

Chief Executive Certification for Government Advertising Campaigns

Certification Statement – Parent Engagement Campaign

I certify that the Parent Engagement Campaign complies with the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* (Guidelines).

This certification takes into consideration the Report of the Independent Communications Committee. It also takes into consideration advice and evidence provided by officers within the Department of Education and Training with responsibility for the design, development and implementation of the Parent Engagement Campaign and advice provided by the Department's Legal and Procurement areas.



Lisa Paul

Secretary

Department of Education and Training

14 August 2015

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;
- 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.

Principle 2: Campaigns should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the Campaign.

- The Campaign enables 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 Campaign 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 information disadvantaged individuals or groups identified as being within the target audience. Particular attention has been paid to meeting the information needs of Indigenous Australians, the rural community, and those for whom English is not a convenient language in which to receive information.
- Imagery used in the Campaign 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.
- The Campaign has been tested with target audiences to indicate that it is engaging and performs well against the objectives of the Campaign.

Principle 3: Campaigns should be objective and not directed at promoting party political interests.

- The Campaign is presented in objective language and is free of political argument.
- The Campaign does not try to foster a positive impression of a particular political party or promote party political interests.
- The Campaign:
 - does not mention the party in Government by name;
 - does not directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
 - does not include party political slogans or images;
 - has not been designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; and
 - does 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 suppliers were followed, and there is a clear audit trail regarding decision making.

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Australian Government

USI Unique
Student
Identifier

MINUTE

To: Jason Coutts
From: Saloni Sharan
Through:
Date: 09/10/2015
Copy to:

Approved - 18/10/15

Being covered to me for
clearance - target closely
to each audience and
timing please.

PURPOSE

To propose a tailored suite of online and print media activity specifically targeting students and educators (Teachers, Principals, School Support Staff). This activity will be a powerful component of the stakeholder engagement strategy for students and educators.

Objective

This proposed online activity will serve to:

- communicate the USI initiative and its benefits to students and educators;
- raise awareness of the USI amongst the student community; and
- encourage students to create their USIs prior to enrolling into a VET course or training.

Background

The USI Stakeholder Engagement and Policy section has consulted and heavily engaged with Corporate Media and Communications and Dentsu Mitchells to produce a media plan outlining options for communicating to students and educators on the USI.

After extensive research of a possible 30 online publications, it has been refined down to the top five media options. It is believed that these top five online and print publications will assist with securing the broadest reach within the student population, coupled with optimum frequency delivering highest traction within the student market.

The online and print media activity schedule reflects the suite of proposed key online and print media publications.

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Media Spend

The total media spend for the proposed media activity is \$18,685 (incl gst), with \$16,000 in FY15/16 and \$2000 in FY16/17.

Timing

It is proposed that the current media activity targeting students and educators will run from November 2015 – August 2016.

Media Options

The following are the proposed media options to help reach students and educators nationwide. (Examples of the proposed advertising options are included in **Attachment A**).

1. Spress Magazine

S-press is the nation's leading youth publication and covers every aspect of teenage life, from news, sport, and education, to social events, entertainment and fashion.

- Delivered to 3000 schools Australia-wide along with local libraries, local youth hot spots, youth centres and sports clubs (All government, independant and Catholic secondary schools)
- Free
- Audience of students and teachers
- Youth 16-25 (primary audience age is 15-18)
- 90,000 copies printed, with a readership of over 400,000
- 19,000+ tablet subscribers
- Website has 38,000+ unique targeted audience (myopenday.com.au)

Spress publishes bi-monthly. Each issue of Spress features a specific Guide. We are proposing to advertise a full colour quarter page in all 4 guides as well as an online option of a medium rectangle banner on myopenday.com.au in conjunction with the My Open Day Guide. The four guides will be published from June 2015 – February 2016. More detailed dates below.

MyOpenDay.com.au (1-30 November 2015)

My Open Day provides all the information that high school students need to prepare for life after school, with course information, news, job profiles and more. Each month the site will feature a new theme, complete with regularly updated career information and news relevant to students hoping to break into the field. Themes will include business, health, science, green jobs and the creative industries, and each month will include a number of career Q&As. Students can also find advice on writing resumes and applying for jobs, preparing for tertiary

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open days, gaining apprenticeships and more. The printed My Open Day Guide and the interactive digital edition will, as well, point readers to the site.

Change of Preference Guide (20 October 2015)

This Guide assists students who are thinking about changing courses. With a limited number of places available for courses, not everyone is going to get their first choice. It's important that students understand preference changes. The guide also includes separate state and territory coverage of vital information on changing courses.

Dream Jobs Guide (24 February 2016)

This Guide highlights niche or targeted courses to open readers' eyes to the breadth of possibilities open to them helping them with the right career choice.

My Open Day Guide (23 June 2016)

This Guide highlights niche or targeted courses to open readers' eyes to the breadth of possibilities open to them helping them with the right career choice.

Get Ready Guide (18 August 2016)

This Guide is targeted specifically for young students currently in Years 11 and 12. The prospect of 'what comes next?' is often a scarily stressful and confusing one – this Guide is their one-stop-shop 'how to' guide on everything they'll need to know in order to successfully negotiate the next phase.

2. Australian Teachers Magazine

The Australian Teachers Magazine is currently distributed to government, non-government and Catholic primary and secondary schools in every state and territory. It is the largest independent publication in the education sector. This magazine publishes 11 times a year. We are proposing to run a full colour quarter page advert in 2 consecutive issues (from November – December 2015).

3. Education HQ & Education HQ Student

EducationHQ is the home of the education sector, currently covering Australia and New Zealand, with unparalleled coverage of local and global education news and information, plus the nation's leading directory of services, providers and resources.

Readers can also expect the latest education news, classroom stories, technology features and stories from our network of contributors. Content on this site focusses primarily on teachers, principals and educators at all primary and secondary schools. It boasts:

- 105,000 impressions per month; and

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- 24,000 unique browsers

We are proposing to run an online profile for 12 months within this publication commencing **November 2015**.

4. Education Week

Education Week is an electronic bulletin which is emailed weekly to 41,000 subscribers. This

e-bulletin delivers an instant hit of the very latest news, information and job ads to both the Australian and New Zealand education sectors. Focusing on breaking stories and important education-related updates, it provides subscribers with an up-to-date snapshot of the sector, both locally and overseas.

We are proposing to run a medium rectangle banner in three issues (dates to be confirmed, tentatively scheduled for one inclusion every month from **October – December 2015**).

5. Student Edge

Student Edge is Australia's largest member-based organisation of high school and tertiary students.

- Website targeted to students (primarily youth 16-25)
- Currently has a membership of 710,000
- 130,000 unique visitors each month

We are proposing to run a selection of online advertising (such as a standard leader board on their site) in November, insertion into their eDM, a native content article within their magazine and also promoted ads within their Facebook page.

Messaging

Messaging and artwork to be included in the proposed student advertising will follow the

Key Messages matrix (**Attachment B**). It is important to note that an additional layer of specific detail will accompany these key messages where appropriate and will be determined by timing, currency, objective and audience.

Recommendation: That you note/discuss and approve the proposed media activity and spend.

Attachments

Attachment A – Media Clippings and Web screen shots

Attachment B – Key Messages Matrix

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Saloni Sharan
Director
USI Stakeholder Engagement and Policy

9 October 2015

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Australian Government MEDIA BOOKING AUTHORITY

MBA NO: JLN10041
Cancels & Supersedes MBA NO: _____
DATE: Wednesday, 14th October 2015
FROM: Jen Noonan

Dentsu Mitchell
105 York Street
South Melbourne VIC 3205
Phone +61-3-9693 5544
ABN 44 123 609 629

CLIENT CONTACT NAME: Mary Barry BILLING CONTACT for Invoicing: Mary Barry
Client Address: Level 5, 111 Bourke St Melbourne VIC 3001 Billing Address: Level 5, 111 Bourke St Melbourne VIC 3001
Client Email Address: mary.barry@education.gov.au Billing Email Address: mary.barry@education.gov.au
Client Phone Number: 03 9268 7958 Billing Phone Number: 03 9268 7958

Authority is hereby given to Dentsu Mitchell to book the following Media

ENTITY / ORGANISATION: Department of Education and Training
CAMPAIGN: Unique Student Identifier
PLAN NO./DATED: Version 6 as at 14th October 2015
CREATIVE AGENCY: _____
PERIOD OF ADVERTISING/CAMPAIGN: 25 October 2015 - 31 October 2016

MEDIA	DESCRIPTION	TOTAL
Digital Display Commissionable		\$10,865.00
Magazines - Commissionable		\$6,635.00
Gross Media Spend		\$17,500.00
Less: Media Commission 10% of-Gross Media (if applicable)		-\$1,750.00
Plus: Whole of Australian Government Administration Fee (WoAG) 2% of Gross Media Spend		\$350.00
Plus: Remuneration Charge Back Amount 4% of Gross Media Spend		\$700.00
Plus: Material Despatch		\$72.00
Plus: Search Engine Marketing 10% of Gross Media Spend for Digital Search		
Plus: Optional Advertising Service Charges-Traffic		\$150.00
Net Cost		\$17,022.00

Dentsu Mitchell

GST	\$1,702.20
Total	\$18,724.20

Do you require print Tear Sheets? Yes No

Mitchell Adcorp
(Production/Creative): _____

Special Comments

Terms & Conditions:

The Contractor has offered under clause 13.1(a) of the Deed in relation to Master Media Agency Services for the Commonwealth Government (the Deed) to provide the Advertising Services to Participants.

When the 'Participant' issues a Media Instruction to the 'Contractor', a contract is formed as follows:

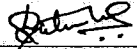
- (a) for Campaign or Recruitment Program advertising, when a Media Brief (Schedule 5) is signed; or
- (b) for Recruitment, Public Notice or Tender Notice advertising, when a request from the Participant to the Contractor is confirmed in writing by the Contractor, in accordance with the terms of the Deed.

For the purposes of the Deed, the 'Participant' becomes a 'Customer' once a contract is formed. When a Customer approves a Media Booking Authority, the Customer is authorising the Contractor to book media on their behalf under a Customer Contract and is required to pay any resulting Service Charges in accordance with the terms of the Deed.

By signing this Media Booking Authority, you are confirming that you:

- (1) have complied with Commonwealth Government policies and guidance in relation to advertising (where applicable);
- (2) are satisfied that this expenditure represents proper use of Commonwealth resources, and
- (3) have taken into account your obligation under Section 23 of the Public Governance, Performance and Accountability Act 2013.

Client Approval: (Signature)
Client Approval Name: (Print Name)
Approval Date:
Purchase Order Number:



SALONI SHARAN

 16/10/15

Return to Dentsu Mitchell: Scan and email to the relevant Dentsu Mitchell Client Service Director or Manager

Office Use Only

ENTITY TYPE				
Non-Corporate Commonwealth Entity	Corporate Commonwealth Entity	ACT Gov't / NT Gov't	Authorised Organisation	
JOB TYPE				
Campaign	Recruitment Program	Public Notice	Recruitment*	Tender Notice*

*(with exemption attached if applicable)

Quality Indicators for Learning and Teaching

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Australian Government
Department of Education and Training

Minute to:

To:	Di Weddell	Deadline for response and reason:	N/A
From:	Megan Catlin	Contact officer:	Penny Spyropoulos
Date:	25/08/2015	Phone:	49933
Copy to:	Claire O'Halloran	Location:	Level 7, 50 Marcus Clarke Street

Subject

Digital advertising campaign for Quality Indicators for Learning and Teaching (QILT) website launch

Purpose

To seek your approval to spend \$49,994.62 on the proposed QILT digital advertising.

The proposed four digital advertising products include:

- Student Edge - This website's aim is helping students navigate their way through student life and better prepare them for adulthood. Services outlined at [Attachment A](#).
- ATAR Notes - This website engages with the largest online high school community, to help students achieve their goals in attending university. Services outlined at [Attachment B](#).
- Amnet - Amnet targets users, who have been categorized, based on their browsing behavior or online and offline data profiles. By using technology and data, they can buy individually targeted audiences at scale to help deliver the right message to the right audience. Services outlined at [Attachment C](#).
- Google Keyword search. Description available at [Attachment D](#).

These digital products have been recommended as the most suitable to advertise the QILT website and target our demographic audience.

Issues

The department has sought advice from the Department of Finance's Communication Advice Branch, which has advised that as the anticipated advertising will be less than \$50,000 (GST inclusive) it is not necessary to seek consideration from the Special Minister of State. The government requires that all advertising is placed through the master media agency Mitchells Adcorp Alliance (trading as Dentsu Mitchell), and this process will be followed.

Recommendation

Please approve the digital advertising recommended digital advertising from the government's media buying agency, Dentsu Mitchell, based on your request to not exceed \$50,000 (GST Inclusive).

Megan Catlin
Director
Student Information QILT

31 August 2015

Di Weddell
Branch Manager
Student Information and Learning Branch

31 August 2015

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GST	\$4,544.97
Total	\$49,994.62

Do you require print Tear Sheets? Yes No

Mitchell Adcorp
(Production/Creative): _____

Special Comments

Terms & Conditions:

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For the purposes of the Deed, the 'Participant' becomes a 'Customer' once a contract is formed. When a Customer approves a Media Booking Authority, the Customer is authorising the Contractor to book media on their behalf under a Customer Contract and is required to pay any resulting Service Charges in accordance with the terms of the Deed.

By signing this Media Booking Authority, you are confirming that you:

- (1) have complied with Commonwealth Government policies and guidance in relation to advertising (where applicable);
- (2) are satisfied that this expenditure represents proper use of Commonwealth resources, and
- (3) have taken into account your obligation under Section 23 of the Public Governance, Performance and Accountability Act 2013.

Client Approval: (Signature)
Client Approval Name: (Print Name)
Approval Date:
Purchase Order Number:

X

Return to Dentsu Mitchell:

Scan and email to the relevant Dentsu Mitchell Client Service Director or Manager

Office Use Only

ENTITY TYPE			
Non-Corporate Commonwealth Entity	Corporate Commonwealth Entity	ACT Gov't / NT Gov't	Authorised Organisation
JOB TYPE			
Campaign	Recruitment Program	Public Notice	Recruitment* Tender Notice*

*(with exemption attached if applicable)



Australian Government MEDIA BOOKING AUTHORITY

MBA NO: JLN10054
Cancels & Supersedes MBA NO:
DATE: Friday, 11th September 2015
FROM: Jen Noonan

Dentsu Mitchell
105 York Street
South Melbourne VIC 3205
Phone +61-3-9693 5544
ABN 44 123 609 629

CLIENT CONTACT NAME: Claire O'Halloran
Client Address: 50 Marcus Clarke St, Canberra ACT 2600
Client Email Address: claire.o'halloran@education.gov.au
Client Phone Number: 02 6240 8788

BILLING CONTACT for Invoicing: Claire O'Halloran
Billing Address: 50 Marcus Clarke St, Canberra ACT 2600
Billing Email Address: claire.o'halloran@education.gov.au
Billing Phone Number: 02 6240 8788

Authority is hereby given to Dentsu Mitchell to book the following Media

ENTITY / ORGANISATION: Department of Education and Training
CAMPAIGN: QILT-Quality Indicators for Learning and Teaching website launch
PLAN NO./DATED: Version 2 as at 11th September 2015
CREATIVE AGENCY:
PERIOD OF ADVERTISING/CAMPAIGN: September - October 2015

MEDIA	DESCRIPTION	TOTAL
Digital Display Commissionable		\$20,057.14
Digital Display Non-Commissionable		\$11,580.00
Search - Non-Commissionable		\$12,000.00
Gross Media Spend		\$43,637.14
Less: Media Commission 10% of-Gross Media (if applicable)		-\$2,005.71
Plus: Whole of Australian Government Administration Fee (WoAG) 2% of Gross Media Spend		\$872.74
Plus: Remuneration Charge Back Amount 4% of Gross Media Spend		\$1,745.49
Plus: Search Engine Marketing 10% of Gross Media Spend for Digital Search		\$1,200.00
Plus: Optional Advertising Service Charges		
Net Cost		\$45,449.66

Department of Education

Communication Branch

Rebecca Blewitt

Phone: 62404974

Email: Rebecca.blewitt@education.gov.au

Procurement (Business) Plan

This Procurement Plan document should be used to plan procurement.

The Plan incorporates a section for the approver's agreement to proceed with the procurement.

Title: Section 23 Approval for Industry Skills Fund–Growth Stream Online Advertising

Delegate details: Jay Wilton, Director, Industry Skills Fund–Growth Stream

What are you going to buy and why?

In an effort to raise awareness of and encourage applications for the Industry Skills Fund – Growth stream, a targeted online advertising campaign will run across a variety of digital and search platforms from 18 May through to 12 June 2015.

The Media Booking Authority and media plan drafted by Mitchells Adcorp Alliance represents a cost-effective, appropriate approach to achieve maximum reach over the four week campaign. The approach focuses on targeting Australian SMEs across a variety of online platforms including:

- Business Review Weekly (Fairfax)
- LinkedIn
- Newscorp
- Facebook
- Twitter, and
- YouTube.

On 19 January 2015, the Assistant Minister for Education and Training, Simon Birmingham announced Australian businesses can now apply for support to boost the skills of their workforce under the Industry Skills Fund – Growth Stream.

The \$476 million Industry Skills Fund – Growth Stream is a key element in the Australian Government's Industry Innovation and Competitiveness Agenda and will provide up to 200,000 training places and support services over four years.

The fund prioritises small to medium enterprises, including micro businesses, and is delivered through the single business service, which streamlines access to essential information for all Australian businesses. The fund assists industry to invest in training and support services, and to develop innovative training solutions. The fund will help build a highly skilled workforce that can take advantage of new business growth opportunities and adapt to rapid technological change.

Priority sectors have been identified for the fund which includes:

- Advanced Manufacturing
- Food and Agribusiness
- Medical technologies and Pharmaceuticals
- Mining Equipment, Technology and Services
- Oil, Gas and Energy Resources, and
- Enabling Technologies and Services.

What is the estimated value?

The estimated value of this procurement is approximately \$71,500 GST inclusive. As the procurement value is less than \$80,000, the Additional Rules for Procurements at or above the relevant procurement threshold in Division 2 of the Commonwealth Procurement Rules (CPRs) do not apply.

How will suppliers be identified and selected?

Mitchell & Partners Australia Pty Ltd (trading as Mitchells Adcorp Alliance) became the Australian Government Master Media Placement Agency on 1 July 2014. The Department is required to use Mitchells Adcorp Alliance for the planning and placement of Australian Government advertising.

This procurement method will be made as a direct source (CPRs 10.3 Conditions for limited tender) – whole of government sole supplier.

Is the procurement being made from an existing arrangement (Panel) or whole-of-government coordinated arrangement?

Yes No

How will offers be evaluated?

This is not required.

Procurement Method

Limited Tender to the mandatory whole of government advertising provider.

Agreement to Proceed (Approval to approach the market)

1. As a PGPA (Act) 2013 Section 23 Approver, I confirm my decision to approach the market as stated in this procurement plan.

APPROVED

NOT APPROVED

FURTHER INFORMATION REQUIRED

Delegation (Approval to approach the market if written approval was provided)

Declaration

I am satisfied that this arrangement promotes the proper use and management of public resources, promotes the achievement of the purposes of the department, promotes the financial sustainability of the department and is not

inconsistent with the policies of the Australian Government.

I confirm that I have the delegation to enter, vary or administer the arrangement under:

Public Governance, Performance and Accountability Act 2013, s 23

Check appropriate box above

Signature



Approver Jay Wilton

Date 11 May 2015

Forward Considerations

For contracts valued at or above \$10,000, the contract will be gazetted on the AusTender website as a procurement, and will be reported within 42 days of date of effect. (contract signing date by the department or specified date in contract).

Check that the procurement will not cross financial years or require additional budget appropriation. If this is the case, then you may need to obtain Forward Commitment Approval (FCA) from your Delegate if administered funds or if departmental funds seek approval from the Education Finance Branch delegate for within the department.

Australian Government MEDIA BOOKING AUTHORITY

MBA NO:	MAB10018	Mitchell & Partners Australia Pty Ltd
Cancels & Supersedes MBA NO:		105 York Street
DATE:	16th April 2015	South Melbourne VIC 3205
FROM:	Megan Bisa	Phone +61-3-9693 5544
		ABN 44 123 609 629
CLIENT CONTACT NAME:	Jay Wilton	BILLING CONTACT for Invoicing Jay Wilton
Client Address:	50 Marcus Clarke St, CANBERRA. ACT	Billing Address: 50 Marcus Clarke St, CANBERRA. ACT
Client Email Address:	jay.wilton@education.gov.au	Billing Email Address: jay.wilton@education.gov.au
Client Phone Number:	02 6240 9508	Billing Phone Number: 02 6240 9508

Authority is hereby given to Mitchell & Partners Australia Pty Ltd (trading as Mitchell Adcorp) to book the following Media

ENTITY / ORGANISATION	Department of Education & Training
CAMPAIGN:	Industry Skills Fund
PLAN NO./DATED:	Version 6 as at 16th of April 2015
CREATIVE AGENCY:	tbc
PERIOD OF ADVERTISING/CAMPAIGN:	May-June 2015

MEDIA	DESCRIPTION	TOTAL
Digital Display & Mobile Commissionable		\$30,000.00
Search - Non-Commissionable		\$31,206.90
Gross Media Spend		\$61,206.90
Less: Media Commission 10% of-Gross Media (if applicable)		-\$3,000.00
Plus: Whole of Australian Government Administration Fee (WoAG) 2% of Gross Media Spend		\$1,224.14
Plus: Remuneration Charge Back Amount 4% of Gross Media Spend		\$2,448.28
Plus: Material Despatch		
Plus: Material Production		
Plus: Search Engine Marketing 10% of Gross Media Spend for Digital Search		\$3,120.69
Plus: Optional Advertising Service Charges		
Net Cost		\$65,000.00
GST		\$6,500.00
Total		\$71,500.00

Do you require print Tear Sheets? Yes No

Mitchell Adcorp
(Production/Creative): _____

Special Comments

Terms & Conditions:

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By signing this Media Booking Authority, you are confirming that you:

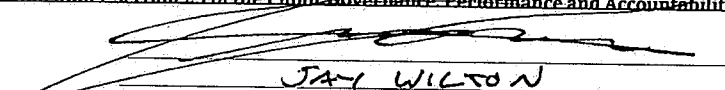
- (1) have complied with Commonwealth Government policies and guidance in relation to advertising (where applicable);
- (2) are satisfied that this expenditure represents proper use of Commonwealth resources, and
- (3) have taken into account your obligation under Section 23 of the Public Governance, Performance and Accountability Act 2013.

Client Approval: (Signature)

Client Approval Name: (Print Name)

Approval Date:

Purchase Order Number:



 JAY WILTON

 12-5-15

Return to Mitchell Adcorp:

Scan and email to the relevant Mitchell Adcorp Client Service Director or Manager

Office Use Only

ENTITY TYPE

Non-Corporate Commonwealth Entity
 Corporate Commonwealth Entity
 ACT Gov't / NT Gov't
 Authorised Organisation

JOB TYPE

Campaign
 Recruitment Program
 Public Notice
 Recruitment*
 Tender Notice*

*(with exemption attached if applicable)

Endeavour Scholarships and Fellowships

UNCLASSIFIED
[Security DLM]



Australian Government
Department of Education

MINUTE TO GROUP MANAGER

To:	Anne Baly	Deadline for response and reason:	N/A
From:	Bill Schulz	Contact officer:	Bill Schulz
Through:	Marie Grealy	Phone:	49937
Date:	18 Sept 2014	Location:	C50MA10
Copy to:	Mimi Mastrolembo		

SUBJECT/PURPOSE

Approval of Endeavour Scholarships and Fellowships promotional funding allocation to posts

RECOMMENDATION

That you approve the proposed allocation of Endeavour promotional funds to posts

APPROVED/WITH MANUSCRIPT AMENDMENTS/NOT APPROVED

A handwritten signature in black ink, appearing to read 'Anne Baly'.

Anne Baly
International Group
September 2014

BACKGROUND

The Endeavour Scholarships and Fellowships made funds available in 2013-2014 to assist posts to promote the Endeavour program in their respective countries and regions. The 2014-2015 Endeavour Administered budget has again made provision for post promotional funds allocations. Posts use the funds for a variety of promotional activities suitable for their respective target audiences. The key activities planned by Post for 2014-15 are provided in the following table.

Posts were asked to estimate their required promotional funding and have been allocated funding on the basis of their responses and the funding reserved. Brussels has advised that the post will be unlikely to be able to undertake significant promotional activity that would require additional funding, while Brasilia has been allocated funding commensurate with the level of promotional activity likely to be possible for the new post after discussions with the designate Counsellor to Brazil.

[Security DLM]
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[Security DLM]

PROPOSED PROMOTIONAL FUNDING ALLOCATIONS 2014-2015

The proposed allocation to posts and planned activities is as follows:

POST	FUNDING ALLOCATION	Key activities planned					
		Promotional material	Advertisements (press/social media)	Endeavour Ceremony	Alumni activities	Travel	Contractor
Bangkok	\$20,000	X	X	X			X
Beijing	\$70,000	X	X		X	X	
Brasilia	\$25,000	X	X			X	
Brussels	\$0						
HaNoi	\$30,000	X	X	X	X	X	
Jakarta	\$30,000	X	X	X	X	X	
Kuala Lumpur	\$30,000	X		X	X	X	
New Delhi	\$40,000	X		X	X	X	
Seoul	\$40,000	X		X	X	X	
Tokyo	\$40,000	X	X	X	X	X	X
Washington*	\$75,000						X
All	\$400,000						

*Washington Post plan to re-engage ORAU, an external contractor to deliver a targeted marketing campaign on Endeavour in US and Canada.



Bill Schulz
 A/g Director
 International Scholarships

19 September 2014

[Security DLM]
UNCLASSIFIED

Media Booking Authority

Payment terms: 30 days from receipt of invoice

Mitchell and Partners Australia Pty Ltd

ABN 44 123 609 629

105 York Street, South Melbourne, VIC, 2305

Enquiries: Tel: 03 9693 5544

Fax: 03 9693 9318

accounts.remittance.mel@mitchells.com.au

mitchell

adcorp



An alliance servicing the Australian Government

Department of Education and Training

Authoriser: Emma Gaughwin

GPO Box 9880

CANBERRA ACT 2601

Client No: 61070

Job Number: GT15823

MBA Date: 16-Jun-2015

Billing Contact: Cassy Jewell
 Billing Address:
 Billing Email Address: cassy.jewell@industry.gov.au

Caption: FULL PAGE ADVERTISEMENT

Page: 1

Description	Reference	Amount
Media NAWIC (NATIONAL ASSOC OF WOMEN IN CONSTRUCTION)		
Wednesday 1 July 2015	GT15823.1.1	
Position: Run of Publication (Colour: Mono)		
Full Page @ \$2,995.00		2,995.00 *
Gross Media Spend:		2,995.00
Plus: Whole of Australian Government Administration Fee (WoAG) 2% of Gross Media Spend		59.90 *
Plus: Remuneration Charge Back Amount 4% of Gross Media Spend		119.80 *
Fees For Service: Despatch		12.00 *
Total Fees For Service:		12.00

TOTAL: 3,186.70
 GST: 318.67

ESTIMATE TOTAL: \$3,505.37

* Signifies taxable item(s)

Interest is payable for all amounts that are 31 days overdue.

Payment by credit card upon the Invoice being issued will attract an additional administration fee;
 American Express & Diners Card fee is 2.2% including GST, Visa and MasterCard fee is 1.4135% including GST.

Terms & Conditions:

The Contractor has offered under clause 13.1(a) of the Deed in relation to Master Media Agency Services for the Commonwealth Government (the Deed) to provide the Advertising Services to Participants. When the Participant issues a Media Instruction to the Contractor, a contract is formed as follows: (a) for Campaign or Recruitment Program advertising, when a Media Brief (Schedule 5) is signed; or (b) for Recruitment, Public Notice or Tender Notice advertising, when a request from the Participant to the Contractor is confirmed in writing by the Contractor, in accordance with the terms of the Deed. For the purposes of the Deed, the Participant becomes a Customer once a contract is formed. When a Customer approves a Media Booking Authority, the Customer is authorising the Contractor to book media on their behalf under a Customer Contract and is required to pay any resulting Service Charges in accordance with the terms of the Deed. By signing this Media Booking Authority you are confirming that you: (1) have complied with Commonwealth Government policies and guidance in relation to advertising (where applicable); (2) are satisfied that this expenditure represents proper use of Commonwealth resources, and (3) have taken into account your obligation under Section 23 of the *Public Governance, Performance and Accountability Act 2013*.

AUTHORISATION:

Authorised by (signature):
 (Must have delegate approval)

[Handwritten Signature]

Name:

Wendy Walker

Approval Date:

17/6/15

Purchase Order Number:
 (if applicable)

Media Booking Authority

Payment terms: 30 days from receipt of invoice

Mitchell and Partners Australia Pty Ltd

ABN 44 123 609 629
 105 York Street, South Melbourne, VIC, 2305
 Enquiries: Tel: 03 9693 5544
 Fax: 03 9693 9318
 accounts.remittance.mel@mitchells.com.au



An alliance servicing the Australian Government

Department of Education and Training
Authoriser: Mary Barry
 PO Box 85
 MELBOURNE VIC 3001

Client No: **61070**
 Job Number: **GT15891F**
 MBA Date: **10-Jul-2015**

Billing Contact: (as above)
Billing Address:
Billing Email Address: BARRY,Mary <Mary.Barry@education.gov.au>

Caption: EXPRESSION OF INTEREST TO OPERATE AS A SKILLS SERV

Page: 1

	Description	Reference	Amount
Media	ADELAIDE ADVERTISER <i>Monday 20 July 2015</i> <i>Position: Early General News (Colour: Mono)</i> M6X2 [12 mod.] @ \$95.08	GT15891F.5.1	1,140.96 *
Media	AUSTRALIAN <i>Monday 20 July 2015</i> <i>Position: Early General News - No load (Colour: Mono)</i> M6X2 [12 mod.] @ \$161.28	GT15891F.3.1	1,935.36 *
Media	AUSTRALIAN FINANCIAL REVIEW <i>Monday 20 July 2015</i> <i>Position: Front Half - Monday to Thursday (Colour: Mono)</i> Media Cost	GT15891F.11.1	4,421.40 *
Media	BRISBANE COURIER MAIL <i>Monday 20 July 2015</i> <i>Position: Early General News (Colour: Mono)</i> M6X2 [12 mod.] @ \$120.66	GT15891F.8.1	1,447.92 *
Media	CANBERRA TIMES <i>Monday 20 July 2015</i> <i>Position: Early General News - Column CM (Colour: Mono)</i> Media Cost	GT15891F.10.1	643.80 *
Media	GOOGLE <i>Monday 20 July 2015</i> <i>Position: Adwords</i> Text @ \$2,000.00	GT15891F.9.1	2,000.00 *
Media	HOBART MERCURY <i>Monday 20 July 2015</i> <i>Position: Early General News (Colour: Mono)</i> M6X2 [12 mod.] @ \$34.27	GT15891F.7.1	411.24 *
Media	MELBOURNE AGE DISPLAY - OTHER <i>Monday 20 July 2015</i> <i>Position: Early General News - Other (Colour: Mono)</i> CORNER BLOCK COMPACT [6 mod.] @ \$643.76	GT15891F.2.1	3,862.56 *
Media	NORTHERN TERRITORY NEWS <i>Monday 20 July 2015</i> <i>Position: Early General News (Colour: Mono)</i> M6X2 [12 mod.] @ \$30.66	GT15891F.6.1	367.92 *

Media Booking Authority

Payment terms: 30 days from receipt of invoice

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An alliance servicing the Australian Government

Department of Education and Training

Authoriser: Mary Barry

PO Box 85

MELBOURNE VIC 3001

Client No: 61070

Job Number: GT15891F

MBA Date: 10-Jul-2015

Billing Contact: (as above)

Billing Address:

Billing Email Address: BARRY,Mary <Mary.Barry@education.gov.au>

Caption: EXPRESSION OF INTEREST TO OPERATE AS A SKILLS SERV

Page: 2

Description	Reference	Amount
Media SYDNEY MORNING HERALD DISPLAY - OTHER		
Monday 20 July 2015	GT15891F.1.1	
Position: Early General News (Colour: Mono)		
CORNER BLOCK COMPACT [6 mod.] @ \$938.70		5,632.20 *
Media WEST AUSTRALIAN		
Monday 20 July 2015	GT15891F.4.1	
Position: Early General News (Colour: Mono)		
Media Cost		2,079.60 *
Gross Media Spend:		23,942.96
Less: Media Commission 10% of Gross Media (if applicable)		-2,194.30 *
Plus: Whole of Australian Government Administration Fee (WoAG) 2% of Gross Media Spend		478.86 *
Plus: Remuneration Charge Back Amount 4% of Gross Media Spend		957.72 *
Fees For Service:		
Production Fee		210.00 *
Despatch		120.00 *
Total Fees For Service:		330.00
	TOTAL:	23,515.24
	GST:	2,351.52
	ESTIMATE TOTAL:	\$25,866.76

Interest is payable for all amounts that are 31 days overdue.

* Signifies taxable Item(s)

Payment by credit card upon the Invoice being issued will attract an additional administration fee;
American Express & Diners Card fee is 2.2% including GST, Visa and MasterCard fee is 1.4135% including GST.

Terms & Conditions:

The Contractor has offered under clause 13.1(a) of the Deed in relation to Master Media Agency Services for the Commonwealth Government (the Deed) to provide the Advertising Services to Participants. When the Participant issues a Media Instruction to the Contractor, a contract is formed as follows: (a) for Campaign or Recruitment Program advertising, when a Media Brief (Schedule 5) is signed; or (b) for Recruitment, Public Notice or Tender Notice advertising, when a request from the Participant to the Contractor is confirmed in writing by the Contractor, in accordance with the terms of the Deed. For the purposes of the Deed, the Participant becomes a Customer once a contract is formed. When a Customer approves a Media Booking Authority, the Customer is authorising the Contractor to book media on their behalf under a Customer Contract and is required to pay any resulting Service Charges in accordance with the terms of the Deed. By signing this Media Booking Authority you are confirming that you: (1) have complied with Commonwealth Government policies and guidance in relation to advertising (where applicable); (2) are satisfied that this expenditure represents proper use of Commonwealth resources, and (3) have taken into account your obligation under Section 23 of the Public Governance, Performance and Accountability Act 2013.


AUTHORISATION:

Authorised by (signature):
(Must have delegate approval)

Name:

Approval Date:

Purchase Order Number:
(if applicable)

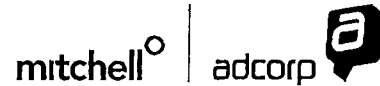

KATHRYN Shugg
16/7/15

Media Booking Authority

Payment terms: 30 days from receipt of invoice

Mitchell and Partners Australia Pty Ltd

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 Fax: 03 9693 9318
 accounts.remittance.mel@mitchells.com.au



An alliance servicing the Australian Government

Department of Education and Training
 Authoriser: Mitchell Hughes
 GPO BOX 9880
 CANBERRA ACT 2601

Client No: 61070
 Job Number: GT18708
 MBA Date: 16-Nov-2015

Billing Contact: (as above)
Billing Address:
Billing Email Address: SESMailbox@education.gov.au
Caption: DEPUTY SECRETARY (SES BAND 3)

Page: 1

Description	Reference	Amount
Media AUSTRALIAN		
Wednesday 18 November 2015 Position: Higher Education Supplement (Wednesday) (Colour: Mono) M6X3 [18 mod.] @ \$156.79	GT18708.1.1	2,822.22 *
Saturday 21 November 2015 Position: Early General News - No load (Colour: Mono) M6X3 [18 mod.] @ \$291.66	GT18708.3.1	5,249.88 *
Media AUSTRALIAN FINANCIAL REVIEW		
Monday 23 November 2015 Position: Education - Monday (Colour: Mono) Media Cost	GT18708.2.1	3,627.00 *
Gross Media Spend:		11,699.10
Less: Media Commission 10% of Gross Media (if applicable)		-1,169.91 *
Plus: Whole of Australian Government Administration Fee (WoAG) 2% of Gross Media Spend		233.98 *
Plus: Remuneration Charge Back Amount 4% of Gross Media Spend		467.96 *
Fees For Service:		
Production Fee		210.00 *
Despatch		36.00 *
Total Fees For Service:		246.00
TOTAL:		11,477.13
GST:		1,147.71
ESTIMATE TOTAL:		\$12,624.84

Interest is payable for all amounts that are 31 days overdue. * Signifies taxable Item(s)

Payment by credit card upon the Invoice being issued will attract an additional administration fee;
 American Express & Diners Card fee is 2.2% including GST, Visa and MasterCard fee is 1.4135% including GST.

Media Booking Authority

Payment terms: 30 days from receipt of invoice

Mitchell and Partners Australia Pty Ltd

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105 York Street, South Melbourne, VIC, 2305

Enquiries: Tel: 03 9693 5544

Fax: 03 9693 9318

accounts.remittance.mel@mitchells.com.au



An alliance servicing the Australian Government

Department of Education and Training
Authoriser: Mitchell Hughes
GPO BOX 9880
CANBERRA ACT 2601

Client No: **61070**
Job Number: **GT18708**
MBA Date: **16-Nov-2015**

Billing Contact: (as above)
Billing Address:
Billing Email Address: SESMailbox@education.gov.au
Caption: DEPUTY SECRETARY (SES BAND 3)

Page: 2

Description	Reference	Amount
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Terms & Conditions:

The Contractor has offered under clause 13.1(a) of the Deed in relation to Master Media Agency Services for the Commonwealth Government (the Deed) to provide the Advertising Services to Participants. When the Participant issues a Media Instruction to the Contractor, a contract is formed as follows: (a) for Campaign or Recruitment Program advertising, when a Media Brief (Schedule 5) is signed; or (b) for Recruitment, Public Notice or Tender Notice advertising, when a request from the Participant to the Contractor is confirmed in writing by the Contractor, in accordance with the terms of the Deed. For the purposes of the Deed, the Participant becomes a Customer once a contract is formed. When a Customer approves a Media Booking Authority, the Customer is authorising the Contractor to book media on their behalf under a Customer Contract and is required to pay any resulting Service Charges in accordance with the terms of the Deed. By signing this Media Booking Authority you are confirming that you: (1) have complied with Commonwealth Government policies and guidance in relation to advertising (where applicable); (2) are satisfied that this expenditure represents proper use of Commonwealth resources, and (3) have taken into account your obligation under Section 23 of the *Public Governance, Performance and Accountability Act 2013*.

AUTHORISATION:

Authorised by (signature):
(Must have delegate approval)

Name:

Kerry Adcock

Approval Date:

16/11/15

Purchase Order Number:
(if applicable)