



MINISTERIAL ADVICE

Date for action by: 10 March 2014	Reason: To provide sufficient time to finalise media contracts.
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For Action: Assistant Minister

Through: Secretary *2/12*

For Info: Minister for Defence

Copies to: CDF, ~~DEPSEC DP~~, CN, CA, CAF, CFO, HPC, FASMECC

Defence University Sponsorship - Advertising

Purpose:

The purpose is to seek your approval, following endorsement by the Special Minister of State, of the Defence University Sponsorship (DUS) television commercial (TVC).

Key Points:

1. Defence Force Recruiting (DFR) submits all new advertising materials for review and approval in accordance with the recently released *Short-term Interim Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (the Guidelines)*. The Guidelines state that the Department's Chief Executive is to certify to you that the campaign being submitted for approval complies with the *Guidelines* and relevant Government policies.
2. DUS offers sponsorship, mainly to Engineering and Health students studying at a recognised university. In return for the sponsorship during study, there is a required return of service once they have graduated. Although the sponsorship is a very attractive package, there are a lot of options for these students, and the return of service obligation can be a major barrier to application. The purpose of the DUS TVC is to increase awareness of the sponsorship and boost the number of quality candidates applying for Engineering and Health roles through the sponsorship. The TVC will be utilised on television as well as cinema.
3. To support this process, DFR prepares a Supporting Statement of Compliance which is provided at Attachment A. The Statement provides an overview of DFR's process for campaign material development and an analysis of the effects of advertising on recruiting outcomes.
4. All costs associated with the production of the DUS TVC were funded from within the DFR marketing budget in 2011/12. Production of 15 and 30 second TVC cost \$21,900 (ex GST). No further production costs are anticipated. The anticipated cost of the media for FY2013/14 is cinema - \$48,000 and television - \$300,000, which will be funded from within the FY2013/14 DFR marketing budget.
5. The Chief Executive Certification for Government Advertising Campaigns, duly signed by the Secretary of Defence, is provided at Attachment B, certifying that the campaign complies with the Guidelines.
6. Copies of the TV advertisements have been separately provided to your office on DVD. Extra copies have been provided for you to provide to the Special Minister of State, as necessary.
7. DFR wishes to send the *DUS TVC* live in April to increase the candidate pipeline for these positions sufficient to meet the FY2014/15 target achievement.

Recommendation:


That you:

i. **Sign** the letter to the Special Minister of State seeking endorsement of the DFR Defence University Sponsorship TVC.

Signed / Not Signed

ii. **Approve** the DFR Defence University Sponsorship TVC subject to receiving Special Minister of State endorsement.

Approved / Not Approved

Approved By S.W. HICKS, CSC BRIG DGDFR 5 February 2014	
Contact Officer: Patricia Duffy, General Manager Marketing, DFR	Phone: 02 6122 4006 0437 607 910
Stuart Robert / / Comments / Supplementary tasking:	
For Information: David Johnston / /	

Resources:

8. CFO COO notes that this proposed campaign is funded within the current DFR Marketing budget.

Consultation:

9. Extensive consultation with Universal McCann and the Communications Advice Branch within the Department of Finance and Deregulation occurred to arrive at the final materials. This was underpinned by research validating the TVC as appropriate for purpose.

10. Navy, Army and Air Force have approved the TVC.

11. Defence Legal have approved the TVC.

Attachments:

- A. Pro Forma Statement of Compliance against the Information and Advertising Campaign Principles
- B. Chief Executive Certification for Government Advertising Campaigns – DFR Defence University Sponsorship
- C. Hall and Partners Open Mind – Advertising Tracking
- D. Draft letter to the Special Minister of State seeking endorsement of the DFR Defence University Sponsorship TVC

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

This form should be cleared at Deputy Secretary (or equivalent) level. The Statement of Compliance should be a standalone document without the need to refer to attachments. The document must include page numbers on every page.

Department:	Defence Force Recruiting
Campaign name:	Defence University Sponsorship (DUS) television commercial (TVC)

Campaign stage: (X relevant stage)

	Communication and media strategy		Creative concept – pre production
X	Final creative materials (ready-to-air/prior to despatch)		Other: (detail)

Principle 1: Campaigns should be relevant to government responsibilities

The subject matter of the campaign is directly related to the Government's responsibilities.

It is underpinned by:

- Legislative authority; or
- Appropriation of the Parliament; or
- A Cabinet Decision which is intended to be implemented during the current Parliament

The purpose of the campaign is 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.

Please provide a statement against the relevant points to demonstrate and justify compliance with Principle 1.

1. Defence Force Recruiting (DFR) advertising is directly related to the Australian Government's key responsibility to defend the nation. DFR is responsible for *ab-initio* recruitment of people for the Australian Defence Force (ADF) and uses advertising as a proven means by which to attract them.
2. DFR advertising aims to remove barriers to consideration by correctly positioning the ADF in the market.
3. The "Defence University Sponsorship (DUS)" television commercial (TVC) seeks to increase the number of quality candidates applying for Engineering and Health roles through the sponsorship. The campaign also aims to build and maintain propensity among the target audience to consider joining the ADF and to positively 'influence the influencers', generate

enquiries ultimately leading to applications for DUS roles, and encourage people to visit www.defencejobs.gov.au to learn more.

4. DFR advertising campaigns are information campaigns in that they educate the public about the jobs available in the ADF and what those jobs entail, and they also portray what is unique about the ADF. They are recruiting campaigns designed to drive a response – an enquiry – that will ultimately lead to an application to join the ADF.

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 should enable the recipients of the information to distinguish between facts, comment, opinion and analysis.
- 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.
- Pre-existing policies, products, services and activities should not be presented as new.
- 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 who English is not a convenient language in which to receive information.
- 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.
- Campaign materials should be tested with target audiences to indicate they are engaging and perform well against the objectives of the campaign.

Please provide a statement against the points above to demonstrate and justify compliance with Principle 2.

1. The campaign material presented for "DUS" is an unscripted testimonial style television commercial. No opinion, comment or analysis is offered. All DFR advertising material is cleared by DGDFR, the relevant Service Headquarters and Defence Legal.
2. The Navy, Army and Air Force Recruiting Liaison Officers are specifically responsible for ensuring the facts in all materials are correct and that provide a true representation of the experiences of the featured personnel and or job/role, and their clearance has been obtained for this campaign.
3. The "DUS" video was originally created to be utilised as online content for the Defence Jobs website only and therefore there was no concept testing as would normally occur with advertising creative material. The content was included in DFR's ongoing advertising tracking in the September quarter of 2013¹, and the research demonstrated that there is a high and consistent engagement from the target market, that the audience learned something new, that the material was relevant to them, they were able to relate to the people they saw and were encouraged to go to Defence Jobs to gain more information, all of which has led to the decision to take the video to television and cinema.

¹ Hall and Partners Open Mind – Advertising Tracking September Quarter 2013, pages 30, 32-33, 67, 69, 73-74.

4. A recruit to the ADF must meet defined (and published) physical standards and have acceptable written and oral English language skills, as well as being an Australian citizen or resident eligible for citizenship. All DFR campaigns aim to be inclusive of everyone in the community who is able to meet the entry standards.
5. DFR does not employ paid actors for the purposes of advertising campaigns, choosing to feature serving members of the ADF and reflect the diverse mix of individuals within the ADF.
6. Great care is taken to include women, Indigenous and culturally and linguistically diverse members to the extent that they are available in the ADF jobs being featured in mainstream advertising and marketing campaigns. The overall aim is to portray the ADF as the diverse organisation it is, with opportunities equally available to all people who meet the entry requirements.
7. The TVC presented for approval has been produced with this inclusive policy in mind and, where possible, women, Indigenous and culturally and linguistically diverse ADF members have been featured.
8. The materials being presented for approval have been tested within the quarterly brand health advertising tracking research².

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

- Campaign materials must be objective and free of political argument.
- Campaign materials must 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;
- directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
- include party-political slogans or images;
- influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or
- refer or link to the websites of politicians or political parties

Please provide a statement against the points above to demonstrate and justify compliance with Principle 3.

1. DFR advertising is 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 a wide array of factual content on ADF jobs, pay and conditions, training, fitness standards, the recruiting process, etc.

² Hall and Partners Open Mind – Advertising Tracking September Quarter 2013 pages 30, 32-33, 67-69, 73-74

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

- 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.
- Campaign information should clearly and directly affect the interest of recipients.
- The medium and volume of the advertising activities should be cost effective and justifiable within the budget allocated to the campaign.
- Distribution of unsolicited material should be carefully controlled.
- Campaigns should be evaluated to determine effectiveness.

Please provide a statement against the points above to demonstrate and justify compliance with Principle 4.

1. Joining the ADF requires a commitment far beyond that of other jobs and careers. DFR advertising therefore has the vital role of sustaining propensity to consider the ADF as a career and educating the market about the jobs available. Ongoing tracking to determine the level of propensity amongst the target audience to consider a job within the ADF along with historical enquiry performance indicates the need for ongoing advertising activity to keep ADF careers top of mind amongst potential candidates.
2. DFR advertising is the only mechanism available to generate the large volume of enquiries and applications required to move sufficient candidates into the recruiting pipeline to fill targets. Defence University Sponsorship requires candidates who are currently studying Engineering or Health degrees at an Australian University. This target audience is highly sought after and there is fierce competition for these students from private sector, large mining organisations, hospitals and other government agencies.
3. Due to the relatively low awareness of the DUS, DFR needs to conduct a targeted campaign to increase quality enquiries for this method of entry. The commercial aims to show the key benefits of the sponsorship and encourage the audience to seek more information. Once a potential candidate enquires, DFR has mechanisms whereby to follow up to convert the enquiry to an application.
4. The "DUS" TVC will work alongside DFR's existing TV commercials. This commercial demonstrates an opportunity which the target audience does not expect to be available through the ADF. Through the quarterly brand health advertising tracking it has been found that the "DUS" commercial has the ability to communicate broadly to and engage the target audience.
5. DFR does not distribute unsolicited material as a matter of practice. Prospects may be invited to 'opt in' to receive additional information, and 'opt out' options are made very clear when communicating marketing messages to candidates in the recruiting pipeline (who, by definition, have given permission for ongoing communication).
6. DFR evaluates the effectiveness of its advertising activity through a variety of means: internal metrics including enquiries and applications, traffic to the Defence Jobs website, and continuous brand tracking. The effectiveness of "DUS" TVC will continue to be evaluated as part of the overall Tri-Service campaign on an ongoing basis using the measures outlined above.

I have reviewed and approve this Statement of Compliance for submission.



SCOTT HICKS
Brigadier
Director General Defence Force Recruiting
Department of Defence

5 February 2014

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 once all campaign materials (including any related media plan/s) have been finalised. The Certification is a representation that the final form of a proposed campaign, in the opinion of the Chief Executive, fully complies with Principles 1 to 5 of the Guidelines on *Information and Advertising Campaigns by Australian Government Departments and Agencies (Guidelines)*. The Certification Statement assumes that Chief Executives will largely rely upon advice from within their agency on compliance, but may be expanded to detail any other 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 submitted to the responsible Minister, who must then seek the approval of the Special Minister of State ahead of the campaign commencing. The completed certification must 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 Communications Advice Branch, Department of Finance on (02) 6215 2411.

Chief Executive Certification for Government Advertising Campaigns

Certification Statement – Defence Force Recruiting “Defence University Sponsorship” Commercial

I certify that the Defence Force Recruiting “Defence University Sponsorship” commercial complies with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (Guidelines).

My certification has been informed by advice and evidence of compliance with the Guidelines provided by officers within Defence Force Recruiting with responsibility for the design, development and implementation of the [name of campaign].



Dennis Richardson
Secretary
Department of Defence

18 February 2014

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.
- 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.

Hall & Partners

O P E N M I N D

Advertising Tracking September Quarter 2013

Prepared for Defence Force Recruiting

What stands out – Tri-Service ad (prompted)

The new DUS ad very strongly communicates Opportunity with ADFA delivering on Opportunity themes, although slightly lower than in Q2.

ADFA



Opportunity

Offer education/get paid to study/paid while gaining qualification/paid to learn/gain nationally recognised qualification

11%

Fulfillment

Balance between study and activity/mix of study and practical work/balance theory and practice

8%

Fun/it's fun/have fun/everyone having fun/enjoy yourself as well/have a good time

6%

Other

Absenting/jumping down cliff on rope/rock climbing

6%

Outdoor activities/physical activities/running/swimming/canoeing/tug of war

6%

DUS



Opportunity

No HECS/don't have to pay for Uni/they'll pay for uni/give scholarships/sponsorships

14%

Offer education/get paid to study/paid while gaining qualification/paid to learn/gain nationally recognised qualification

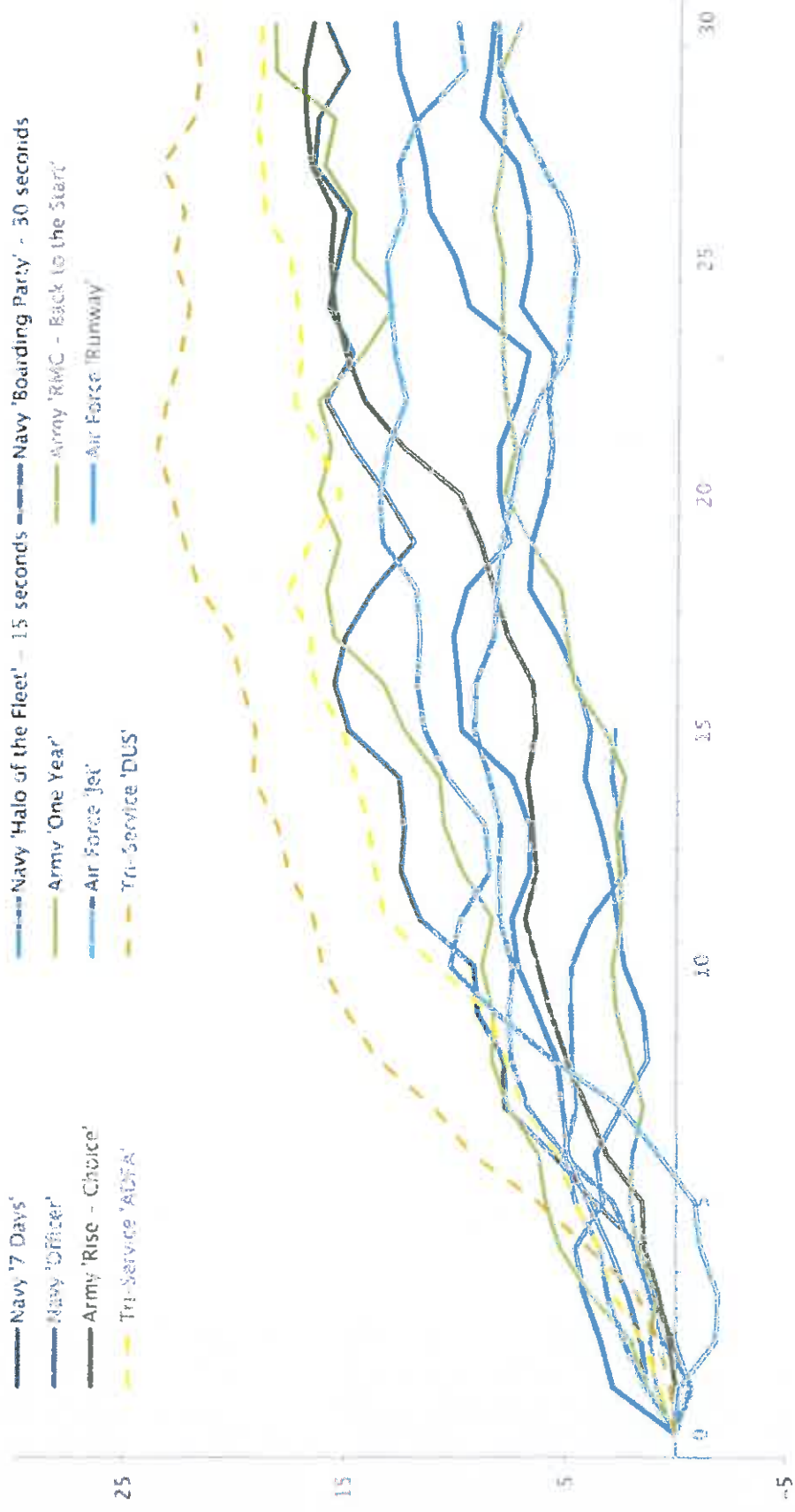
13%

Good conditions/benefits

6%

Ad response – comparing current TVCs

Tri-Service DUS stands out as having the highest and most consistent engagement levels.



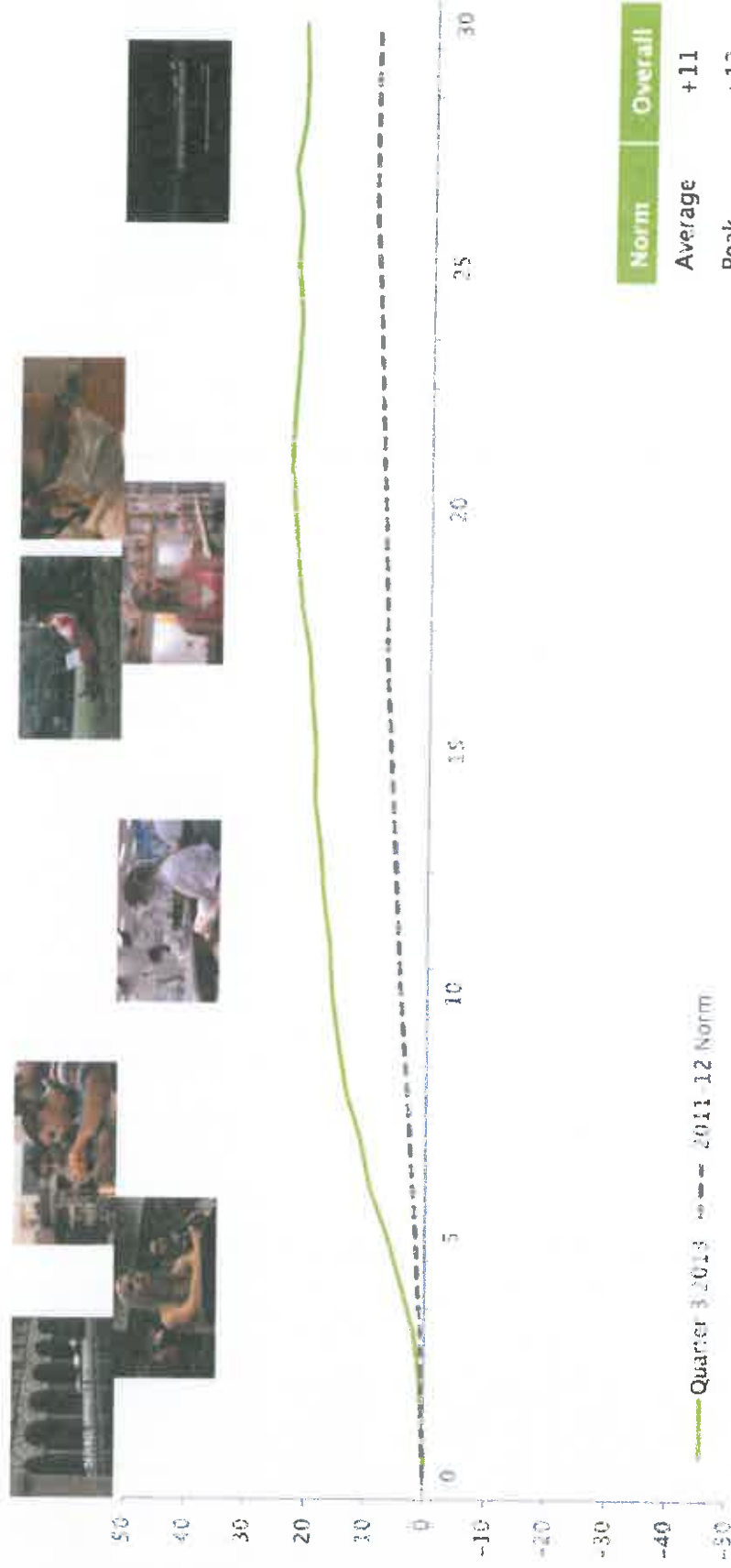
A note on norms

We compare individual ad performance against DFR norms:

- The norms are based on the TVCs tracked during 2011 and 2012, across the 3 brands (and ARES), and 15 and 30 second formats
- From these we have calculated normative scores from ratings given by survey respondents while watching the ads online
 - *Mean overall rating*
 - *Mean rating at 5 second intervals through the ads*
 - *Peak low and high point*
- These norms have also been calculated for different key audience groups
 - *By gender*
 - *By propensity to consider an ADF career*
- Each ad response chart that hollows has been compared with relevant norms to aid our interpretation of the findings: although Navy Boarding Party is 45s it has been compared with the 30s norms as only 2 45s ads have been included in tracking to date

Tri-Service 'DUS' – by quarter

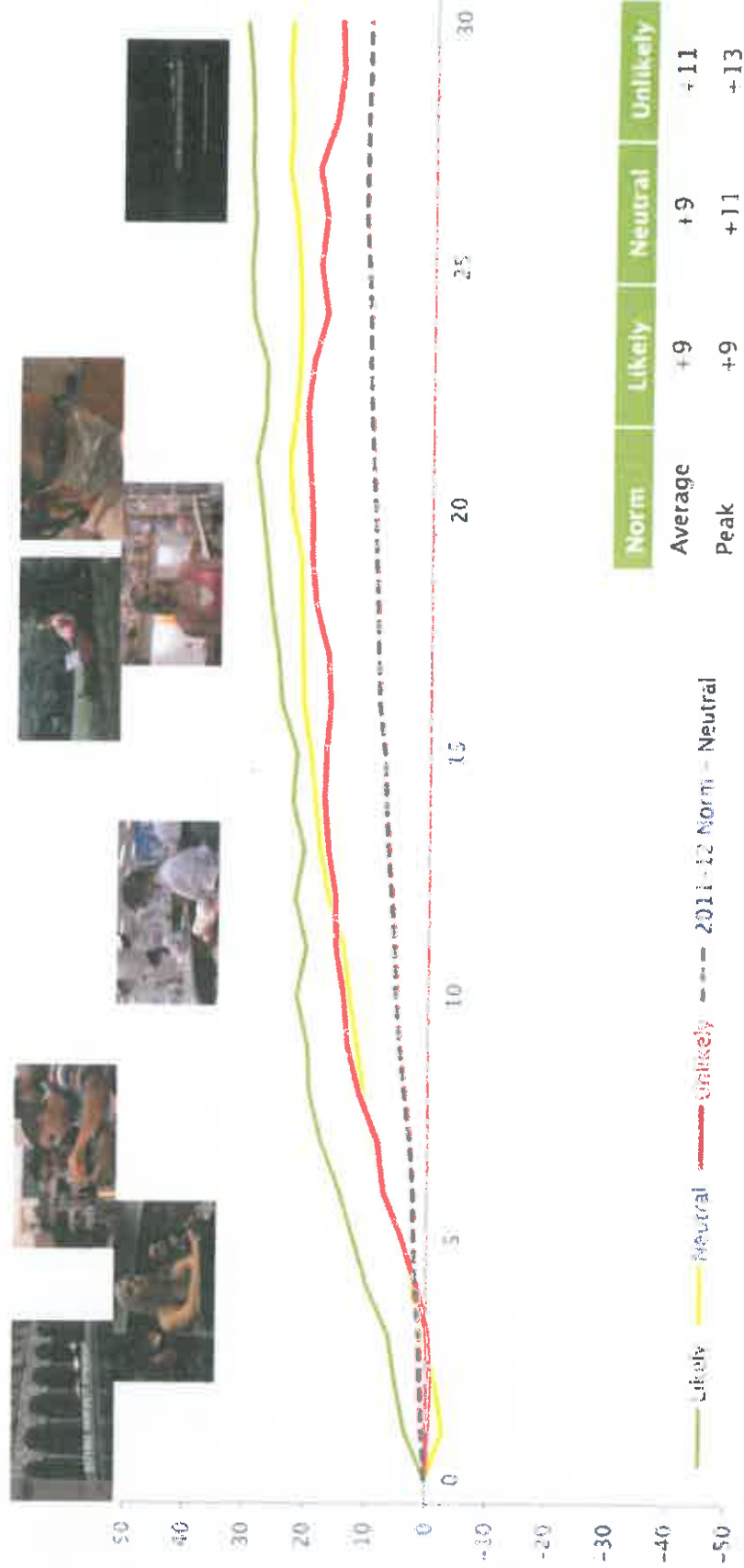
- This new ad performs extremely well against the 2011-12 norms.
- The audience is engaged immediately and continues to build on this engagement throughout the ad.



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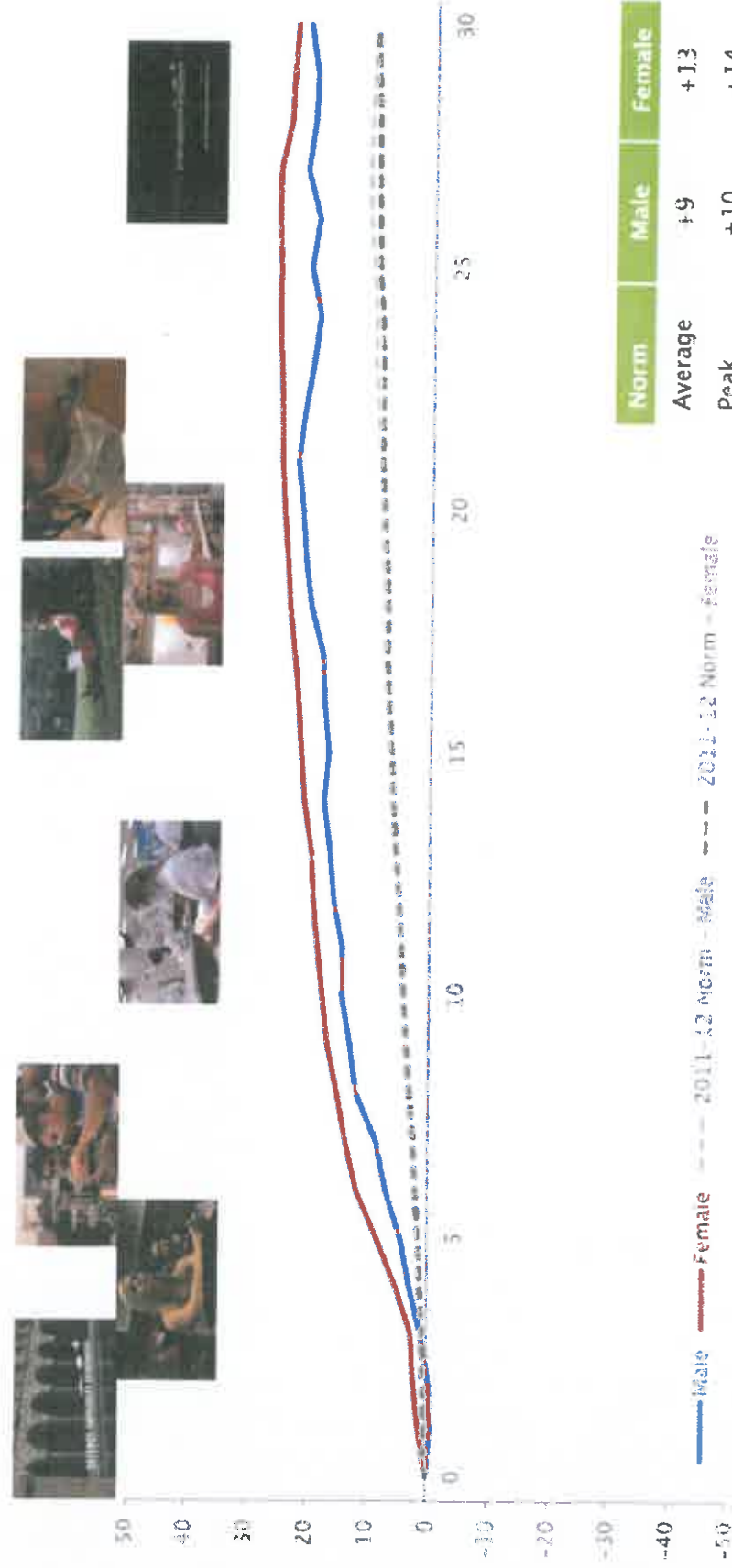
Tri-Service 'DUS' – by propensity

- This ad works well across all audiences with Undecideds and Unlikelys take a little longer to engage but continue to maintain high levels of engagement.



Tri-Service 'ADFA' – by gender

- The ad works well for both genders with females more consistent than males.
- Both audiences exceed the norms by at least 9 points.



2011-12 Norms: +19 (Male), +13 (Female)
 2011-12 Norm - Female: +10 (Male), +14 (Female)

Key reactions to Tri-Service ad

The Tri-Service **ADFA** continues its strong performance from Q2 with the exception of relevance and encouragement to look into job opportunities, which have become more in line with the norms. New ad **DUS** exceeds the norms across all elements.

	ADFA	DUS
I learned something new from that ad	✓	✓
The ad was relevant to me	✓	✓
The message in the ad was believable	✓	✓
I could relate to the people in the ad	✓	✓
The ad left me feeling good	✓	✓
The ad encouraged me to look into defence job opportunities	✓	✓

Key

- ✓ At least +5 points above 3-10 normative score
- ✗ At least +5 points below 3-10 normative score

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Summary: advertising diagnostics

- Ads that are in the current mix provide and a very rich and positive communications resource
 - *Majority of the ads attract high levels of positive reactions*
 - *Army One Year and Tri-Service DUS are exceeding all norms all and have the ability to communicate broadly to and engage the target market*
 - *7 Days, Halo of the Fleet, Officer, Rise - Choice, Runway and DUS show their ability to engage all audience and is effective in not alienating rejectors*
- Most of the established ads are still performing well with engagement only slightly lower than previously and new ads such as Tri-Service DUS has been well received
- Both Tri-Service ads (ADFA and DUS) and Army One Year engage the audience promptly and has the ability to maintain this engagement
- There are no ads in the current mix that are causing major concerns, but there might be a few to look at with regards to certain subgroups:
 - *Navy Officer has a tendency to disengage males at sporadic points throughout the ad*
 - *Army Rise - Choice alienates males slightly*



**The Hon Stuart Robert MP
Assistant Minister for Defence**

Ref: MA14-000256

Senator the Hon Michael Ronaldson
Special Minister of State
Parliament House
CANBERRA ACT 2600

Dear Minister,

I am writing to seek your endorsement of Defence's proposed Defence Force Recruiting (DFR) Defence University Sponsorship (DUS) television commercial (TVC). The DUS TVC seeks to increase the number of quality candidates applying for Engineering and Health roles through the sponsorship.

A "DUS" video was originally created to be utilised as online content for the *Defence Jobs* website only and therefore there was no concept testing as would normally occur with advertising creative material. However, the content was included in DFR's ongoing advertising tracking in the September quarter of 2013. The research demonstrated that there is a high and consistent engagement from the target market, that the audience learned something new, that the material was relevant to them, they were able to relate to the people they saw and were encouraged to go to the *Defence Jobs* website to gain more information. Given this the decision was made to take the video to television and cinema.

To assist in your endorsement of the "DUS" TVC I have included a copy of the TVC, relevant pages from the Advertising Tracking September Quarter 2013 and a copy of the Secretary for Defence's certification and Statement of Compliance.

Yours sincerely

Stuart Robert