

AUSTRALIAN GOVERNMENT MEDIA BRIEF

Note: this short form template is only to be used in limited circumstances. See the notes under 'master media agency (MMA) Services Required' below.

SERVICES REQUIRED

Type of advertising required.	MMA services required (media specific).	Additional advertising services required (fee for service).
<p><i>(Appendix 1 to Schedule 1 of the Deed)</i></p> <p> <input checked="" type="checkbox"/> Campaign <input type="checkbox"/> Complex Recruitment <input checked="" type="checkbox"/> Recruitment^(a) <input type="checkbox"/> Complex Public Notice <input type="checkbox"/> Public Notice <input type="checkbox"/> Tender^(a) </p> <p>(a) Note - an advertising exemption is required for recruitment advertising in major metropolitan newspapers, and tender advertising outside of AusTender by non-corporate Commonwealth entities. An exemption letter should be supplied with this brief.</p> <p>The Recruitment Advertising Policy is available here: https://www.finance.gov.au/advertising/recruitment-advertising-policy/</p>	<p><i>(Clause 3 to Schedule 1 of the Deed)</i></p> <p> <input type="checkbox"/> Overview Media Costing ^(b) </p> <p>(b) This option is for an urgent costing for the purpose of developing a communication plan or ministerial briefing. This is indicative only.</p> <p> <input type="checkbox"/> Media Planning (Basic)^(c) <input type="checkbox"/> Media Buying (only)^(c) </p> <p>(c) These options are for basic or prescribed media planning or buying.</p>	<p><i>(Clause 4 to Schedule 1 of the Deed)</i></p> <p> <input type="checkbox"/> Translations and Sub-Titling (Captioning) <input type="checkbox"/> Creative Content Development <input type="checkbox"/> Production Services <input type="checkbox"/> Media Extension (Event, Sponsorship, Integration) <input type="checkbox"/> Econometric Modelling <input type="checkbox"/> Social Media Moderation <input type="checkbox"/> Social Media Insights <input type="checkbox"/> Search Engine Optimisation </p>

CAMPAIGN & CONTACT DETAILS

Entity / Organisation.	Department of the Prime Minister and Cabinet		
Product / Brand / Initiative.	2026 Graduate Program		
Budget (excluding GST).	\$20,000		
Dates of Activity (Start & End).	Mid Feb 2025 (awareness for applications opening) – End of April 2025 (until applications close)		
Brief Date.		Response Due.	
Customer Contact.	s 22(1)(a)(ii)	Creative Agency (CA).	
Customer Email.	Entrylevelprograms@pmc.gov.au	CA Contact.	
Customer Phone.	s 22(1)(a)(ii)	CA Email.	
Customer Approval Name.	s 22(1)(a)(ii)	CA Phone.	

Overview Media Costing:

Indicative only and based on the information provided at the time. UM reserves the right to amend costings upon the provision of information which will alter any costing.

The supplied costing does not constitute an informed media recommendation or approach from UM. UM may require a more comprehensive brief at a later stage.

Basic Media Planning/Buying

Following the provision of a final and complete Media Brief from the Customers, media strategies and plans will be provided by UM:

- a) Campaign and Complex Non-Campaign advertising: within ten (10) Business Days, unless otherwise agreed with the Customer.

Please discuss your needs with your client advice director.

These options are for when a participant does not require UM to undertake any analysis. The Customer may have undertaken or is in possession of audience and media related diagnostics informing selections provided below.

If you require a more comprehensive response, please discuss your needs with your client advice director.

Basic media planning and buying requires all sections to be filled out (where possible).

Summary & Objectives

- *Why are we advertising? / Reason for costing?*
- *What are your overall objectives (if set)*
- *Do you have measurable, realistic KPIs, evaluation goals, or volume targets?*

We are advertising PM&C's Graduate Program for the 2026 intake.

The overall objectives are to attract a wide range a degree types and candidates to the program. For example, PM&C often attracts international relations and national security graduates, however we are also keen to attract students who have studied in fields such as health, teaching, environment, history and STEM. We are also keen to attract people who are looking for a career change, noting that our eligibility is having a completed a degree in the last 8 years.

Audience

- *Who do you need to talk to achieve the objective? Provide any insights on the audience we are talking to.*
- *Provide any insights into the audience, including any developmental research.*
- *What is the desired audience response? What do we need them to think, feel, or do instead to achieve our objective?*
- *Diverse audiences, including CALD (culturally and linguistically diverse) and Indigenous, are considered by UM for all brief responses regardless of budget. If available, please provide insight, research or other data on these audiences to help inform our response.*
- *If you do not want us to consider diverse audiences, please advise rationale for excluding. Please do not exclude these audiences due to limited budget. UM will consider budget in our response.*
- *Do you already have a contract with a multicultural and/or Indigenous consultant for this campaign?*

- **As above, we are looking to reach a wider audience that what PM&C naturally attracts, i.e. what people perceive PM&C to be.**
- **We want the audience to know that PM&C are looking to ensure our workforce reflects the Australian population, which is diverse, cultural and considers others perspectives. We want the audience to know that PM&C is the opportunity is experience the Australian Public Service (APS) in one department – the breadth of work we offer provides insight, networking and cross collaboration opportunities to multiple APS agencies, meaning there is no better place to explore your career opportunities.**
- **We want to target motivated, self-starter individuals. We want people are passionate about the work of government and the APS**

- They must be willing to relocate to Canberra
- Definitely would like to target all diversity groups – CALD, Age, LGBTIQ, those seeking a career change, Indigenous people and people with a disability

Geographical location and exposure

Metropolitan? Regional? Rural? Interstate? International? Be specific if possible.

Metropolitan, Regional, Rural, Interstate, all Capital Cities i.e. everywhere. As we offer relocation assistance we are looking to reach all areas of Australia

s 22(1)(a)(ii)

Television: CAD Approval

Please note that all proposed television commercials must be approved by the Commercial Acceptance Division (CAD) of Free TV Australia. Please ensure that your creative agency liaises with Free TV at the concept development stage to ensure approval is granted. UM is not allowed to place TV commercials which do not have a CAD approval number. Lack of CAD approval can result in lengthy delays.

Brand Safety

Are there particular environments that you would not want your advertising to appear in? As a starting point, UM will mitigate the risks of your advertising appearing alongside content featuring or promoting gambling, hate speech, illegal downloading, offensive language, pornography, violence, the use of alcohol, illegal drugs or smoking, or any illegal activities not otherwise specified. Political content will also be avoided, noting that the Commonwealth’s advertising must be, and appear to be, objective and dissociated from any particular political party or party political interests.

A more tailored approach can be developed in collaboration with individual customers, if required, to avoid ads appearing against content that isn’t contextually aligned to the messages of the campaign or complex non-campaign advertising. Please identify and list the topics, keywords, specific programs or websites that your advertising shouldn’t be associated with.

Additional Information (if required)

Attach any research reports, communication and marketing strategies, etc.

<p>Customer Approval Signature :</p>	<p>s 22(1)(a)(ii)</p>
<p>Customer Approval Name :</p>	<p>s 22(1)(a)(ii)</p>
<p>Customer Approval Position / Role :</p>	<p>Assistant Director, Entry Level Programs</p>
<p>Approval Date :</p>	<p>28 August 2024</p>