



Appendix two – About the campaigns

'Green slip reform' campaign summary

Campaign summary	
Objectives	<ul style="list-style-type: none"> • make green slip holders aware of the refunds available • encourage green slip holders to claim online • inform people about the changes to the green slip scheme
Timing	March to June 2018
Target audiences	<ul style="list-style-type: none"> • all CTP policy holders in NSW (excluding motor cycle riders) • wider NSW population
Media channels	<ul style="list-style-type: none"> • Television • Digital display and social media • Radio • Out of home
Total planned budget (excl. GST)	\$1,943,545
Actual media and other spend (excl. GST)	Actual media spend \$1,659,149 Creative and other services \$202,000 Research and evaluation \$71,200
Total cost (excl. GST)	\$1,932,349

Exhibit 8: Example 30 second television and radio script from the 'Green slip reform' campaign

Most motorists in New South Wales can claim a refund on their CTP green slip. Our State's new CTP scheme has more protection for people injured on our roads, and cheaper green slips for most vehicles. And the owners of four point two million vehicles can now get money back on their twenty seventeen green slip. Claiming your refund is easy. Go to service.nsw.gov.au/greensliprefund. Don't let your green slip refund slip away.

Source: State Insurance Regulatory Authority.

Exhibit 9: Example ten second radio live read scripts from the 'Green slip reform' campaign

Most New South Wales vehicle owners are now eligible for a refund on their twenty seventeen green slip. Claim yours at the Service NSW website today.

Source: State Insurance Regulatory Authority.

Exhibit 10: Example digital advertisement from the 'Green slip reform' campaign



Source: State Insurance Regulatory Authority.

Exhibit 11: Example social media advertisement from the 'Green slip reform' campaign



Source: State Insurance Regulatory Authority.

'TAFE NSW semester one 2018' campaign summary

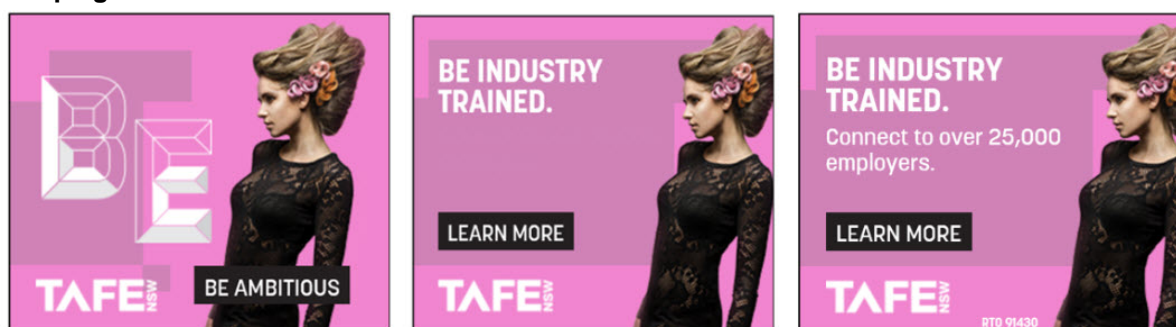
Campaign summary	
Objectives - semester one and two	<ul style="list-style-type: none"> achieve TAFE NSW 2018 total enrolment target of 549,636 (6.37% year on year growth) implement NSW Government Vision for TAFE NSW
Timing - semester one and two	November 2017 to September 2018
Target audiences	<ul style="list-style-type: none"> School students Career starters Career changers/upskillers NSW businesses
Media channels	<ul style="list-style-type: none"> Television Out of home Social media Cinema Radio Keyword search
Total planned budget (excl. GST)	\$19,500,002 for semester one and two combined
Actual media and other spend - semester one (excl. GST)	Actual media spend \$8,437,170 Creative and other services \$827,180 Research and evaluation \$229,250
Total cost - semester one (excl. GST)	\$9,493,550

Exhibit 12: Example 15 second television script from the 'TAFE NSW semester one 2018' campaign

Be whatever you want to be.
 Be fulfilled.
 Be in demand.
 Be clinically trained in aged care at Australia's most reputable education provider.
 Aged care courses are now enrolling at TAFE.
 Be ambitious.

Source: TAFE NSW.

Exhibit 13: Example digital display advertisement from the 'TAFE NSW semester one 2018' campaign



Source: TAFE NSW.

Exhibit 14: Example out of home advertisement from the 'TAFE NSW semester one 2018' campaign



Source: TAFE NSW.

Exhibit 15: Example print out from the 'TAFE NSW semester one 2018' campaign



TAFE NSW FACTS

- 1 TAFE NSW GRADUATES EARN HIGHER WAGES**

THE MEDIAN FULL-TIME INCOME **\$56K** FOR A TAFE NSW GRADUATE **\$54K** FOR A STUDENT COMPLETING A BACHELOR DEGREE AT UNIVERSITY
- 2 TAFE NSW GRADUATES ARE MORE EMPLOYABLE**

TAFE NSW GRADUATES HAVE A **HIGHER EMPLOYMENT RATE** THAN UNIVERSITY GRADUATES **78%** OF TAFE NSW GRADUATES ARE EMPLOYED AFTER TRAINING
- 3 TAFE NSW COURSES CATER TO CHANGING WORKFORCE NEEDS**

TAFE NSW CURRENTLY PROVIDES TRAINING COURSES FOR **9 OF 10 OCCUPATIONS** PREDICTED TO HAVE THE GREATEST GROWTH OF JOBS OVER THE NEXT **5 YRS**
- 4 TAFE NSW IS ABOVE THE NATIONAL AVERAGE FOR STUDENT SATISFACTION**

87% OF GRADUATES SATISFIED WITH THE OVERALL QUALITY OF TRAINING (VET AND HE) **SATISFIED STUDENTS**
- 5 TAFE NSW SATISFIES EMPLOYERS**

96% OF NSW EMPLOYERS WERE SATISFIED WITH THE QUALITY OF NATIONALLY RECOGNISED TRAINING DELIVERED BY TAFE NSW. **SATISFIED EMPLOYERS**

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Source: TAFE NSW.