

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

<b>AGENCY</b>	<i>Department of Premier and Cabinet</i>
<b>CAMPAIGN TITLE</b>	<i>Thank you to the firefighters and volunteers</i>
<b>CREATIVE AGENCY</b>	<i>In house</i>
<b>CAMPAIGN SUMMARY</b>	<i>NEW urgent campaign to recognise the support that New South Wales received from firefighters and volunteers, both interstate and intrastate, in fighting the October 2013 bushfires.</i>  <i>Print media chosen as other media such as radio, television and cinema could not guarantee the reach and coverage that newspapers offer. With timing of the essence TV was not possible and cost prohibitive.</i>
<b>BUDGET (ex GST)</b>	<i>\$132,381.72 (excluding GST)</i>
<b>TIMING</b>	<i>Sunday 27 October 2013</i>

#### ADVERTISING COMPLIANCE CERTIFICATE

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Thank you to the firefighters and volunteers "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: 

Date: *6.12.13*

Name: Phil Minns

Agency: Department of Premier and Cabinet

Position: Acting Director General

## **Department of Premier and Cabinet**

### **THANK YOU TO THE FIREFIGHTERS AND VOLUNTEERS**

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#### **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.

### **THANK YOU TO THE FIREFIGHTERS AND VOLUNTEERS**

#### **Campaign need**

Following the problems associated with protecting lives and property during the recent bush fires, it is important to take the opportunity to publicly thank two important groups of people responsible for securing the safety of the state and its residents.

Firstly, an advertisement was designed to thank New South Wales-based firefighters, RFS employees, police and emergency services personnel, volunteers, their families, community groups and employers for their efforts and support over the past weeks which in many cases were unpaid and entailed long hours in the most difficult of conditions.

A second set of advertisements is essential to recognise the support that New South Wales received from interstate, with 688 firefighters and volunteers from interstate assisting our firefighting efforts.

The largest contingent was from Victoria, which provided an extra 368 helping hands. There were 220 personnel from South Australia, 56 from the Australian Capital Territory, 31 from Tasmania, 12 from Queensland and one from Western Australia.

The message of the advertisement is both heartfelt in its content and also designed to ensure the continued long-term co-operation from interstate agencies in fighting bushfires.

#### **The issue**

It was a key issue of the October 2013 bushfires that New South Wales-based firefighters and volunteers were suffering from tiredness and fatigue due to the intense nature, unpredictability and longevity of the fires.

The fires were the worst the state has seen since 1968 and placed heavy demands over an extended period on the volunteers and employees of the Rural Fire Service and the employers of those volunteers who were supportive in terms of allowing time off work at very short notice.

The interstate personnel provided a range of services including joining the frontline to give firefighters in New South Wales a much needed break from their relentless effort to bring the bushfire situation under control.

If the campaign were not to take place, interstate firefighters and volunteers and their counterparts in New South Wales would have had no personal recognition from the New South Wales Government to thank them for their work in this incredibly difficult period.

### **Campaign objective**

The major objective of the campaign is to thank firefighters, volunteers and all those involved both interstate and within New South Wales, for their efforts in fighting the October 2013 bush fires.

### **Campaign timing**

Sunday 27 October 2013 was chosen as the appropriate date for the campaign. Now that the bushfire crisis has eased and has been brought under control, if the New South Wales Government had delayed thanking firefighters and volunteers, then there is a danger that the thank you message could have appeared half-hearted and tokenistic.

In addition, the Sunday newspapers provided an appropriate environment as in addition to the editorial coverage of the fires, a number of major organisations, including banks and insurance companies and the newspapers themselves, were also running information based advertising campaigns about the fires.

### **Target audience**

Interstate firefighters, volunteers and their families, community groups and employers, that offered assistance and support in Victoria, South Australia, the Australian Capital Territory, Tasmania, Queensland and Western Australia; as well as the same communities in New South Wales.

### **Creative approach**

Two separate advertisements were produced, one for New South Wales and one for interstate, with the copy in each interstate advertisement specifically thanking that State or Territory.

The copy from each advertisement which appeared was:

#### **NSW**

“Thank You

The people of NSW offer heartfelt thanks to all the RFS, firefighters, police and emergency services personnel, volunteers, their families, community groups and employers for their support over the past weeks. You’ve done us proud.”

#### **Victoria**

“Thank You

The people of NSW thank everyone from Victoria who assisted us in our firefighting effort.”

## **South Australia**

“Thank You

The people of NSW thank everyone from South Australia who assisted us in our firefighting effort.”

## **ACT**

“Thank You

The people of NSW thank everyone from the ACT who assisted us in our firefighting effort.”

## **Tasmania**

“Thank You

The people of NSW thank everyone from Tasmania who assisted us in our firefighting effort.”

## **Queensland**

“Thank You

The people of NSW thank everyone from Queensland who assisted us in our firefighting effort.”

## **Western Australia**

“Thank You

The people of NSW thank everyone from Western Australia who assisted us in our firefighting effort.”

## **Media strategy**

By booking the Sunday editions of the major metropolitan newspapers in the capital cities of the States and Territory who sent firefighters and volunteers to New South Wales, the campaign was able to reach a large audience in a non-news environment with an appropriate message of thanks.

Sunday was targeted to reach people that spend more time reading the newspaper in a more relaxed setting. Sunday newspapers remain strong in setting public agendas. The mix of newspapers across each state reached unduplicated audiences, across multiple demographics.

The Sunday newspapers in which the print advertisements appeared were:

<b>Newspaper</b>	<b>Readership</b>
The Sun-Herald (Sunday, NSW)	906,000
The Sunday Telegraph (Sunday, NSW)	1,365,000

Herald Sun (Sunday, VIC)	1,130,000
The Age (Sunday, VIC)	642,000
Brisbane Courier Mail (Sunday, QLD)	960,000
Adelaide Advertiser (Sunday, SA)	572,000
Perth Sunday Times (Sunday, WA)	570,000
Hobart Mercury (Sunday, TAS)	113,000
Canberra Times (Sunday, ACT)	76,000

With timing of the essence TV was not possible and cost prohibitive. Other media including radio, outdoor and cinema could not guarantee the reach and coverage that newspapers offer.

Channel	Rationale
Print	Many other organisations have advertised in print to thank the firefighters and while it created an appropriate medium it also created a need for the NSW Government to be seen to be saying something.

### Supporting activity

No non-advertising communications activity is planned for this campaign as not deemed relevant.

### Campaign evaluation

It is not deemed appropriate to incur cost in measuring the effectiveness of these public notice announcements.

### Budget

Campaign element	Committed \$	Not Committed \$	Totals \$
<b>RESEARCH &amp; EVALUATION</b>			
Pre campaign research	N/A		
<b>CREATIVE</b>			
Creative development	NIL In HOUSE		
Print production	\$250.50		
Other production	Nil		
Other costs	\$5,081.97		
<b>TOTAL</b>	<b>\$5,332.47</b>		
<b>% of campaign total</b>	<b>4%</b>		
<b>MEDIA</b>			
TV			
Print	\$127,049.25		
Radio			
Out of home			
Digital			
Other (Direct marketing etc..)			
Service Fees (Planning, Buying, Monitoring, Ad serving etc..)			
<b>TOTAL</b>	<b>\$127,049.25</b>		
<b>% of campaign total</b>	<b>96%</b>		
<b>ADVERTISING CAMPAIGN</b>	<b>\$132,381.72</b>		

<b>TOTAL</b>			
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The campaign will be funded by the NSW Government, from existing agency resources.

### Risk Management

<b>Risk</b>	<b>Management strategy</b>
Advertising could be seen as political	Advertisements were designed in the style of a public notice with no political messaging
Cost of advertising could be seen as too high	TV ruled out as an option as cost prohibitive, production done in-house to minimise cost

### Stakeholder Consultation

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

**Exemption Requests:** Exemption sought to the requirement that 7.5 per cent of Government advertising press expenditure is to be placed in ethnic newspapers 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.

<b>CONTACT DETAILS</b>	
<i>Campaign manager</i>	<i>Alun Probert</i>
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