



Government Funded Advertising





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WESTERN AUSTRALIAN AUDITOR GENERAL'S REPORT

Government Funded Advertising

Report 12
June 2014



**THE PRESIDENT
LEGISLATIVE COUNCIL**

**THE SPEAKER
LEGISLATIVE ASSEMBLY**

GOVERNMENT FUNDED ADVERTISING

This report has been prepared for submission to Parliament under the provisions of section 25 of the *Auditor General Act 2006*.

Performance audits are an integral part of the overall audit program. They seek to provide Parliament with assessments of the effectiveness and efficiency of public sector programs and activities, and identify opportunities for improved performance.

The information provided through this approach will, I am sure, assist Parliament in better evaluating agency performance and enhance parliamentary decision-making to the benefit of all Western Australians.

A handwritten signature in black ink, appearing to read 'C. Murphy'.

COLIN MURPHY
AUDITOR GENERAL
25 June 2014

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Auditor General's Overview

Government agencies spent more than \$45 million on a variety of print and electronic media advertising campaigns in the two years to June 2013. This did not include the significant costs involved in developing the campaigns or spending by Government Trading Enterprises.



Government advertising campaigns can be an effective way of providing important information and advice to the public about government activities and services. But the campaigns can attract considerable attention and criticism about their value for money or the perception that they have been used for political purposes.

The Department of the Premier and Cabinet has central agency responsibility for ensuring that campaigns are not excessive or extravagant or used for political purposes. It does this using an advertising and communications policy and a review committee that assesses each campaign against the policy.

We audited a range of campaigns and found that while they generally complied with the policy, some important changes were needed to make the process more patently independent, accountable and transparent.

Obtaining the public's confidence that taxpayer funds are spent wisely and with integrity can be hard won, but is more easily lost. Some relatively simple changes to the way government campaign advertising is managed would reduce this risk.

Executive Summary

Overview

Government agencies use advertising campaigns to inform the public of their rights, responsibilities, and entitlements to services or products. Examples include the Drink Driving Community Education Campaign, Influenza Campaign and the Domestic Violence Campaign.

In 2011-12 and 2012-13 agencies spent at least \$45 million on buying television, radio, print and online media places for their campaigns. This does not include the cost of developing the campaigns. In the same period Government Trading Enterprises (GTE) spent \$31 million on purchasing media places.

Advertising campaigns can be an effective way for agencies to inform the public. However, campaigns can attract considerable public and political interest over their cost and potential to be used to send political messages. There is a fine line between acceptable use of public money to fund government messages and the risk that these messages may be perceived as biased toward the incumbent political party. Agencies must therefore demonstrate high levels of transparency and public accountability to avoid criticism.

The Department of the Premier and Cabinet (DPC) is responsible for the oversight of advertising by core government agencies. GTEs are not subject to DPC's oversight, instead their independent boards oversee all their policies, including those on advertising.

DPC's *Government Advertising and Communications Policy* (Policy) provides direction and guidance to agencies on matters that include avoiding misuse of public funds and on preventing campaigns being used to send political messages. DPC also maintains a three member Independent Communications Review Committee (ICRC), to ensure that agencies comply with the Policy and supporting guidelines, and for considering post campaign performance.

Our objective was to assess whether government funded advertising campaigns are managed in a way that is accountable and transparent and where appropriate, that the outcomes are evaluated.

Conclusion

Campaigns generally complied with the Policy, with some minor exceptions. But, the policy could be strengthened in the important areas of transparency and accountability. Specifically, we had concerns with the limited transparency of campaign expenditure and the independence of DPC's Independent Communications Review Committee.

DPC's evaluation of campaigns of significant material value and its overall assessment of government communications was inadequate. Their ability to assess these was limited to the savings achieved from purchasing of media through the Master Media Services Common Use Agreement (CUA) contractors. Fundamental campaign information such as actual costs and evidence of how they achieved their objectives was not given to DPC.

Key Findings

- DPC's three member Independent Communications Review Committee is made up of senior DPC employees as well as the Director of Government Media from the Office of the Premier. In one of the five campaigns we reviewed the Director participated in campaign design and development; and then, later as part of the ICRC, gave approval for the campaign to proceed. This is a conflict of interest that diminishes the independence and credibility of the ICRC.
- Changes requested by DPC a week before the scheduled launch date of a campaign resulted in the agency incurring a \$133 000 cancellation fee (23 per cent of the approved budget). This was done to avoid having two high profile campaigns airing in the Perth metropolitan region at the same time.
- All the campaigns we looked at complied with the Policy requirement not to advertise during the caretaker period at least one month before an election. Specifically, it required that government advertising be deferred during this period, except for advertising relating to public inquiries, services provided by agencies or community services announcements.
- Media buying for advertising campaigns increased in the year leading up to the 2005 and 2013 State elections. The buying increased by approximately 43 per cent (\$6 million) in 2005 and approximately 10 per cent (\$1.8 million) before the 2013 election. Although this may be justified, it contributes to the perception that government advertising may be promoting the incumbent government. In contrast, media buying fell ahead of the 2008 election.
- DPC did not evaluate outcomes of completed campaigns. Although all the completed campaigns we reviewed were evaluated, the agencies did not report the results to DPC because it was not a condition of campaign approval. This information could be used by DPC to inform future campaign approvals and its Policy.
- DPC does not know the total amount spent by government on campaign advertising. For the five campaigns in our sample, DPC was only aware of about 70 per cent of the cost incurred by agencies. While it knew the cost of buying slots on television or radio stations, or printed advertisements, it did not know the cost of developing campaigns. Not having this information prevents DPC from making a judgment about the value for money of campaigns, and limits its ability to publicly report the cost of government advertising.
- Campaigns generally complied with the Policy, but DPC did not identify or manage six breaches in the planning and implementation of campaigns. Failure to address breaches undermines the government advertising Policy and guidelines. Breaches included bypassing of DPC's approval process by one agency, and non-compliance with approval conditions. Specifically:
 - One agency with frequent advertising requirements initiated and developed campaigns without submitting applications to DPC for approval. In 2012-13 the agency spent approximately \$8 million in purchasing media through the CUA. DPC was aware of the agency's non-compliance with the Policy but did not ensure the agency complied or sought exemption.
 - Another agency did not inform DPC that it booked an additional campaign worth \$249 000 under an already approved booking number. DPC was unaware of these changes because the approved campaign application lacked sufficient documentation and description of the activities to be delivered.

- The monitoring by agencies of charges for creative work could be improved. Specifically invoices submitted by the creative advertising companies to two agencies did not detail the time spent on activities and the agreed charge rates. This meant that the agencies could not ensure that the charged rates were correct as is required under Treasurer's Instruction 304 (TI 304).
-

Recommendations

The Department of the Premier and Cabinet should:

- broaden the ICRC's voting membership to enhance its independence and reduce the risk of perceived conflicts of interest
- consider ways to improve the transparency of reporting on the cost of publicly funded advertising campaigns. This might include a consolidated report of the approved campaign costs and objectives with actual expenditure
- update its *Government Advertising and Communications Policy* and guidelines by September 2014 to address the key issues raised in this report
- monitor compliance and address breaches.

Departments and agencies should:

- comply with the Government Advertising and Communications Policy and guidelines.

Agency Responses

Department for Regional Development

The Department of Regional Development acknowledges the findings and recommendations of the report and is committed to addressing the issues identified by the Auditor General.

The Department of Regional Development will ensure that details of advertising campaigns are communicated at an early stage to the Department of Premier and Cabinet's Government Media Office to ensure appropriate approval and effective use of campaign material.

The Department is committed to improving the effectiveness, efficiency and transparency of future advertising campaigns and relevant record keeping. All Communications branch staff have now been trained and are proficient in proper record keeping.

The Department is pleased to accept the findings and recommendations of the report and will use them to further refine the 2014-2015 marketing and communications strategy to ensure effective and efficient campaigns.

Department of the Premier and Cabinet (DPC)

In recent years the Department has put in place a number of measures to strengthen the oversight of government funded advertising.

I acknowledge the recommendations of the audit directed to the Department and will seek to address those recommendations. In particular, the Department is committed to reviewing the Government Communication and Advertising Policy and Guidelines within the next three months.

Department of Transport (DoT)

The Department of Transport welcomes the Office of the Auditor General's report into Government Funded Advertising and accepts the recommendations made, and intends to address the recommendations over the next 12 months.

Thank you for the consideration of your audit team members in conducting the audit in a professional and considered manner.

Metropolitan Redevelopment Authority (MRA)

Thank you for your advice regarding the performance audit on government funded advertising, which included the Major Projects Awareness campaign for the year 2012-13, conducted by the Metropolitan Redevelopment Authority on behalf of its funding partners, the Department of Planning and the Transport portfolio.

We note your feedback and have adjusted our process in the one area you raised.

Tourism Western Australia (Tourism WA)

Tourism Western Australia notes the findings and recommendations of the report. It is important to highlight that the advertising campaign examined from this agency was conducted in 2011/12 and since that time practice and process changes have occurred, both within the agency and also at the Department of Premier and Cabinet (DPC). However, Tourism WA looks forward to working with DPC to ensure further changes recommended to the Government Communications and Advertising Policy and associated guidelines are suitably effective and efficient and continue to support Tourism WA in delivering against its statutory functions.

Western Australia Police Service (WA Police)

The Western Australia Police welcomes the Auditor-General's report and agrees with its findings.

It is pleasing that there were no significant findings in relation to WA Police. In relation to the two minor and one other issue identified relating to WA Police, the agency has already provided clarifying comments to the Auditor-General and reviewed its procedures to ensure future policy compliance.

WA Police supports the recommendation made by the Auditor-General that agencies comply with all Government Advertising and Communications Policy and guidelines and looks forward to the updated Department of the Premier and Cabinet policy and guidelines.

What Did We Do?

We assessed whether government funded advertising campaigns are managed in a way that is accountable and transparent and if outcomes are evaluated. We focused on answering three questions:

- Are there sound arrangements for administering government funded advertising?
- Do selected advertising and communication campaigns comply with relevant legislation, policies, procedures and guidelines?
- Are selected advertising campaigns monitored and evaluated to ensure that they meet their intended objectives?

Our scope covered:

- the Department of the Premier and Cabinet, responsible for overseeing all government advertising and ensuring compliance with the Policy
- five campaigns approved between January 2011 to June 2013:
 - Department of Regional Development (DRD) – Royalties for Regions Campaign 2012
 - Department of Transport (DoT) – Taxi Respect Campaign 2012
 - Metropolitan Redevelopment Authority (MRA) – Major Project Awareness (Get the Bigger Picture) Campaign 2012
 - Tourism Western Australia (Tourism WA) – Domestic Brand Campaign 2011-12
 - Western Australia Police Service (WA Police) – Step Forward Campaign 2013.

In conducting the audit we:

- reviewed government policy, guidelines, processes and procedures
- interviewed staff at selected agencies and reviewed key documents
- tested campaigns against policies and guidelines
- attended an ICRC meeting and reviewed meeting minutes of the Committee's decisions
- reviewed publicly available information from other jurisdictions
- consulted another jurisdiction on their advertising process and the composition of their Advertising Oversight Committee
- wrote to television stations requesting campaign scheduling information.

The audit was conducted in accordance with Australian Auditing and Assurance Standards.

Background

Government Advertising and Communications Policy

In Western Australia, section 175ZE of the *Electoral Act 1907* requires public agencies to report on marketing and communications expenditure in their annual reports. There is no other specific legislation on government advertising and communications. Government advertising is authorised under the *Government Advertising and Communications Policy* (Policy). Other than Public Non-Financial Corporations, formerly Government Trading Enterprises, all government agencies are required to comply with the Policy.

The Policy acknowledges the importance of equity, fairness, appropriateness and accountability in all government communications. It sets out the purposes for which public funds may be used in advertising and communications and provides guidance on preventing the misuse of funds. These include that public funds may not be used where:

- the party in government is mentioned by name or members of the government are named or promoted in a manner that is excessive or unreasonable
- a reasonable person could misinterpret the message as being on behalf of a political party or other grouping
- the method or medium used is manifestly excessive or extravagant.

The Policy also requires government communications to be accurate and objective and sensitive to cultural issues and people with special needs. They should also comply with relevant electoral, broadcasting and media laws and government purchasing policies.



Source: DPC

Figure 1: Government Advertising and Communications Policy

Role of the Department of the Premier and Cabinet

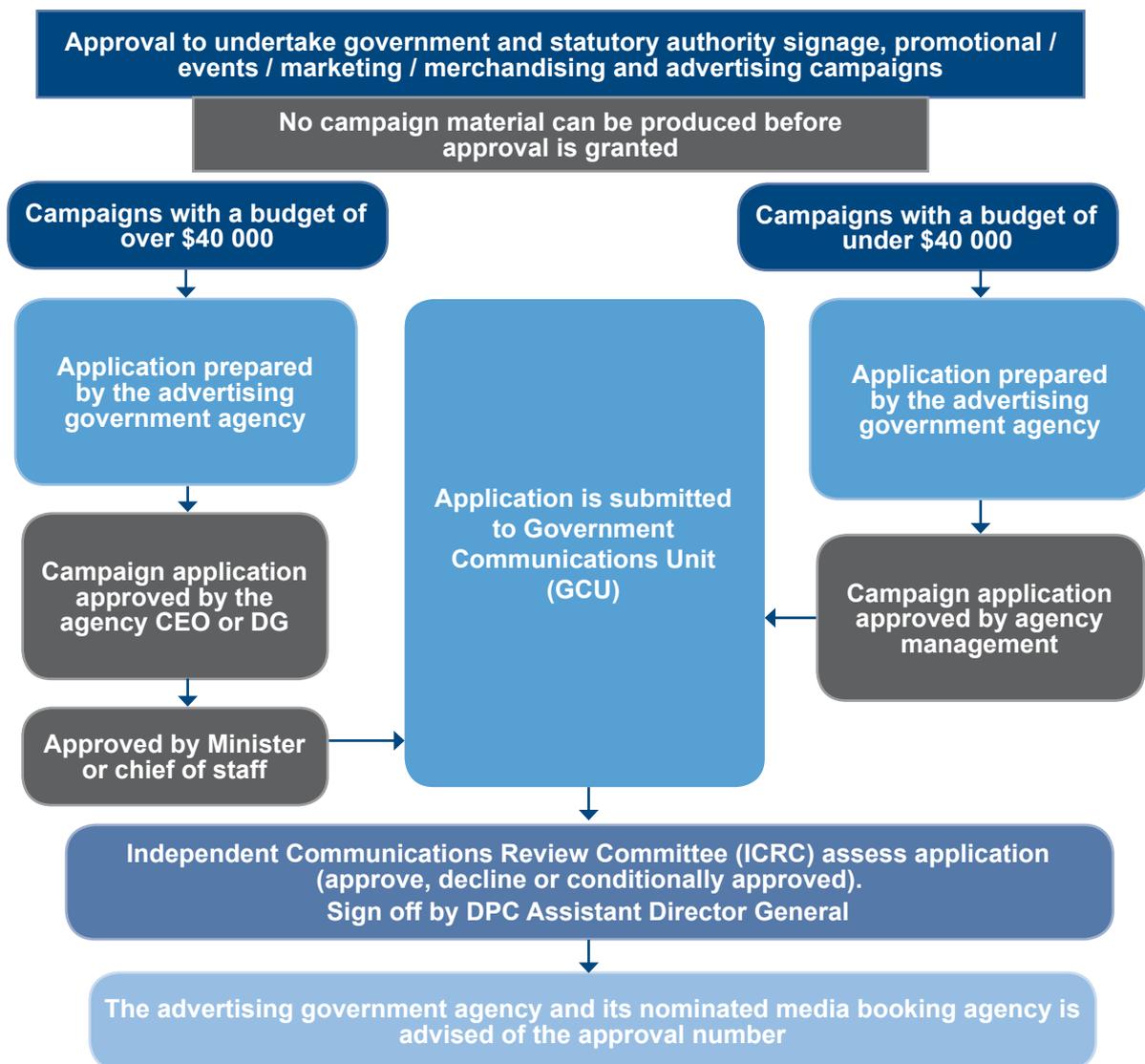
DPC, through its Independent Communications Review Committee, is responsible for ensuring that government agencies comply with all the requirements of the Policy and supporting guidelines. With administrative support from DPC's Government Communications Unit (GCU), the ICRC provides the following functions as outlined in its terms of reference:

- evaluates and approves all proposed communication and advertising material. Potentially controversial campaigns may be referred to DPC's Director General for a decision
- develops guidelines and policies for government advertising and communication

- manages and monitors departmental activities by:
 - guiding the development of strategies
 - monitoring implementation and evaluation
 - monitoring major market research activities
- considers post campaign performance of government communications
- reviews and analyses government advertising expenditure in the form of a monthly report.

All government agencies must obtain ICRC approval prior to the development of any creative production or booking of media. Agencies also have to submit final advertising and promotional materials including media schedules for approval before the campaign is launched.

Below is the process for approving campaign applications:



Source: Adapted from DPC

Figure 2: Government advertising approval process

Common Use Agreement for the purchase of advertising media

Agencies must use the Master Media Services Common Use Agreement (CUA) for purchasing all campaign media placements. Media placements, or buying of media, through the CUA is only one component of advertising campaigns. It does not include campaign research, creative work or production of campaign material. These can be developed internally by the agency or procured through other specialist contractors.

At the time of the audit, agencies had a choice of two contractors to select from for purchasing campaign media placements and one contractor for non-campaigns such as recruitment advertisements.

Agencies require a campaign approval number before booking media through the CUA contractors. Approval numbers are allocated by DPC when campaigns are approved.

What Did We Find?

Weaknesses in the current arrangements have led to low levels of transparency and accountability

The independence of the ICRC could be improved

The membership of the ICRC is made up of two senior officers of DPC and the Director of Government Media (DGM) who is a term of government employee in the Office of the Premier. We noted that the DGM's responsibilities have included involvement in the initiation and design of some campaigns. Having the DGM also approving campaigns as a member of the ICRC represents a conflict of interest that diminishes the independence and credibility of the committee.

The ICRC has an important role in overseeing the management and approval of campaigns. Between 2011 and June 2013 the ICRC approved 509 campaigns with a budget of over \$83 million. To effectively undertake these functions the membership of the committee needs to be free from any perceived conflict of interest or bias.

In the Australian Commonwealth jurisdiction, and in Victoria, independent committees are responsible for approving campaigns with a budget threshold of over \$125 000. These committees are made up of at least two members that are independent of the lead agency and of the campaigns.

DPC acknowledges that there may be some benefit in broadening the membership of the ICRC and has advised that it will include this as part of its review of the Policy.

DPC does not evaluate campaign outcomes

DPC has a stated role of reviewing post campaign performance to enable them to assess whether campaigns have met their intended objectives. However, we found that DPC does not use campaign evaluations to assess campaign performance to inform their Policy and processes.

Three of the five agencies we reviewed had completed their campaigns and evaluated their campaign outcomes. However none had lodged their evaluation with DPC because it was not a requirement of their campaign approvals.

Up until 2013, campaigns with a budget of over \$150 000 were required to spend at least five per cent on evaluation. However, what was specifically required in the evaluation was not defined and there was no requirement for agencies to submit evidence to DPC of how the campaigns met their objectives.

We noted that DPC has recently changed the application forms that agencies must complete to obtain approval for new campaigns and that the requirement to spend at least five per cent on evaluation has been dropped.

For DPC to effectively assess the performance of government communications and inform its Policy and processes, we expected DPC would require agencies with campaigns of significant material value to submit at least:

- a summary of the lessons learnt with insights that could be used to inform future campaigns
- total expenditure on the campaign against the approved budget with a breakdown on all advertising related activities
- evidence of how the campaign met its objectives.

We noted that in one Australian jurisdiction, some campaigns were required to submit evidence to the central agency of how campaign objectives were met.

The actual cost of government advertising is not known to DPC

DPC does not know the actual cost of campaigns. Campaign budgets are approved as part of DPC’s campaign approval processes. However, agencies are not required to report back to DPC on the actual cost of their campaigns. DPC cannot therefore review the true cost of campaigns.

The only reliable cost information available to DPC is the amount agencies spend on purchasing media through the CUA. This information is limited and does not reflect the full advertising cost. For the five campaigns in our sample, the actual media cost only accounted for about 70 per cent of the total amount spent on the campaigns. The other 30 per cent was spent on other campaign costs such as:

- creative design and production of advertising material
- market research
- public relations
- printed materials and direct mail.

A breakdown of campaign costs for the campaigns reviewed is shown in Figure 3:

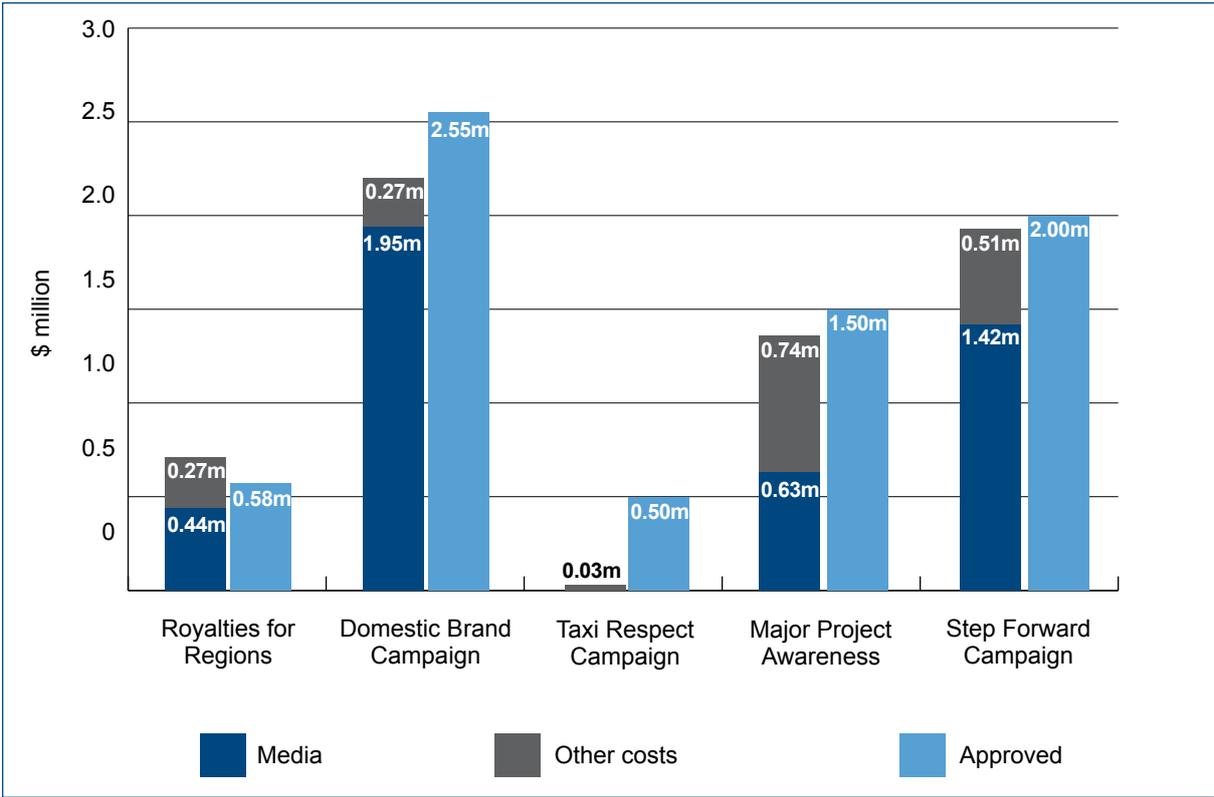


Figure 3: Breakdown of campaign costs

The reporting of government advertising costs is not transparent

We found only limited public transparency about the total cost of government campaign advertising. Between 2009 and 2013, DPC publicly reported only once on campaign expenditure. This was in response to a Parliamentary Question in August 2012. The reporting was limited to the cost of purchasing media and did not include other campaign costs.

All the agencies we reviewed complied with the *Electoral Act 1907* section 175ZE requirements to publish total expenditure incurred on communications and advertising in their annual report. However, this form of reporting is limited as it only shows the total cost of communications and advertising and not how much was spent on each campaign. Below is an example from one of the agencies we reviewed of how the expenditure is reported in annual reports. It is representative of the way most agencies show this information in their annual reports.

| ADVERTISING | Dollars (\$) |
|---|--------------|
| Advertising agencies | |
| Cooch Creative Pty Ltd | 30 510 |
| Rare creativethinking | 12 144 |
| | 42 654 |
| Direct mail organisations | |
| | Nil |
| Market research organisations | |
| Painted Dog | 42 880 |
| Media advertising organisations | |
| Adcorp Australia Limited | 131 841 |
| Mitchell and Partners Australia Pty Ltd | 2 846 |
| | 134 687 |
| Polling organisations | |
| | Nil |
| Total | 220 221 |

Source: Department of Transport Annual Report 2013

Figure 4: Disclosure of campaign expenditure under section 175ZE of the *Electoral Act 1907*

In some Australian jurisdictions, the lead agency reports at least once a year on how much agencies spend on advertising campaigns. This varied from reporting all associated costs to only that spent on media buying.

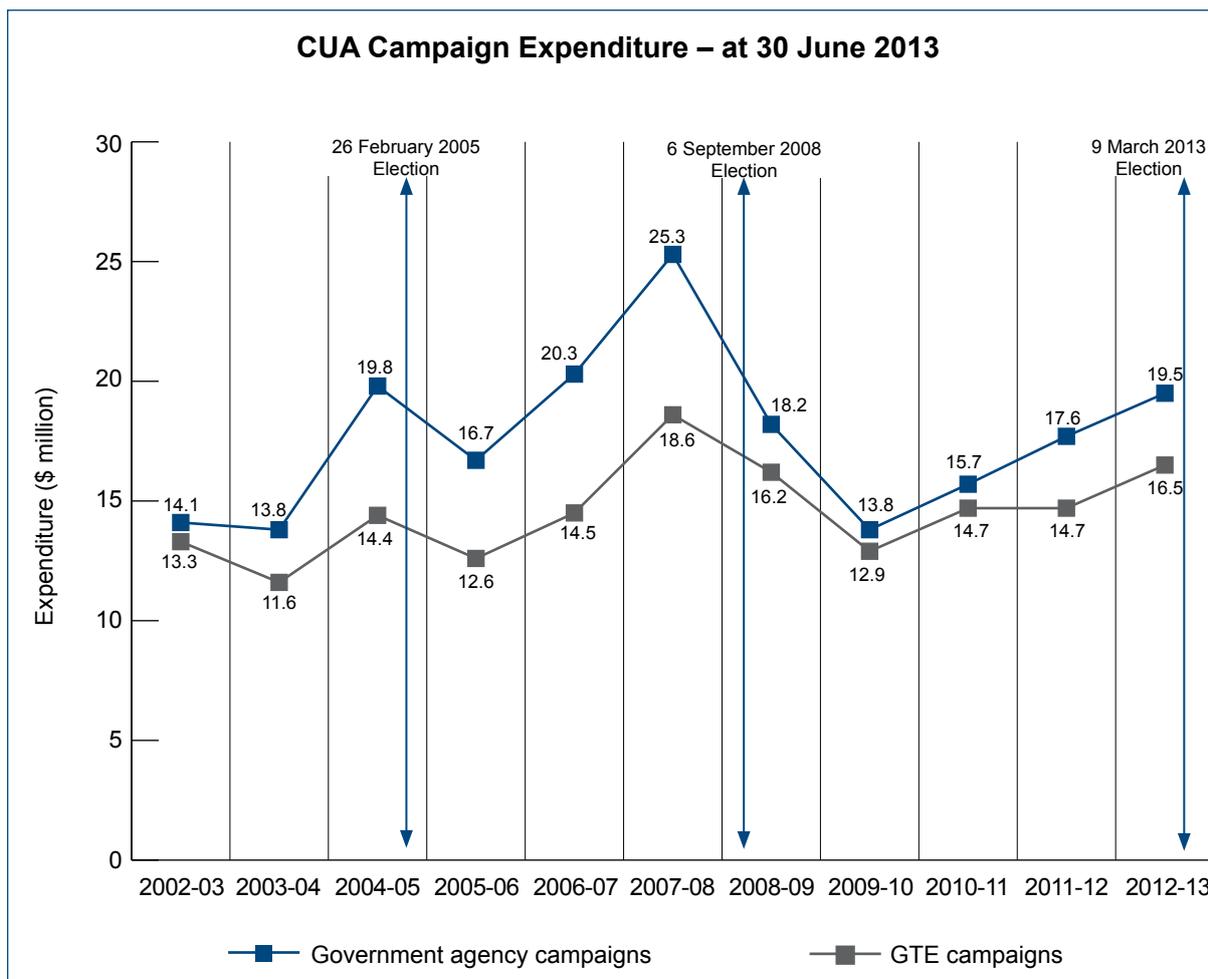
A requirement in WA for DPC to publicly report annually all costs would improve the transparency of government advertising campaigns.

Media buying increased prior to the 2005 and 2013 State elections

We found that media buying increased in the year prior to both the 2005 and 2013 State elections. Specifically, it increased by approximately 43 per cent (\$6 million) prior to the 2005 election, and by approximately 10 per cent (\$1.8 million) prior to the 2013 election. Different political parties held government prior to each of these elections.

Between 1 July 2008 and 30 June 2010 media buying decreased by 45 per cent. DPC attributed the reduction to government policy and agencies reducing their campaign spend on the more expensive production and broadcasting of television commercials.

We were not able to obtain monthly CUA expenditure data for the period between 2003 and 2013. As a result we could not assess if there was any spike in advertising in the months immediately prior to the ban on advertising under the caretaker convention prior to the 2005 and 2013 elections.



Source: OAG and DPC

Figure 5: CUA campaign expenditure at 30 June 2013

Agency monitoring of charges for creative work could be improved

Invoices submitted by the creative advertising companies to two agencies did not detail time spent on their activities and charge rates. This was despite contracts with the companies having been agreed on an hourly remuneration model. These agencies could not ensure that payments to creative advertising companies satisfied the requirements of TI 304. One of the requirements of TI 304 is that the incurring officer must be satisfied that rates of charges are correct.

For example, one agency was issued with invoices of \$88 000, \$46 000 and \$22 000 for the pre-production and production of campaign material, and project management for its campaign. The invoices lacked detailed information on what activities were undertaken or the hourly rates charged as per the contracts. The invoice only provided one line descriptions such as 'pre-production for the campaign TVCs' and a lump sum figure. This level of detail was similar in samples of invoices we looked at for another agency.

Campaigns generally complied with the Policy but risks and breaches occurred

The timing of government advertising campaigns is a sensitive matter

All the campaigns we looked at complied with the Policy requirement not to advertise during the caretaker period before an election. Specifically, it required that government advertising be deferred during this period except for:

- advertisements relating to public inquiries
- advertising of services provided by agencies
- community services announcements.

Nevertheless, the sensitivity about government advertising is evident, particularly when it is prior to an election. For instance, it was brought to our attention that a government television campaign prior to the 2013 election that informed the public about a government program was regularly followed by a political party’s advertisements with a message about the benefits of the same government program.

We investigated this concern and found that on two occasions in November 2012, the government commercial and the political party commercial aired in the same time slot. Importantly, the government commercials were aired prior to the commencement of the caretaker convention and had been approved by the ICRC. Still, the concern was understandable and showed the need for transparency and confidence in the independence of the ICRC.

DPC is aware of the sensitivity associated with high profile government advertising campaigns. On one occasion DPC belatedly realised that two high profile campaigns would go to air at around the same time. To prevent this, DPC instructed the government agency running one of the campaigns to put on hold the Perth metropolitan component of its campaign a week from the scheduled launch date. Cancelling the scheduled media slots incurred a \$133 000 (23 per cent of the approved budget) cancellation fee.

Below is a timeline of when the two campaigns were initiated, approved and launched:

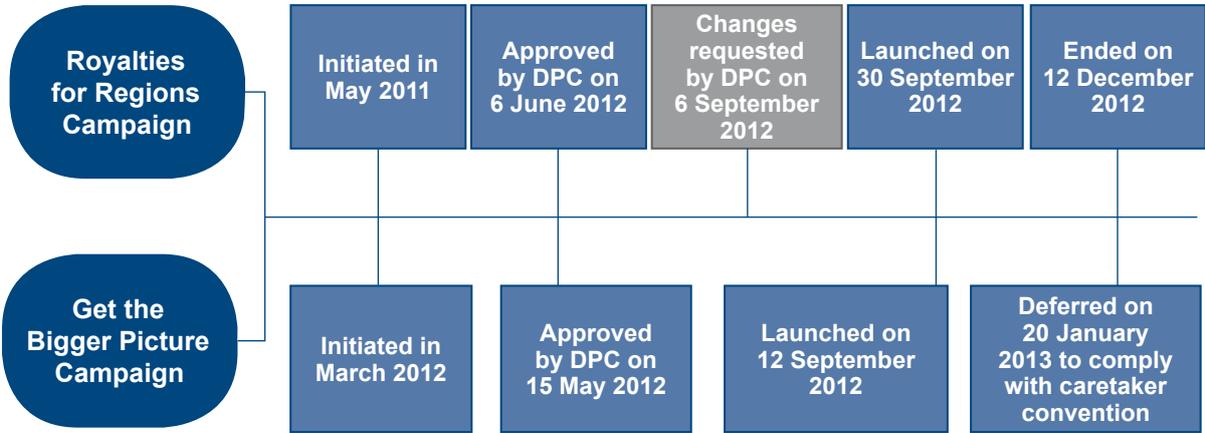


Figure 6: Timeline for two campaign initiation and approvals

DPC was aware of Policy breaches but did not manage these well

The campaigns we reviewed generally complied with the Policy. However, we identified six breaches of the Policy. Two of the breaches were by agencies that engage in frequent campaigns. One of these was not identified by DPC and the other was well known to DPC but no action had been taken to ensure the agency complied. The other four breaches were of a minor nature. The failure to effectively identify or manage these breaches increases the risk that public funds could be misused.

Specifically, whilst reviewing application and approval processes at DPC we identified that the Policy requires the same level of detailed documentation for agencies that have frequent advertising needs with those that only advertise occasionally. As a result, we were advised by two agencies that run frequent or multiple campaigns that they find the process onerous.

One such agency initiated and developed campaigns without DPC approval. This meant that its campaigns were not subject to the same scrutiny as other government agencies. The agency spent about \$8 million on buying media in 2012-2013. Although DPC was aware of the agency's non-compliance with the Policy they did not ensure the agency complied or sought a formal exemption.

Another agency that frequently advertises had a campaign application approved by DPC despite it lacking a detailed description of the activities to be developed. In the absence of the detailed information the agency booked an additional campaign worth \$249 000 under the same booking number without informing DPC.

The four minor breaches we found that DPC had not identified during or after the campaigns were launched were:

- one campaign application was approved by the agency's Director for Media Communications and not the CEO as required by the approval process for all campaigns with a budget of over \$40 000
- the same campaign commenced creative work and media planning before an approval was issued by DPC. This was a breach of the Policy which requires that campaign material should not be produced before ICRC approval is granted
- one agency did not advise DPC that its campaign did not proceed to advertising stage despite being granted approval and completing its pre-campaign research. This was a breach of the ICRC approval which required the agency to advise DPC of changes to the campaign
- another agency did not submit its final advertising and promotional material to DPC for approval, as was required by its ICRC approval conditions.

Appendix 1: Summary of campaign objectives and expenditure

Department of Regional Development – Royalties for Regions Campaign 2012

| Department of Regional Development: Royalties for Regions Campaign | | | |
|---|-----------------------------|---|--|
| Approval date | 6 June 2012 | | |
| End date | 12 December 2012 | | |
| Campaign approval number | O/407 | | |
| Campaign summary/background: | | | |
| <p>The main aim of the campaign was to inform Western Australians how they could find out more information about where the Royalties for Regions funds are being spent and how it benefits them and Western Australia. The objectives of the campaign included:</p> <ul style="list-style-type: none"> • engage metro, regional and rural communities • educate Western Australians about the benefits of regional investment • increase awareness of the \$6.1 billion Royalties for Regions initiatives/program/product and services • address any concerns from metropolitan communities about the regional and non-metro focus of the program • raise awareness about how the program has made a difference to people in the regions and flow on effect for the State. • focus on the issue around decentralising the population to take pressure off the metropolitan area • ensure the longevity of this investment program beyond the current government. | | | |
| Campaign related services and costs | Approved budget (\$) | Actual campaign expenditure (\$) | Contracted supplier |
| Creative/production costs | 149 500 | 244 868 | Cooch Creative Pty Ltd Market Force |
| Media placement | 400 000 | 445 746 | Mitchell Communication Group |
| Research/evaluation | 30 000 | 5 032 19 910 | Patterson (May 2011) pre-campaign evaluation Synergy Ipsos (December 2012) post campaign evaluation |
| All other marketing/promotional costs | 0 | 0 | |
| Total | 579 500 | 715 556 | |

Department of Transport – Taxi Respect Campaign 2012

| Department of Transport: Taxi Respect Campaign | | | |
|---|--------------------------------------|---|---|
| Approval date | 5 June 2012 | | |
| End date | Did not proceed to advertising stage | | |
| Campaign approval number | O/409 | | |
| Campaign summary/background: | | | |
| <p>The Taxi Respect Campaign was to address safety concerns within the taxi industry. The State Government and Department of Transport were looking to implement a campaign to generate respect for drivers and the important role they play in the community. It stems from the public perception that travelling in or driving a taxi is unsafe. The objective was to engage current and potential passengers to feel safer about using taxis.</p> <p>The campaign did not proceed to advertising stage</p> | | | |
| Campaign related services and costs | Approved budget (\$) | Actual campaign expenditure (\$) | Contracted supplier |
| Creative/production costs | 95 000 | 8 800 | Cooch Creative |
| Research/evaluation | 20 000 | 20 000 | Painted Dog Research |
| Media placement | 365 000 | N/A | Campaign did not proceed to advertising stage |
| All other marketing/promotional costs (social media planning, media planning) | 20 000 | 757 | Mitchell Communications Group |
| | | 5 000 | Gramercy Park Consulting |
| Total | 500 000 | 34 557 | |

Metropolitan Redevelopment Authority – Major Project Awareness (Get the Bigger Picture) Campaign 2012

| Metropolitan Redevelopment Authority: Major Projects Awareness (Get the Bigger Picture) Campaign | | | |
|--|-----------------------------|---|-------------------------------|
| Approval date | 15 May 2012 | | |
| End date | 30 June 2013 | | |
| Campaign approval number | O/403 | | |
| Campaign summary/background: | | | |
| <p>The Major Projects Awareness (Get the Bigger Picture) campaign was a joint communication of the Department of Planning, the Department of Transport and the Metropolitan Redevelopment Authority, to inform the community about major infrastructure projects and the impact of these on city access and traffic, especially during construction phases. The three agencies were also responsible for funding the campaign.</p> | | | |
| Campaign related services and costs | Approved budget (\$) | Actual campaign expenditure (\$) | Contracted supplier |
| Creative/production costs (includes website development and strategy) | 500 000 | 677 400 | RARE creative thinking |
| Media placement | 930 000 | 631 000 | Mitchell Communications Group |
| Research/evaluation | 70 000 | 59 000 | Ipsos |
| All other marketing/promotional | 0 | 0 | |
| Other (project management) | 0 | 101 000 | |
| Total | 1 500 000 | 1 468 400 | |

Tourism Western Australia – Domestic Brand Campaign 2011-12

| Tourism Western Australia: Domestic Brand Campaign 2011-12 | | | |
|---|-----------------------------|---|-------------------------------|
| Approval date | 1 September 2011 | | |
| End date | 30 June 2012 | | |
| Campaign approval number | O/340 | | |
| Campaign summary/background: | | | |
| <p>This campaign involved the use of the best of 2010-11 creative productions (brand assets) to continue to communicate WA's extraordinary experiences. The GMO 340 approval was made up of four campaigns/activities. These included:</p> <ul style="list-style-type: none"> • Branding campaign ('I experience'); • Australian Tourism Exchange 2012: <i>Outdoor advertisements at airport and advertising in Trade publications.</i> • Margaret River Recovery: A marketing campaign implemented to mitigate the negative impact media attention on the Margaret River bushfire in late 2011 had on business in the area and to showcase that the region was open for business. <p>Campaign testing focused on the 'I experience' campaign which covered the bulk of the approved budget.</p> | | | |
| Campaign related services and costs | Approved budget (\$) | Actual campaign expenditure (\$) | Contracted supplier |
| Creative/production costs | 510 000 | 262 800 | Host |
| Media placement | 2 040 000 | 1 946 616 | Mitchell Communications Group |
| Research/evaluation | N/A | N/A | |
| All other marketing/promotional costs | 0 | 0 | |
| Total | 2 550 000 | 2 209 416 | |

Western Australia Police Service – Step Forward Campaign 2013

| Western Australian Police Service: Step Forward Campaign | | | |
|---|--|---|----------------------------|
| Approval date | 1 May 2013 | | |
| End date | 1 March 2014 (<i>extension approved from the initial end date of 31 December 2013</i>) | | |
| Campaign approval number | O/479 | | |
| Campaign summary/background: | | | |
| The Step Forward Campaign was part of WA Police recruitment of its final 142 additional police numbers from a 2009-10 election commitment. The campaign sought to achieve a response rate of a minimum 1200 applications to meet the target of 297 recruits over a nine month period. | | | |
| Campaign related services and costs | Approved budget (\$) | Actual campaign expenditure (\$) | Contracted supplier |
| Creative/production costs | 400 000 | 412 333 | Adcorp |
| Media placement | 1 500 000 | 1 421 349 | OMD |
| Research/evaluation | 100 000 | 99 500 | Adcorp |
| All other marketing/promotional costs | 0 | 0 | |
| Total | 2 000 000 | 1 933 182 | |

Auditor General's Reports

| REPORT NUMBER | 2014 REPORTS | DATE TABLED |
|---------------|--|------------------|
| 11 | Licensing and Regulation of Psychiatric Hostels | 25 June 2014 |
| 10 | Universal Child Health Checks Follow-Up | 18 June 2014 |
| 9 | Governance of Public Sector Boards | 18 June 2014 |
| 8 | Moving On: The Transition of Year 7 to Secondary School | 14 May 2014 |
| 7 | The Implementation and Initial Outcomes of the Suicide Prevention Strategy | 7 May 2014 |
| 6 | Audit Results Report – Annual 2013 Assurance Audits (Universities and state training providers – Other audits completed since 1 November 2013) | 7 May 2014 |
| 5 | Across Government Benchmarking Audits – Controls Over Purchasing Cards – Debtor Management – Timely Payment of Invoices | 1 April 2014 |
| 4 | Behaviour Management in Schools | 19 March 2014 |
| 3 | Opinion on ministerial decision not to provide information to Parliament about funding for some tourism events | 18 March 2014 |
| 2 | Charging Card Administration Fees | 12 March 2014 |
| 1 | Water Corporation: Management of Water Pipes | 19 February 2014 |
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Serving the Public Interest

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