

There are 18 advertising campaigns by non-corporate Commonwealth entities above a \$250,000 threshold running in the media during the week commencing 1 May 2016, as detailed below:

Agency	Campaign
Attorney-General's	<i>National Security</i> Aims to raise awareness amongst all communities of the need to remain vigilant, to note suspicious activity, and to report it to the National Security Hotline.
Australian Electoral Commission	<i>Pre-Election Education</i> Aims to inform eligible Australians that there has been a change to the Senate voting system and encourage them to enrol to vote.
Australian Securities and Investments Commission	<i>MoneySmart</i> Aims to promote the Money Smart website, which provides all Australians with tips and calculators to make better financial decisions.
Australian Taxation Office	<i>GST Voluntary Compliance</i> Aims to increase awareness of GST obligations, including on-time lodgement of quarterly business activity statements, and promote the ATO's assistance and support.
	<i>Employee or Contractor</i> Aims to address gaps in awareness and knowledge that is causing businesses to wrongly treat their employees as contractors and encourage use of the ATO's Employee/contractor decision tool.
Defence	<i>Defence Force Recruiting</i> Aims to generate sufficient enquiries for positions available in the Defence Force and to educate audiences in the diversity of roles in Defence.
Employment	<i>Jobactive</i> Aims to increase awareness and understanding of the new employment services network.
	<i>Jobactive – Restart</i> Aims to increase the levels of mature age employment participation by promoting positive employer attitudes towards employing mature-age job seekers, and raising awareness and encouraging take-up of the Restart Wage Subsidy.
Environment	<i>Green Army</i> Aims to encourage young people aged 17–24 and project sponsors to participate in the Green Army.
Foreign Affairs and Trade	<i>Smartraveller</i> Aims to inform Australians how to minimise risks and avoid difficulties while overseas through the availability of consular assistance and the travel advice.

Senate F&PA Committee

Tabled Document

Inquiry: Budget Estimates 2016-17

Date/Time: 5/5/16

Witness Name

Organisation: Department of Finance

Health	<p><i>Health Star Rating System</i></p> <p>Aims to help consumers choose healthier food options and support the implementation of the new Health Star Rating on pack labelling by educating consumers about the new rating system and encouraging increased industry participation.</p>
	<p><i>National Bowel Cancer Screening Program</i></p> <p>Aims to encourage participation amongst eligible Australians, inform audience of changes (including expansion of the program) and generate increased intention to participate.</p>
	<p><i>National Tobacco</i></p> <p>Aims to reduce smoking rates with Indigenous Australians, building on the success of previous campaigns.</p>
	<p><i>Physical Activity for Young Women</i></p> <p>Aims to increase physical activity and sport participation among females aged 12–19 years.</p>
Industry, Innovation and Science	<p><i>Country of Origin Labelling for Food</i></p> <p>Aims to inform consumers about reforms to country-of-origin labelling to assist with their food purchases.</p>
	<p><i>National Innovation and Science Agenda</i></p> <p>Aims to ensure that identified target audiences understand the structural and policy changes the Government is putting in place to support innovation, growth and competitiveness through the agenda.</p>
Infrastructure and Regional Development	<p><i>Building Our Future</i></p> <p>Aims to build awareness and increase knowledge among Australian road users of the Australian Government’s Infrastructure Investment Programme from a national, regional and local perspective.</p>
Social Services	<p><i>Reduce Violence Against Women and their Children</i></p> <p>Aims to contribute, along with the existing national and state and territory communication and education, policy and regulatory initiatives, to a reduction in violence against women and their children.</p>