by the IDCC, ANAO, ICC and Defence Legal to ensure compliance with Principle 5 of the Guidelines. 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.

7. The cost of media (television, magazines, radio, digital, online and out of home) for Navy, Army, Air Force and Tri-Service advertising is \$10,520,663 (excluding GST) and will be fully funded from the DFR FY10-11 marketing budget.
8. Your approval is sought **no later than Tuesday 29 June 2010** to allow Ministerial approval before the media schedule commences on 11 July 2010. Certification completed and signed by the Secretary should be submitted to the Minister for Defence Personnel for his final approval.
9. The report from the ICC will be published on the Department of Finance and Deregulation website after commencement of the advertising activity.
10. The Certification will be published on the Department of Defence website after commencement of the advertising activity.

**Consultation**

11. Extensive consultation with Universal McCann resulted in the attached media strategy (Attachment 4) and plan (Attachment 5).
12. The ICC reviewed and cleared the campaign on 26 May 10. The ICC has provided a report to you (copy at Attachment 6).
13. The Defence People Committee endorsed the Draft Marketing Plan FY10-11 on 24 May 2010.
14. Defence Legal has reviewed all campaign materials against the Guidelines on Campaign Advertising by Australian Government Departments and Agencies.
15. All existing campaign materials have been approved by the relevant Service/s.

 PHIL MINNS DEPSEC PSP Tel: (02) 6265 7339 15 June 2010		(a) NOTED/PLEASE DISCUSS  I J Watt Secretary 12 June 2010	
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Action Officer	Ms Pat Duffy	W: (02) 6122 4006	Mob: 0437 607 910

**Attachments**

1. Chief Executive Certification for Government Advertising Campaigns
2. DFR Marketing Communications Cost Benefit Analysis May 2010
3. DFR Draft Marketing Plan FY10-11
4. Universal McCann Media Strategy
5. DFR Media Plan 11 Jul-31 Dec 10
6. Copy of ICC Report dated 26 May 10

## Attachment 1

# 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 – Defence Force Recruiting Media Plan July-December 2010

I certify that the Defence Force Recruiting Media Plan July-December 2010 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 Defence Force Recruiting Media Plan July-December 2010, in their view, complies with Principles 1 to 4 of the Guidelines, dated 26 May 2010.

My certification has also been informed by advice and evidence of compliance with the Guidelines provided by officers within Defence Force Recruiting and the Department of Defence with responsibility for the design, development and implementation of the Defence Force Recruiting Media Plan July-December 2010.

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



**I J Watt**  
**Secretary**  
**Department of Defence**  
22 **June 2010**

**Note:** CEO to check boxes below as appropriate.

**Principle 1: Campaigns should be relevant to government responsibilities.**

The campaign 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 campaign materials have presented materials as fact, those facts are accurate and verifiable.
- 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 people living in rural and remote areas, Indigenous audiences and people from non-English speaking backgrounds.
- 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.