

Premier and Cabinet Circular

PC 009 – THE MASTER MEDIA SCHEME FOR GOVERNMENT ADVERTISING



Effective from 1 July 2019

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1 Overview

- 1.1 This circular outlines the Cabinet policy for the Master Media Scheme for government advertising.
- 1.2 Two media agencies, collectively known as the Media Panel, have been appointed to provide media advertising services to government.
- 1.3 The key principle of this policy is that government entities are required to use the Media Panel to undertake all media strategy, planning, buying, booking and management services for all Brand and Functional media advertising. Government entities are not permitted to use any other suppliers for these services.
- 1.4 This Cabinet mandated policy applies to all government entities including:
 - Government departments, agencies and operating units;
 - Statutory authorities, government enterprises and instrumentalities of the Crown;
 - Organisations that are under the direction of a Minister.
- 1.5 A nominated media agency from the Media Panel, in conjunction with the Department of the Premier and Cabinet (DPC), will be responsible for negotiating annual rates with the media for Brand and Functional advertising on behalf of government.
- 1.6 Annual advertising rates for individual media outlets are based on the total government expenditure for all advertising in that medium for the previous year and potential expenditure for the forthcoming year.
- 1.7 The nominated media agency will also negotiate other value-added benefits and services with the media on behalf of government.
- 1.8 The DPC Contract Administrator for the Master Media Scheme is the Director Communications, DPC.

2 Benefits to government

- 2.1 The South Australian Government benefits significantly from having a Master Media Scheme to undertake media rate negotiation, media buying, booking and management services for all government advertising communications.
- 2.2 As a centralised and single point for negotiation, and backed by the total aggregated government advertising expenditure, the Master Media Scheme is able to generate favourable advertising media rates, resulting in significant savings to government.
- 2.3 The same negotiation strength yields significant added value for the government, including better advertisement placement, added bonuses

and extensive community service announcement advertising at no added cost.

- 2.4 Media strategy and planning services further improve advertising effectiveness, provide greater transparency of operations and a capacity to coordinate government advertising from an across government perspective.
- 2.5 The benefits to government are dependent upon all government entities maintaining ongoing compliance with the mandated requirements that are outlined in this Circular. As a result, government entities are not permitted to place advertisements directly with any media organisation.

3 Brand advertising

- 3.1 Brand advertising typically involves a high creative content, endeavours to change behaviour or attitudes of the general public and is of mid-long term appearance.
- 3.2 Brand advertising has been typified by the use of emotional imagery that seeks to position the brand.
- 3.3 Government entities regularly use the services of an advertising agency or graphic designer to produce campaign material. Television, radio, outdoor and digital media are generally utilised for Brand advertising, as are press and magazines.

4 Functional advertising

- 4.1 Functional advertising is typically of a statutory nature, including public notices and recruitment advertising. This advertising has a low creative content, and is generally text based with no, or minimal design elements, pictures or images.
- 4.2 The majority of Functional advertising is for immediate and short-term appearance and appears in press and online/digital.

5 Services

- 5.1 Government entities are required to use the Media Panel to undertake all media strategy, planning, buying, placement and management services for Brand and Functional media advertising, including the following services:
 - Media strategy and planning
 - Media buying and placement
 - Digital media services
 - Media research
 - Analytical services
 - Functional advertising services, including booking and production

- Media negotiation services
- 5.2 Government entities are not permitted to use any other suppliers for these services.
- 5.3 When using the services of the Media Panel, government entities must adhere to the established *Media Panel Rules of Engagement* published on the DPC website.
- 5.4 Exemption from any aspect of this policy may only be approved by the DPC Contract Administrator, following a detailed submission from the government entity, including a costed option using the services from the Media Panel.

Document control

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For more information

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