

ADVERTISING SUBMISSION

CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

| | |
|-------------------------|---|
| AGENCY | <i>Department of Premier and Cabinet</i> |
| CAMPAIGN TITLE | <i>Consultation on the rebuilding NSW plan</i> |
| CREATIVE AGENCY | <i>In house</i> |
| CAMPAIGN SUMMARY | <i>Public notice style advertisement announcing the planned consultation on the rebuilding nsw plan and inviting the NSW public to visit the plan website to provide comment and register for updates of information.</i> |
| BUDGET (ex GST) | <i>Up to \$436,500</i> |
| TIMING | <i>Commences Wednesday 10th June 2014. Stage two expected to be September 2014.</i> |

ADVERTISING COMPLIANCE CERTIFICATE

Section 8 of the *Government Advertising Act 2011* ("the Act")

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Consultation on the rebuilding NSW plan "the Campaign"

I certify that, in my opinion, the Campaign:

- complies with the Act, the *Government Advertising Regulation 2012* and the NSW Government advertising guidelines;
- contains accurate information;
- is necessary to achieve a public purpose and is supported by analysis and research; and
- Is an efficient and cost-effective means of achieving the public purpose.

Signature:

S. A. Y. Smith

Date:

10/6/14

Name: Simon A Y Smith

Agency: Department of Premier and Cabinet

Position: Acting Secretary

Consultation on the rebuilding NSW plan.

Agency/Department Overview

The Department of Premier and Cabinet leads the New South Wales public sector to deliver on the Government's commitments and priorities.

Campaign need

The NSW Government has announced a plan to unlock the value of electricity assets to invest in new infrastructure projects across the state. The proceeds of the plan will redirect about \$20 billion into the acceleration of vital projects, including major upgrades to public transport, road networks, water, education and health infrastructure across NSW.

The Government has set down conditions for the plan to proceed that ensure that

- Majority ownership of the assets will remain with the Government
- Net proceeds will be invested in new infrastructure;
- Downward pressure must be maintained on network electricity prices;
- Adequate protections must be in place for employees of the assets; and
- Service reliability standards must be maintained.

Advertising of those conditions and the opportunity for public consultation are essential to ensure that the NSW public are made aware of the plan and their opportunity for input.

The campaign meets the requirements of a range of NSW 2021 plan priorities including those related to the economy and infrastructure investment.

Campaign objective

The specific objective of the campaign is to ensure that the NSW public are aware of the opportunities for consultation.

A dedicated website will be launched to provide more information on the plan. The website will also give the public the opportunity to register for updates of information as it becomes available and be alerted to the opening of consultation.

Campaign timing

Metro newspaper "public notice" style advertisements will commence on Wednesday June 11th, the day following the announcement with repeats appearing on the first Sunday after announcement and again at the end of the following week on Friday 20th. The same advertisement will appear in major regional dailies on Thursday June 12th and in key weekly regional papers during that week (according to their publication dates).

A second wave of advertising with the same media approach will coincide with the full release of the consultation information on the website, currently scheduled for September.

Target audience

The target audience is all residents of NSW.

Creative approach

The press advertisements are simple half page black and white "public notice" style announcements directing people to a website where they are able to read more information and register for further updates, removing the need for regular additional advertising as each new piece of information is released. The copy for the press advertisements is attached.

A thirty second radio commercial follows the same format with a factual announcement inviting people to visit the website and register their interest.

Media strategy

To achieve the most cost effective and maximum reach, the media strategy utilises insertions in metro dailies, metro Sundays and selected regional papers with high paid circulation.

It is planned to insert the advertisement twice in the metro dailies with the second advertisement appearing a week after the first. The addition of the Sunday papers adds additional audience from weekday newspaper buyers.

Radio has been planned to complement the press advertisements with a broad selection of stations designed to achieve maximum coverage. The metro radio strategy is complemented by a regional radio strategy which offers low cost reach and complements the regional newspaper buy.

The second wave of advertising will repeat the media strategy of the first and will coincide with the release of the main consultation information.

Supporting activity

Information including fact sheets and timelines will be available on the website. The webpages will be created on the nsw.gov.au website at minimal cost.

The URL "rebuilding.nsw.gov.au" will redirect to the host URL "nsw.gov.au/rebuilding" which has strong, established visitor numbers., reducing the need for expenditure in search marketing.

Provision has been made for adding Search Engine Marketing to accompany the announcement of the consultation phase (September) as required. The decision to proceed with this activity will be based on a number of factors including visits and registrations from the first wave of advertising and media publicity around the plan announcement.

Linkages will be made to key government websites, including Have Your Say.

The programme will be announced by the Premier with a planned media approach developed by his staff. Decisions in this area are independent of this proposal.

Campaign evaluation

It is not deemed appropriate to incur cost in measuring the effectiveness of these public notice announcements. We will however monitor web visits, document downloads and postcode information to inform future activity.

Budget

| Campaign element | Committed \$ | Not Committed \$ | Totals \$ |
|---|--------------|------------------|-----------|
| RESEARCH & EVALUATION | | | |
| Pre campaign research | N/A | | |
| CREATIVE | | | |
| Creative development | NIL | | |
| Print production | | \$1,500 | |
| Radio production | | \$7,000 | |
| Distribution | | \$7,000 | |
| TOTAL | | \$15,500 | |
| | | | |
| MEDIA | | | |
| TV | | | |
| Print | | \$255,000 | |
| Radio | | \$116,000 | |
| Out of home | | | |
| Digital as required | | \$50,000 | |
| Other (Direct marketing etc..) | | | |
| Service Fees (Planning, Buying, Monitoring, Ad serving etc..) | | | |
| TOTAL media | | \$421,000 | |
| | | | |
| ADVERTISING CAMPAIGN TOTAL | | \$436,500 | |

Risk Management

| Risk | Management strategy |
|---|--|
| Advertising could be seen as political | Advertisements are public notices with no political messaging and include a clear call to action to visit the website and register interest. |
| Number of visits is low | Strategy for the second stage of advertising to be reviewed |
| Negative media coverage | The Premier's office has responsibility for management of the editorial media. |
| Number of visits exceeds expectations | Security and website robustness has been tested |
| Cost of advertising could be seen as too high | TV is cost prohibitive. Website production done in-house to minimise cost. Opportunity to register for updates reduces need for further regular advertising. |

Dangers of the advertising not proceeding

The advertising is essential to ensure public awareness of the plan. It cannot be guaranteed that the website address will receive enough coverage in media reporting. Public consultation is a fundamentally important element of the plan.

Stakeholder Consultation

It is not deemed appropriate to incur any further costs on stakeholder consultations.

Exemption Request: Exemption is sought to the requirement for using ethnic newspapers and radio as outlined in the New South Wales Government Advertising Handbook. The decision was taken to run the advertisements in English to ensure the most cost-effective reach of the New South Wales and interstate audiences. No information was available to demonstrate that any specific additional requirements for community language translations exist and it would be considered an inappropriate use of public funds to translate into all languages.

| CONTACT DETAILS | |
|-------------------------|--|
| <i>Campaign manager</i> | <i>Alun Probert</i> |
| <i>Job title</i> | <i>Executive Director, Strategic Communications, Department of Premier and Cabinet</i> |
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