

Appendix two – About the campaigns

Cost of Living (phases 2 and 3) campaign summary

	Phase 2	Phase 3
Objectives	<ul style="list-style-type: none"> increase awareness of rebates from the NSW Government by ten per cent increase average monthly visits to the Cost of Living webpage by ten per cent increase awareness of rebates and savings for CTP green slip, Active Kids and Toll Relief by ten per cent increase awareness that NSW Government initiatives relating to the cost of living are available via Service NSW by ten per cent increase the uptake of rebates and savings for CTP green slip, Active Kids and Toll Relief by ten per cent 	<ul style="list-style-type: none"> increase message takeout that 'The NSW Government is taking steps to help ease the cost of living in NSW' by ten per cent for those who can recall the campaign increase awareness that the NSW Government has a range of rebates and savings by ten per cent generate awareness by NSW residents aged 18+ of Energy Switch (15 per cent awareness) and Creative Kids (30 per cent awareness) create uptake of Energy Switch and Creative Kids (8,356 clicks on the Energy Switch website and 107,938 Creative Kids vouchers downloaded with 70 per cent conversion)
Timing	<p>Phase 2 9th September 2018 – 1st June 2019</p> <p>Phase 2 extension 9th September 2018 – 31st August 2019</p>	2nd January 2019 – 20th July 2019
Target audiences	<p>Primary target audience - NSW residents with a household income less than \$80,000</p> <p>Secondary target audience - CALD and ATSI audiences</p>	<p>Target audience for Energy Switch - NSW population aged 18+ who own or rent a home</p> <p>Target audience for Creative Kids - NSW parents with kids aged between 6–17</p>
Media channels	Television, press, radio, digital, digital	Press, digital
Total planned budget (ex GST)	\$4,127,306.76 (including \$353,000 in supporting activity costs)	\$934,800
Actual media and other spend (excl. GST)	<p>Actual media spend \$3,137,763</p> <p>Creative \$793,557</p> <p>Research and evaluation \$99,448</p>	<p>Actual media spend \$707,232</p> <p>Creative \$139,000</p> <p>Research and evaluation \$79,800</p>
Total cost (ex GST)	\$4,030,769	\$926,032

Exhibit 9: Example of digital advertisement from the Cost of Living (phase 2) campaign

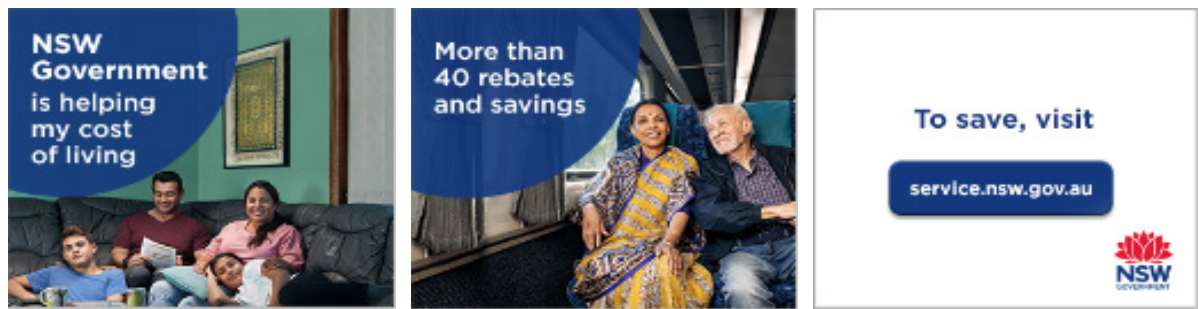


Exhibit 10: Example of 30 second radio advertisement from the Cost of Living (phase 2) campaign

SFX: Busy family home.

Woman: NSW Government is helping reduce my cost of living.

SFX: TV in background.

Man: My energy savings have reduced my power bills.

SFX: Train noise.

Woman 2: My transport savings makes getting around more affordable.

SFX: Street noise.

Man 2: My car's running costs are now lower.

FVO: More than 40 cost of living rebates and savings on the Service NSW website. For help go online, book a free one hour appointment, or call 13 77 88.

FVO: Authorised by NSW Government Sydney.

Source: Service NSW.

Exhibit 11: Example of digital advertisements from the Cost of Living (phase 2) campaign

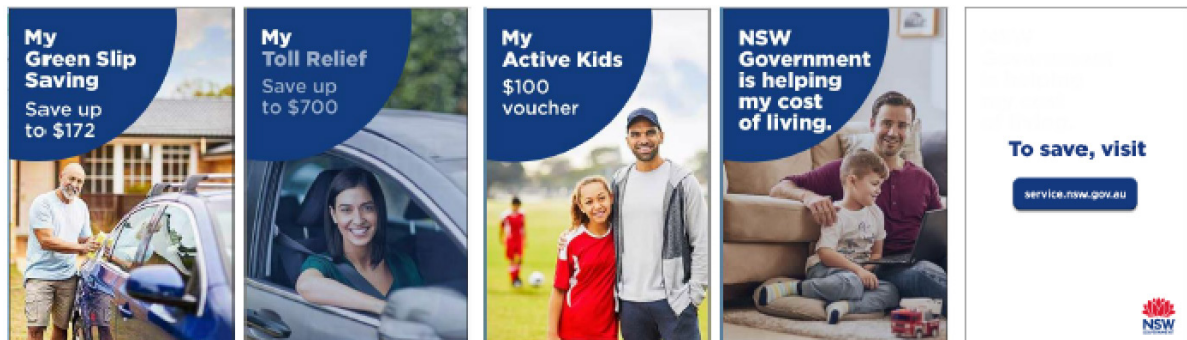


Exhibit 12: Example of Energy Switch advertisements from the Cost of Living (phase 3) campaign



Exhibit 13: Example of Creative Kids advertisements from the Cost of Living (phase 3) campaign



How FireProof Is Your Plan? (year 2) campaign summary

Objectives	<ul style="list-style-type: none"> Continue to increase the number of people that have discussed and/or written a plan with regards to what they will do in the event of a fire. Of those who indicate they have a plan, increase the number of people who have included two or more elements from the Guide to Making a Bush Fire Survival Plan. Increase the frequency in completing preparation activities around a person's property. Increase the number of people who correctly assess it is their responsibility to complete preparation activities and enact their plan without direct intervention from emergency services. Visits to MyFirePlan website.
Timing	September 2019 – March 2020
Target audiences	<p>Primary target audience is people aged 25–54 living in identified at-risk areas. This audience is typically more likely to have more to lose during a fire, such as family or financial interest in a property.</p> <p>Secondary target audiences include those not directly at threat of bush fires, but with a potential to be exposed, such as travellers.</p>
Media channels	TV, outdoor, radio, direct mail, print, social, digital
Total planned budget (ex GST)	\$1,500,000
Total cost (ex GST)	\$1,401,750.06

Exhibit 14: Example poster from the How Fireproof is Your Plan? campaign 2019–20



Source: NSW Rural Fire Service.

Exhibit 15: Example ten second live read radio script from the How FireProof Is Your Plan? campaign

Bush fire season is here. Ask yourself... how fireproof is your plan? Find out from New South Wales RFS at myfireplan.com.au.

Source: NSW Rural Fire Service.

Exhibit 16: Example of digital advertisement from the How FireProof Is Your Plan? campaign



Source: NSW Rural Fire Service.