S22	

From: S22 Sent: Tuesday, 6 November 2018 3:59 PM To: S47F Cc: S22 ; Adam Carlon Subject: forgot you were on melb cup [SEC=UNCLASSIFIED]

Hope you were a winner!

Would you be available at 3.30pm tomorrow for a quick catch up with me and Adam Carlon on media buy options?

Thanks a million

S22

Senior Director External Communications Communications and Engagement Branch Department of the Environment and Energy S22



S22	

From: S47F Sent: Friday, 9 November 2018 7:13 PM To: S22 Subject: RE: media plan etc [SEC=UNCLASSIFIED]

HiS22,

This should have made its way across to your inbox.

Please give me a call if it hasn't

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22 Sent: Friday, 9 November 2018 6:32 PM To: S47F Subject: [EXTERNAL] media plan etc [SEC=UNCLASSIFIED]

HI S47F ... just checking you have my email address for the media strategy and plan as S22 won't be back in the office until Monday. Cheers

S22

Senior Director External Communications

Communications and Engagement Branch

Department of the Environment and Energy

S22



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S22	

From: S47F

Sent: Monday, 12 November 2018 2:30 PM

To: S22

Subject: RE: Dept of Environment and Energy - Powering forward phase 4 [DLM=For-Official-Use-Only]

HiS22,

Will look to have this change made now.

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: <u>S22</u> Sent: Monday, 12 November 2018 1:00 PM To: <u>S47F</u> Subject: [EXTERNAL] RE: Dept of Environment and Energy - Powering forward phase 4 [DLM=For-Official-Use-Only]

Hi S47F , thanks again for these.

If you have time in the next hour or so could you please change references to the National Energy Market to be the **National Electricity Market**?

Cheers		
522		
From: S47F		
Sent: Friday, 9 November 2018 7:12 PM		
To: <u>S22</u>		
	1	
Cc: S22		

Subject: Dept of Environment and Energy - Powering forward phase 4

Hi Ladies,

Hope that your Friday was a fantastic one.

Please find attached the documents to help go towards your packs for approval for the Powering forward phase 4 campaign.

Included is the strategy document and accompany media plan.

Feel free to give me a call if there are any questions.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

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S22		
\$22		

From: S47F Sent: Monday, 12 November 2018 4:01 PM To: S22 Subject: RE: [SEC=UNCLASSIFIED]

HiS22,

Sorry for the mix up on this one.

Apologise for the confusion, after consulting our partnerships team again, the change in budget expenditure was not because of the lower availabilities in such close proximity to buy. This was because UM were able to build cost effective reach for this lower amount across all other recommended media channels.

The overall expenditure was reduced from the original brief amount based on the activity only being in market for a period of 2 weeks and the directive to exclude OOH based on creative development timings.

However, UM would recommend to include Digital OOH as this would accommodate the shorter project timelines and consequently would likely require the full original budget as per the brief.

Would you like us to revise the strategy documents to include digital OOH?

We will amend the other feedback (National Energy Market to be the National Electricity Market) and will await your direction on the OOH to include digital placement before sending the revised documents.

Please give me a call if there are any questions.

Thanks

S47F



S47F

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IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22	
Sent: Monday, 12 November 2018 3:37 PM	
To: S47F	
Subject: [EXTERNAL] FW: [SEC=UNCLASSIFIED]	
As discussed:	
UM advises that the lower quote for the media buy S47(1)(b) S47(1)(b) reflects lower availabilities in such	with a final cost close proximity to buy.

The plan does not include Out of Home, for example, which could not be purchased in time.

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From: Sent: To: Subject: Attachments:	S47F Monday, 19 November 2018 3:03 PM S22 RE: Dept of Environment and Energy - Powering Forward - Translations for Phase 3 181114 DEE - Powering Forward - Phase 4 - Spec Sheet (All media) v1.xlsx; UM_Social_MI_Template.xlsx; Department of Energy and Environment - Google - Search - Powering Forwarxlsx
Follow Up Flag:	Follow up
Flag Status:	Completed

Hi Ladies,

S22

Trust that your weekends were fun filled and fantastic. ③.

Just wanted to touch base with regards to CALD media and the message translations used for the previous campaign.

We now have the specs for all media that are ready to be sent to the creative guys if this is all good on your end to share. These include the CALD as planned but happy to take your direction from the previous email on what's required.

Also attached is the proposed Search structure with keywords and adcopies which we will need approval on.

Feel free to give us a shout out if there are any questions..

Thanks

S47F



S47F

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IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S47F Sent: Friday, 16 November 2018 3:56 PM To: S22 Subject: Dept of Environment and Energy - Powering Forward - Translations for Phase 3

HiS22,

Thanks for the chat before,

Please find listed below the messaging that was translated last time in to the following languages for each medium.

Print - Attached an example of one of the translated creatives too.

Arabic Chinese Indian Vietnamese

Radio

Cantonese (Chinese) Mandarin (Chinese) Hindi (Indian) Punjabi (Indian) Vietnamese (Vietnam) Tagalog (Filipino) Arabic (Middle Eastern) Indigenous

Social (text)

Chinese Vietnamese Arabic

For **Digital Display** we were provided with translated material in the following languages -Arabic Simplified Chinese Vietnamese

Other languages as part of the phase 4 recommendation includes: Greek Italian Korean

Overall the recommendation would be to use these extra languages for the upcoming phase but we can change the documents on your advice to reflect the inability to have the correct translation with in the time period required.

Also we will look to make the change as discussed around the duration of radio spots to focus our expenditure into 15sc spots given the insights learnt on Wednesday.

Let me know your thoughts and the direction you would like to move fwd.

Thanks

S47F



S47F

S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000

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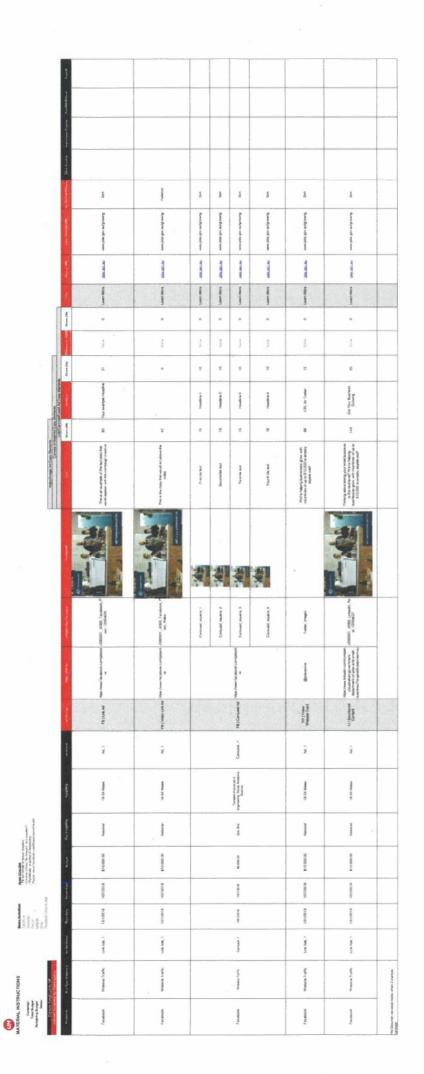
Attachment 5a-1- media specifications overview

amapign: Iedia: ate:	Environment and Energy Powering Forward Phase 4 19/11/2018 1						
Ad	Length			Creative Due Date	File Type		
TV Ad	30 sec		Supply UM Production the Final	27/11/2018			
TV Ad	15 sec	- Video	approved script/s, so that they may organise the closed captions	4/12/2018	See TV SPECS		
ess Master Sizes	Size		Depth x Width	Creative Due Date	File Type		
Nicola to advise	Page Dominent	Image		4/12/2018	High Res PDF in full colour		
digenous Press Master Sizes	Size		Depth x Width	Creative Due Date	File Type		
Nicola to advise	Page Dominent	Image		4/12/2018	High Res PDF in full colour		
Language	Size		Depth x Width	Creative Due Date	File Type		
IF UM Production doing Translations		lmage		To Translate - 21/11/2018 If to run in English - 3/12/2018	 Final approved English copy on MS Word (are there any words or phrases we are leaving in English) Packaged Indesign working files – including all fonts, logos and image – plus a low RES PDF of the final creative, to check against 		
dio and Indigenous Radio	and Print Handicapped Radio						
Ad	Length	1.19		Creative Due Date	File Type		
Radio Ad	30 sec - currently on plan Let us know if this changes to 15 sec	Audio	Supply UM Production the Final approved script/s, so that they may check against audio	27/11/2018	WAV File		
ALD Radio							
Language	Length			Creative Due Date	File Type		
IF UM Production doing Translations	45 sec - could be extended	Audio		14/11/2018	 Final approved English copy on MS Word (are there any words or phrases we are leaving in English) Sound effects track on MP3 or WAV files (.MP3 or .WAV) Background music track on MP3 or WAV files (.MP3 or .WAV) Cold recording in English on MP3 or WAV files (.MP3 or .WAV) A talent profile (what sex, age group, way they want the ad read (eg. relaxed/formal)) Mixed recording in English with sound effect and music all edited in MP3 or WAV files (.MP3 or .WAV) 		

Network/Site	Placement		Width x Depth	Creative Due Date	File Type
Various	refer to Digital Display, Video & Mobile tab			19/11/2018	
LD Display					
Network/Site	Placement	- PHOIO	Width x Depth	Creative Due Date	File Type
IF UM Production doing Translations		Display	300x250 728x90 120x600 320x50	7/11/2018	See further Specs on CALD Digital Display Tab
gital Video & Display					
Network/Site	Placement		Width x Depth	Creative Due Date	File Type
Facebook Twitter	refer to Social Specs tab			19/11/2018	
LD Social					
Network/Site	Placement			Creative Due Date	File Type
Facebook	Image Link Ad Template	Image and Text		16/11/2018	See further Specs on CALD Social Tab
arch Network/Site	Placement		Width x Depth	Creative Due Date	File Type
Google	refer to separate Search Structure document			19/11/2018	
obile					
Network/Site	Placement		Width x Depth	Creative Due Date	File Type
	refer to Digital Display, Video & Mobile tab			19/11/2018	







Attachment 5a - 2 - digital



Dept Environment & Energy owering Forward Phase 4 Ad Specifications

Specs generated on 19.11.18

	Publisher	Site	Ad Format	Ad Unit Name	Dimensions	Ratio	Max File Size	Adserver	Ad Serving	Publisher Ad Ops Contact
Digital Video	UM Programmatic	RON	JPG PNG GIF HTML5	Pre-Roll	15"	16:09	10MB	DCM	Ad Served	S47F
	UM Programmatic	RON	JPG PNG GIF HTML5	Pre-Roll	30"	16:09	IOMB	DCM	Ad Served	
	UM Programmatic	RON	JPG PNG GIF HTML5	MREC	300x250	N/A	SOOKB	DCM	Ad Served	
Digital Display	UM Programmatic	RON	JPG PNG GIF HTML5	Leaderboard	728x90	N/A	500KB	DCM	Ad Served	
	UM Programmatic	RON	JPG PNG GIF HTML5	Half Page	300x600	N/A	500KB	DCM	Ad Served	
	UM Programmatic	RON	JPG PNG GIF HTML5	Skyscraper	120x600	N/A	SOOKB	DCM	Ad Served	
	Leba	eltelegraph.com	JPG PNG GIF HTML5	MREC	300 x 250	N/A	500KB	DCM	Ad Served	N/A
	Leba	themiddleeastonli ne.com.au	JPG PNG GIF HTML5	MREC	300 x 250	N/A	SOOKB	DCM	Ad Served	N/A
	Leba	theworldobserver .com	JPG PNG GIF HTML5	Leaderboard	728 x 90	N/A	SOOKB	DCM	Ad Served	N/A

	Leba	1688.com.au	JPG PNG GIF HTML5	Leaderboard	728 x 90	N/A	SOOKB	DCM	Ad Served	N/A
	Leba	acnw.com.au	JPG PNG GIF HTML5	MREC	300 x 250	N/A	500KB	DCM	Ad Served	N/A
Digital Display CALD	Leba	chinese.net.au	JPG PNG GIF HTML5	MREC	300 x 250	N/A	500KB	DCM	Ad Served	N/A
	Leba	epochtimes.com	JPG PNG GIF HTML5	MREC	300 x 250	N/A	500KB	DCM	Ad Served	N/A
	Leba	tivituansan.com.a u	JPG PNG GIF HTML5	MREC	300 x 250	N/A	500K8	DCM	Ad Served	N/A
	Leba	viet-times.com.au	JPG PNG GIF HTML5	MREC	300 x 250	N/A	500KB	DCM	Ad Served	N/A
	UM Programmatic	RON	JPG PNG GIF HTMLS	Leaderboard	728x90	N/A	500KB	DCM	Ad Served	S47F
	UM Programmatic	RON	JPG PNG GIF HTML5	Skyscraper	120x600	N/A	500KB	DCM	Ad Served	
	UM Programmatic	RON	JPG PNG GIF HTML5	Mobile Banner	320x50	N/A	SOOKB	DCM	Ad Served	
	Sports and Space	Koori Mail	JPG PNG GIF HTML5	Leaderboard	1170 x 156	N/A	500KB	DCM	Site-Served	N/A
	Sports and Space	Koori Mail	JPG PNG GIF HTML5	MREC Large	300 x 500	N/A	500KB	DCM	Site-Served	N/A
	Sports and Space	Koori Mail	JPG PNG GIF HTML5	MREC Small	300 x 250	N/A	500KB	DCM	Site-Served	N/A
	Sports and Space	Our Mob	JPG PNG GIF HTML5	Top and Bottom Banner	590x144	N/A	SOOKB	DCM	Site-Served	N/A
	Sports and Space	National Indigenous Times	JPG PNG GIF HTML5	Web Banner	658x135	N/A	500KB	DCM	Site-Served	N/A

	Sports and Space	National Indigenous Times	JPG PNG GIF HTML5	Web Skyscraper	325x475	N/A	500K8	DCM	Site-Served	N/A
	NITV	NITV.com.au	JPG PNG GIF HTML5	MREC	300x250	N/A	500KB	DCM	Ad Served	N/A
Digital Display Indigenous	NITV	NIŤV.com.au	JPG PNG GIF HTML5	Leaderboard	728×90	N/A	500KB	DCM	Ad Served	N/A
	NITV	NITV.com.au	JPG PNG GIF HTML5	Mobile Banner	320x50	N/A	500KB	DCM	Ad Served	N/A
	UM Programmatic	RON	JPG PNG GIF HTML5	MREC	300x250	N/A	500KB	DCM	Ad Served	S47F
	UM Programmatic	RON	JPG PNG GIF HTML5	Leaderboard	728x90	N/A	500KB	DCM	Ad Served	• • • •
	UM Programmatic	RON	JPG PNG GIF HTML5	Half Page	300x600	N/A	500KB	DCM	Ad Served	
	UM Programmatic	RON	JPG PNG GIF HTML5	Skyscraper	120x600	N/A	500KB	DCM	Ad Served	
	UM Programmatic	RON	JPG PNG GIF HTML5	Mobile Banner	320x50	N/A	500KB	DCM	Ad Served	
Digital Mobile	Kargo	ROS	Kargo Custom Build	High Impact Mobile Banner	640x300 Collapsing to 640x100	N/A	500KB	DCM	Site-Served	N/A

14

Link to Publisher Ad Specs	Important Notes	DCM HTML5 Build Requirements
http://survey.interpublic.com.au/Cadreon% 20Creative%20Specifications%202018%20- %20Display%20Video%20%20Youtube%20% 28002%29.pdf	15 to 30 seconds video length. File size <10MB. Audio Levels -24LKFS.	N/A
http://survey.interpublic.com.au/Cadreon% 20Creative%20Specifications%202018%20- %20Display%20Video%20%20Youtube%20% 28002%29.pdf	Visible border: Have all edges of the ad be easily distinguishable from publisher content or have a contrasting color, non-white border frame the ad. On all .gif and .swf creatives with solid color backgrounds, you must add a visible border of a contrasting color to the majority background color of the creative. Polite loading is allowed as long as its 3PAS the file size must be less than 40kb up to 2.2mb polite. Animation length can't exceed 15 seconds after which point they must remain static.	Build requirements: *Each asset needs to be zipped separately per size & HTML5 ZIP files must be supplied separately and not zipped together *It's recommended to have only one sub folder inside a zip. *Creative should only be pushed through Doubleclick Studio if it's rich media. Standard banner ZIP and back up files should be uploaded directly into DCM (unless over 300kb in weight, which must go through DCS). *No more than 10,000 characters of code is allowed without any line breaks. Please find below an example of a click tag in an HTML5 document: <hr/> <hr/> <h< td=""></h<>
		Build requirements: *Each asset needs to be zipped separately per size & HTML5 ZIP files must be supplied separately and not zipped together *It's recommended to have only one sub folder inside a zip. *Creative should only be pushed through Doubleclick Studio if it's rich media. Standard banner ZIP and back up files should be uploaded directly into DCM (unless over 300kb in weight, which must go through DCS). *No more than 10,000 characters of code is allowed without any line breaks. Please find below an example of a click tag in an HTML5 document: chirml>

<head> <meta name="ad.size" content="width=300,height=250"> <script type="text/javascript"> var clickTag = "http://www.google.com"; </script> </head> [The rest of your creative code goes here.] </html>

Links:

HTML5 Resource Library: http://www.richmediagallery.com/resources/html5 Standard HTML5 clicktag: https://support.google.com/dcm/answer/3145300?hl=en#dev Rich media HTML5 clicktag/exit: https://support.google.com/richmedia/answer/2672517 Setting up HTML5 polite banners: https://support.google.com/richmedia/answer/2672514?hl=en&ref_topic=2672541

Build requirements:

*Each asset needs to be zipped separately per size & HTMLS ZIP files must be supplied separately and not zipped together *It's recommended to have only one sub folder inside a zip. *Creative should only be pushed through Doubleclick Studio if it's rich media. Standard banner ZIP and back up files should be uploaded directly into DCM (unless over 300kb in weight, which must go through DCS). *No more than 10,000 characters of code is allowed without any line breaks.

Please find below an example of a click tag in an HTML5 document:

chtml> <head> <meta name="ad.size" content="width=300,height=250"> <script type="text/javascript"> var clickTag = "http://www.google.com"; </script> </head> [The rest of your creative code goes here.] </html>

links

HTML5 Resource Library: http://www.richmediagallery.com/resources/html5 Standard HTML5 clicktag: https://support.google.com/dcm/answer/3145300?hl=en#dev Rich media HTML5 clicktag/exit: https://support.google.com/richmedia/answer/2672517 Setting up HTML5 polite banners: https://support.google.com/richmedia/answer/2672514?hl=en&ref_topic=2672541

http://survey.interpublic.com.au/Cadreon% 20Creative%20Specifications%202018%20-%20Display%20Video%20%20Youtube%20% 28002%29.pdf

http://survey.interpublic.com.au/Cadreon%

20Creative%20Specifications%202018%20-

%20Display%20Video%20%20Youtube%20%

28002%29.pdf

Visible border: Have all edges of the ad be easily distinguishable from publisher content or have a contrasting color, non-white border frame the ad. On all .gif and .swf creatives with solid color backgrounds, you must add a visible border of a contrasting color to the majority background color of the creative. Polite loading is allowed as long as its 3PAS the file size must be less than 40kb up to 2.2mb polite. Animation length can't exceed 15 seconds after which point they must remain static.

Visible border: Have all edges of the ad be easily distinguishable from publisher content or have a contrasting color, non-white border frame the ad. On all .gif and .swf creatives with solid color backgrounds, you must add a visible border of a contrasting color to the majority background color of the creative. Polite loading is allowed as long as its 3PAS the file size must be less than 40kb up to 2.2mb polite. Animation length can't exceed 15 seconds after which point they must remain static.

Build requirements:

*Each asset needs to be zipped separately per size & HTMLS ZIP files must be supplied separately and not zipped together *It's recommended to have only one sub folder inside a zip. *Creative should only be pushed through Doubleclick Studio if it's rich media. Standard banner ZIP and back up files should be uploaded directly into DCM (unless over 300kb in weight, which must go through DCS).

*No more than 10,000 characters of code is allowed without any line breaks.

20Creative%20Specifications%202018%20-%20Display%20Video%20%20Youtube%20% 28002%29.pdf

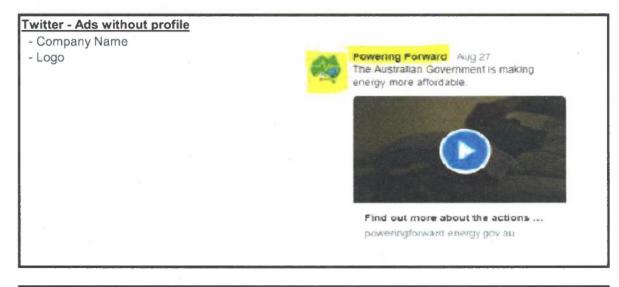
Visible border: Have all edges of the ad be easily distinguishable from publisher content or have a contrasting color, non-white border frame the ad. On all gif and swf creatives with solid color backgrounds, you must add a visible border of a contrasting color to the majority background color of the creative. Polite loading is allowed as long as its 3PAS the file size must be less than 40kb up to 2,2mb polite. Animation length can't exceed 15 seconds after which point they must remain static.

http://survey.interpublic.com.au/Cadreon%

	G Contraction of the second	
		Please find below an example of a click tag in an HTML5 document: <html> <head> <meta content="width=300,height=250" name="ad.size"/> <script type="text/javascript"></td></tr><tr><td>http://survey.interpublic.com.au/Cadreon% 20Creative%20Specifications%202018%20- %20Display%20Video%20%20Youtube%20% 28002%29.pdf</td><td>Visible border: Have all edges of the ad be easily distinguishable from publisher content or have a contrasting color, non-white border frame the ad. On all .gif and .swf creatives with solid color backgrounds, you must add a visible border of a contrasting color to the majority background color of the creative. Polite loading is allowed as long as its 3PAS the file size must be less than 40kb up to 2.2mb polite. Animation length can't exceed 15 seconds after which point they must remain static.</td><td>var clickTag = "http://www.google.com"; </script> </head> [The rest of your creative code goes here.] </html> Links: HTMLS Resource Library: http://www.richmediagallery.com/resources/html5 Standard HTML5 clicktag: https://support.google.com/dcm/answer/3145300?hl=en#dev Rich media HTML5 clicktag/exit: https://support.google.com/richmedia/answer/2672517 Setting up HTML5 polite banners: https://support.google.com/richmedia/answer/2672514?hl=en&ref_topic=2672541
http://survey.interpublic.com.au/Cadreon% 20Creative%20Specifications%202018%20 %20Display%20Video%20%20Youtube%20% 28002%29.pdf	Visible border: Have all edges of the ad be easily distinguishable from publisher content or have a contrasting color, non-white border frame the ad. On all .gif and .swf creatives with solid color backgrounds, you must add a visible border of a contrasting color to the majority background color of the creative. Polite loading is allowed as long as its 3PAS the file size must be less than 40kb up to 2.2mb polite. Animation length can't exceed 15 seconds after which point they must remain static.	Build requirements: *Each asset needs to be zipped separately per size & HTMLS ZIP files must be supplied separately and not zipped together *It's recommended to have only one sub folder inside a zip. *Creative should only be pushed through Doubleclick Studio if it's rich media. Standard banner ZIP and back up files should be uploaded directly into DCM (unless over 300kb in weight, which must go through DCS). *No more than 10,000 characters of code is allowed without any line breaks. Please find below an example of a click tag in an HTMLS document: <hr/> <hr/> <h< td=""></h<>
N/A	Kargo to produce high impact ad unit from assets provided. 3 x rounds of feedback. Anchor: 640x300 collapsing to 640x100, Layered High res PSD – Fonts, Copy and CTAs, any required legal – and story boards if applicable.MP4 file of video asset (6sec recommended, 15 secs maximum)	N/A

Attachment 5a-3 - media specs-social media

Please supply MIs and material using the UM_Social_MI_Template file



Twitter - Video Website Card Specs Tweet copy: 280 characters Headline (under video): 70 characters (< 50 recommended)</td> File type: MP4 or MOV Aspect Ratio: 16x9 or 1x1 URL: Must begin with http:// or https:// File size: 1GB Max. Please note that GIFs are not supported in this card type. Video Codec: H264, baseline, 4:2:0 color space Frame rate: 29.97FPS or 30FPS Video bitrate recommendation: 6,000K - 10,000K for 1080P 5,000K - 8,000K for 720P

Facebook Link Ads - CALD

https://www.facebook.com/business/ads-guide/image/facebook-feed

Facebook Video Link Ads (Mainstream & Indigenous targeting)

https://www.facebook.com/business/ads-guide/video

Facebook Carousel Ads (mainstream trageting)

https://www.facebook.com/business/ads-guide/carousel

File: Media plan incl CALD - sheet 3 - social specs.

Attachment 5a-4 - CALD digital

FOI 190423 4-Document 05a

CALD	DIGITAL	DISPLAY
CALD	DIGITAL	DIJI LAI

Working Files	
× 1	
	2
	21
- 2 ⁴	
 Final approved English copy on MS Word - there any words or phrases we are leaving ir Editable source files of HTML5 For backup banners, provide a JPEG, if you GIF files this will be an additional cost 	n English)

File: CALD media - translations - Powering Forward Phase 4 - specificati

<u>Specs</u>
File Types
• .ZIP (GTML 5)
• GIF, JPEG, JPG, PNG
Must be SSL compliant
File Size
< <50 KB initial load (image)
• <80 KB load (HTML5)
 40 max KB back-up image
 Up to 200 KB initial polite load
Up to 2 MB user initiated load (1 MB recommended)
Image Size
Bannner Sizes listed
Animation Length & Speed
 Animation length can't exceed 15 seconds after which point they must remain static.
 Animated GIF ads must have a frame rate no faster than 5fps
Destination URL
 The destination URL cannot lead to an email address or a file instead of a web page. This includes files such
as a PDF image, audio, video, or document files that require an additional application to open or run
 Destination URL should be displayed in a new window/tab
· Destination one should be displayed in a new window/tab
HTML 5 Specific
 It is recommended to serve HTML5 assets through a 3rd party server
 HTML5 creative must be supplied as a .ZIP file, containing the HTML file plus any assets referenced by the
file
 Accepted file types are GIF, JPEG, JPG, PNG, HTML, JS, CSS, JSON, XML, SVG, MP4
HTML5 .ZIP file should not contain other zipped files
 Do not include any files that are not referenced by the HTML5 file
• To open zipped HTML5 files – open zipped files, copy all files and paste in a new folder on desktop. View
the animated file
 Backup image should not be included in the HTML5 .ZIP file, unless referenced by HTML5 file
 It not referenced by the HTML5 file, the backup image/GIF for each ad format needs to be supplied
separately to the .ZIP file (back-up GIF + ZIP file)
At least 1 click tag
No local storage or session storage
Audio play must be user initiated
All URLs referenced must be secure, this excludes the click through URL
Visible Border
 Have all edges of the ad be easily distinguishable from publisher content or have a contrasting colour, non-
white border frame the ad. On all creatives with solid colour backgrounds, you must add a visible border of a
contrasting colour to the majority background colour of the creative
contrasting colour to the majority background colour of the creative

ons sheet - 181114. Sheet 4 - digital display specs

Attachment 5a-5 - CALD social media

FOI 190423 Document 05a

CALD Social Media Channel	Working Files
vicula channel	Final approved English copy on MS Word
	- Text: 125 characters
	- Headline: 25 characters
	- Link description: 30 characters
Facebook	 Working files required for image typesetting:
	- Final packaged artwork or the layered files in either Photoshop or InDesign or
	Illustrator, that enables editing/re-versioning
	- If the JPEG file is not editable, a clean image on JPEG without the English line and
	also an JPEG image with English line inside for our reference
	 Final approved English copy on MS Word Working files required for image typesetting:
Instagram	- Editable JPEG file
instagram	 If the JPEG file is not editable, a clean image on JPEG without the English line and also an JPEG image with English line inside for our reference
	· ·
	 Final approved English copy on MS Word
	- Maximum 60 English words = Maximum 140 Chinese characters
Weibo sponsored	
	Working files required for image typesetting:
post	- Editable JPEG file
	 If the JPEG file is not editable, a clean image on JPEG without the English line and also a JPEG image with English line inside for our reference
	 Final approved English copy on MS Word Maximum 500 English words = Maximum 140 Chinese characters Multiple images or GIFs is highly recommended (images, video, URL, URL QR code can be inserted in WeChat advertorial post)
post)	A la servera d'una la
	Alternatively

File - Document 05 -5 - Media plan incl CALD - Sheet 5 CALD social

Specs

File type: JPEG, JPG or PNG
Image size: 1200 x 628 pixels.
Image ratio: 1.91:1
Image with more than 20% texts may result in reduced delivery.

· File type: JPEG, JPG or PNG

Max file size: 30 MB

Recommended resolution: Upload the highest resolution image available that meets ratio requirements
 Texts: Two rows of text will display

Min image width in pixels: 500

Aspect ratio tolerance: 1%

Min image ratio: 4:5

Max image ratio: 1.91:1

Max text length:2200

Max number of hashtags in text: 30

Max number of cards in carousel ads: 10

Image/Video specs

Restricting to only 1 image/video.

1) Static version:

Text content in post, no more than 140 Chinese characters

A jpg or png image 592*296px.

• A title under the image, no more than 14 Chinese characters

• A short description under the title, no more than 34 Chinese characters

· choose a call-to-action button from participate/download/buy.

The image, title, short description and the button are all clickable, lead to the same landing page.
 2) Video version:

• Text content in post, no more than 140 Chinese characters

• A mp4 video, no larger than 500MB, no longer than 59s, 16:9 or 9:16, 720p or above resolution

• (We can also upload a separate image to use as the cover.)

A title under the image, no more than 14 Chinese characters

· A short description under the title, no more than 34 Chinese characters

choose a call-to-action button from participate/download/buy/preorder/try/see more.

Text specs

Make headline strong because that will help get people's interest to click through to read the
Write it as a helpful article in editorial style – for example, How to know if your child has worms and how to treat them to entice them to read.

Link

You can embed a link at the end of the article - there is a link which says "Read More"
Images are not clickable

Facebook image working files:

Notes

As for the file types for Facebook re-versioning, for us we just need final packaged artwork, whatever software was used, ie: Photosphop, InDesign or Illustrator. Having the working files allows us to ensure we can deliver your material in any language you require. It is important that all assets and included and the best file type size is retained. Photoshop files need to have all layers named and file set up neat and logical to use. A static (jgep or PDF) as a reference so that we know what it should look like, is also greatly appreciated. The layered files are most essential however.





Adstream Meterial Deadline Monday - Thursday 8pm AEST (10pm NZT) Friday 5pm AEST (7pm NZT) SYDNEY | 1300 423 767 sydproduction@adstream.com.au MELBOURNE | 1300 728 949 melproduction@adstream.com.au

Adstream File Delivery Specification For Australia

To maintain a consistently high quality product Adstream requires all material for distribution to be supplied to the following specifications

HD File Specifications

Quicktime Apple ProRes 422(LT or HQ) 1080i/50

Video:

Codec : ProRes.422 (LT or HQ) Container : MOV Profile : LT or HQ Chroma Subsample : 4:2:2 Interlacing : 1080i Upper/Top Field Frame Size : 1920x1080 Frame Rate : 25 FPS Aspect Ratio : 16:9

Audio:

Codec : Integer (Little Endian) PCM Semple Rete : 48kHz Sample Size : 16bit Channels : Stereo

Quicktime DVCPro100 1080i/50

Video: Codiac : DVCPro100 Container : MOV Bitrate : 115Mb/s CBR Chrome Subsample : 4:2:2 Interlacing : 1080i Upper/Top Field Frame Rate : 25 FPS Aspect Ratio : 16:49

Audio: Codec : POM Sample Rate : 48kHz Sample Size : 16bit Chamels : Stereo

Quicktime AVID DNxHD 1080i/50

Video: Codec : DNXHD120 8-BIT Container : MCV Interlacing : 1080i Upper/Top Field Frame Size : 1920x1080 Frame Rate : 25 FPS Aspect Facto : 16:9

Audio: Codec : Integer (Little Endian) PCM Semple Rate : 48kHz Sample Size : 16bit Channels : Siareo

MXF XDCAMHD 1080i/50

Video:

Codec : XDCAM 422 Container : MXF Profile : MPEG-2 422P&HL Bithate : 50Mb/s CBR Chroms Subsample : 4.2.2 Interlacing : 1080i Upper/Top Field GOP Structure : Long GOP Frame Size : 125 FPS Frame Rate : 25 FPS Aspect Ratio : 16.9

Audio:

Codec : Integer (Big/Little Encian) PCM Sample Rate : 48kHz Sample Size : 16bit Channe's : Stareo

HD Video Level Requirements

TV Format	:	HDTV
Aspect Ratio	:	16:9
Title Safe	:	16:9

All Video Signals Should Comply With ITU-R BT.709-5 and Video Signals Should Not Exceed The Specified Limits

Video Levels Should Not Exceed 700mV, Or Fall Below 0mV

Gamut Out Of Legal Safe

Following EBU recommendation Rec. 103-2000 will allow a small tolerance, assuming no more that 1% of the active picture is in error.

Luminance (Y) -1% and 103%

- (ie between -7mV and 721mV)
- RGB video levels -5% and 105% (ie between -35mV and 735mV)

HD Audio Level Requirements

ITU-R 1770-3 (OP48/59)

All commercial soundtracks must be measured using ITU-R BS 1770-3 loudness meter to ensure compliance to the following delivery specification :

- Reference Level : 1kHz @ -20dBFS
- Integrated Loudness Program : -24 LKFS
 Target Level Tolerance : +/-1 LU
- Maximum True Peak : -2dB

Refer to Free TV OP59 for correct loudness measurement and management techniques.

On the digital scale, audio must not exceed -2dB as measured on a True Peak Meter.

A TVC must contain 12 frames of complete silence, ie no voiceover, active dialogue, music, effects or atmos, at the beginning and end of a commercial.

> Example of a 30 Second TVC : • Audio starts - 00:00:10:12 • Audio ends - 00:00:39:13

Adstream File Delivery Specification For Australia

To maintain a consistently high quality product Adstream requires all material for distribution to be supplied to the following specifications

SD File Specifications

Quicktime H.264 625/50

Video:

Codec : AVC Container : MOV Profile : Main@L3 Quality : Best Interlacing : Upper/Top Field Frame Size : 720x576 or 1024x576 (PAL) Frame Rate : 25 FPS Aspect Ratio : 16:9

Audio:

Codec : Integer (Little Endian) PCM Semple Rate : 48kHz Sample Size : 16bit Channels : Stereo

Quicktime ProRes 422LT or 422HQ 625/50

Video:

Codec: Apple ProRes 422 (LT or HQ) Container : MOV Profile : LT or HQ Chroma Subsample : 4:2:2 Interlacing : Upper/Top Field First Frame Size : 720x576 or 1024x576 (PAL) Frame Rate : 25 FPS Aspect Ratio : 16:9

Audio: Codec : Integer (Little Endian) PCM Sample Rate : 48kHz Sample Size : 16bit Channels : Stereo

MPEG-2 Program Stream 625/50

Video:

Codec : MPEG-2 Program Stream Container : MPEG-2 Program Stream Profile : 4:2:2 Profile@Main Level (422P@ML) Bitrate : 50Mb/s CBR Chroma Subsample : 4:2:2 Internations: Subsemplet, #22 Internating: Upper/Top Field First GOP Structure : 1: Frame Only Frame Rate : 720x576 (608 Inc VBI) or 1024x576 (PAL) Fame Rate : 25 FPS Aspect Ratio : 16:9

Audio: Codec : MPEG1 Layer-2 Sample Rate : 48kHz Sample Size : 384kbps Channels : Stereo

SD Video Level Requirements

TV Format		PAL
Aspect Ratio	:	16:9 FHA
Title Safe	:	16:9

All Video Signals Should Comply With ITU-R BT.601 And Video Signals Should Not Exceed The Specified Limits

Video Levels Should Not Exceed 700mV, Or Fall Below 0mV

Gamut Out Of Legal Safe

Following EBU recommendation Rec. 103-2000 will allow a small tolerance, assuming no more that 1 % of the active picture is in error.

- Luminance (Y) -1% and 103% (is between -7mV and 721mV)
- · RGB video levels -5% and 105%

(ie between -35mV and 735mV)

SD Audio Level Requirements

ITU-R 1770 (OP48/59)

All commercial soundtracks must be measured using ITU-R BS 1770-3 loudness meter to ensure compliance to the following delivery specification :

- Reference Level : 1kHz @ -20dBFS
- Integrated Loudness Program : -24 LKFS
- Target Level Tolerance : +/-1 LU
- Maximum True Peak : -2dBTP

Refer to Free TV OP59 for correct loudness measurement and management techniques.

On the digital scale, audio must not exceed -2dB as measured on a True Peak Meter.

A TVC must contain 12 frames of complete silence, ie no voiceover, active dialogue, music, effects or atmos, at the beginning and end of a commercial. Example of a 30 Second TVC

Audio starts - 00:00:10:12
 Audio ends - 00:00:39:13

Clapper Board and Pre & Post Roll Information

	DURATION	EXAMPLE TIMECODES
Clapper Board & Countdown Combined	8'	00:00:00:00 - 00:00:07:24
Black	1" 24 trames	00:00:08:00 - 00:00:09:24
Black w/ 1st Frame Indicator*	1 frame	- 00:00:09:24
TVC (First And Last 12 Frames Must Be Mute)	30	00:00:10:00 - 00:00:39:24
Black	3*	00:00:40:00 - 00:00:42:24

Clapper Board Information:

A valid Clapper Board is MANDATORY

The following details below must be included on the clapper board

Key	Numbe	B

- · Client · Product
- Title · Duration
- Aspect Ratio

Date of Production OP48 Compliant

key namber ABC 000 001 advarteer ADSTREAM product Broadcest title TV Commercial duration 30secs implect ratio 16:9 f production 12/12/2012 OF48 COMPLIANT Artestret

00:00:10:00

Australia

Australia

Additional Information:

Clapper Board must be 8 seconds of still image of ID Board and countdown combined. Must be completely silent with no audio pop followed by 2 seconds of black. TVC must start at exactly 10 seconds plus 3secs of black at the end of the commercial.

Local Clearance:

Material must be cleared through Commercials Advice (CAD) before broadcast. A GAD approval number must be obtained.

For further information on Digital Delivery Formats For Commercials, please refer to Operational Practice OP-29 : http://goo.gl/6rvgLq

* Black w/ 1st Frame Indicator: A small white square must be placed in the top right hand comer of the active picture in the black traine immediately before your first active frame of vision?

File - Document 05-6 - Media plan incl CALD - Sheet 6 -TV specs

How to create a successful **PDF** using Quickprint.

Attachment Sa-7-press

FOI 190423

Document 05a

Dimension Solutions often co-ordinates large Quickcut sends on behalf of agencies that also have Quickprint software. If this is the case for your organisation the best way to generate your PDF files for sending to Dimension Solutions is using your Quickprint software.

If creating a PDF for Newspapers and you do not know the Publication please choose Dimension Soloutions (PMP) as your Publication, Select Newspaper fill in the Height and Width and do not select a column size.

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If creating a PDF for a Magazine that is <u>NOT</u> listed in Quickprint please choose Dimension Soloutions (PMP), select <u>Magazine</u> and fill in the Height, Width and Bleed.

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How to create a successful PDF for Quickcut

By following the below directions you can ensure that your PDF will be accepted by almost any publication that receives material via Quickcut.

Check your Photoshop files are:

- All saved as eps format where possible. Avoid (peg and other compressed image formats.
- Ensure image resolution is 300dpl at final size no low resolution images
 Ensure resolution of Bitmap files is 1200dpl at final size.
- Images for grayscale ads should be grayscale only. NOT MONOTONE. This also applies to gradients and fills for grayscale ads.
- Total ink density is to be a maximum of 310%.
 RGB files are acceptable but they will be converted by our Quickprint software to CMYK. CMYK is preferable

Illustrator files:

- In addition to the above Photoshop advice:
- Grayscale logos should be saved as separate elements with a Black and White Preview
- . For Grayscale jobs, do not link to any file that has colour elements and ensure all swatches are grayscale

Document Checks:

- Check all fonts ensure there are no True Type or system fonts used.
 If you have no alternative but to use a True Type font, please convert the True Type font to outlines.
- For newsprint ads where Reverse text is used in a 2,3 or 4 Colour Background please make sure the font is 9 Point or larger.
 If a key number is included in Reverse text and you wish to make it smaller than 9 Point please outline the Key Number Only.
 If a fine type face is used the publication may reject the ad and may require a larger font size.

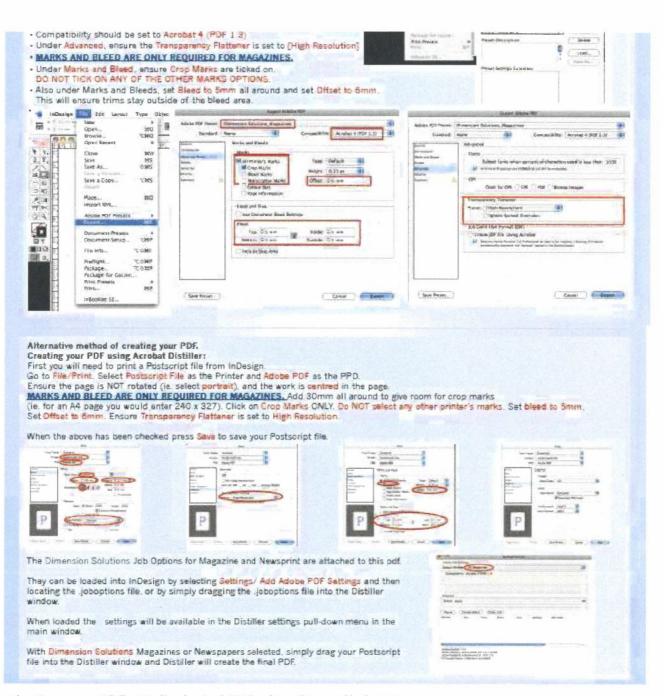
- Delete all unused colour swatches

- Colour swatches may be used, but do not re-name them (e.g. Don't change C=100 M=90 Y=10 K=0 to "PMP Blue")
- For magazines, ensure large areas of Black have 40% Cyan under Black (Known as a 'Shiner' or 'Rich Black').
 Do NOT do this for Newsprint ads.
- For magazines, ensure blacks are set to overprint. Rules for newsprint overprint will vary depending on your design.
- . Ensure White (Reverse Elements) are set to knockout.
- · Colours are to be CMYK only no RGB colour.
- Do not use spot colours, even for spot colour ads. All spot colour ads are now "Spot as Process".
 Please call us for assistance if you are supplying a Spot as Process ad.
- · Mono files must be Grayscale only.
- · Crop any unused portion of images in Photoshop in order to keep file sizes small.

· Delete any unused image or text boxes

- Total ink density is to be a maximum of 310% for all material. This applies to both 4 colour and spot as process ads. Please be aware that if there is any overlap of colours or shadows that use transparency or multiply the total ink density will be affected.
- If images are RGB or over total ink density specifications for a publication, the Quickprint software will convert the files to bring them
 in line with the publication specifications. This may change colours slightly to what was provided or viewed on screen.
- · Please check that the type area of your artwork conforms with the publication specifications. Incorrect type area may result in your file being rejected by the publication.
- As outlined overleaf. Smm bleed is required on all magazine ads. When the magazine specification for Bleed is greater than 6 mm please ensure the Bleed is to the Magazine specification. Please offset trims outside the bleed area and do not include colour bars or page information. Newspaper Advertisements do not require trims or any other marks. Some newspaper publishers have an automated preflight system and the file is automatically rejected if the registration colour is detected in a file.
- Ensure the PDF is saved as version 1.3. Please refer to instructions overleaf on creating a PDF for more information.

Exporting your PDF using Adobe InDesign:		HURS BET	Anna Lannal	There O	arts fagik			
Dimension Solutions Job Options for Magazines and Newsprint are attached to this pdf.	記録		Ameria Open fakser	101 × 100				
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File - Document 05-7 - Media plan incl CALD -sheet 7 press file format

Attachment 5a-8- Gort guidelines - exercept

NOTES ON AUTHORISATIONS



Australian Government Department of Finance

INFORMATION SHEET

Australian Government branding for campaig

2018

All Australian Government advertising carries common branding so target audier readily identify the source of the advertising. Standard branding for Australian G advertisements is the Commonwealth Coat of Arms and the words "Australian G Departmental, agency or sub-agency names or logos should generally not appea advertising campaigns.

Branding and design elements for advertising (such as positioning of the Austral Government logo, colour use, application and layout) must be consistent with the <u>Government Branding Design Guidelines</u> administered by the Department of the Minister and Cabinet (PM&C).

Television and cinema

To enhance Australian Government branding, the final screen of the advertiseme to the authorisation end frame) should feature only the Commonwealth Coat of / words "Australian Government". No other campaign devices, taglines, authorisat information or calls to action (such as a telephone number or website address) s appear in the frame with the Coat of Arms.

Television and cinema

To enhance Australian Government branding, the final screen of the advertisemer to the authorisation end frame) should feature only the Commonwealth Coat of Ar words "Australian Government". No other campaign devices, taglines, authorisatic information or calls to action (such as a telephone number or website address) sh appear in the frame with the Coat of Arms.

It is important to note that the size of the Commonwealth Coat of Arms needs to b

recognisable within the end frame and the words "Australian Government" need to be legible, and should appear for a sufficient time for the viewer to notice it. The b screen of a television advertisement needs to be immediately followed by an authstatement (see the "Authorisations for campaign advertising" information sheet for information).

Online advertisements

For non-static online advertisements, the Commonwealth Coat of Arms and the w "Australian Government" only need to appear on the last frame. Entities can exerc judgement about the branding appearing on other frames for non-static advertisen

The Coat of Arms must have sufficient contrast with the background and be of a le

Printed material

To ensure Australian Government branding is prominent and dominant, wherever print advertisements should display the Commonwealth Coat of Arms and the wor "Australian Government" at the top, left hand side of the advertisement.

Where Australian Government branding will appear alongside a campaign logo, th Australian Government logo should take a prominent position, either above or to the the campaign logo. The Australian Government logo must be of an equal or larger

As far as possible, the Coat of Arms should be applied with clear space around it other logos, graphic devices or taglines are to appear in the adjacent space.

Out of home

For billboards or large scale out of home material, the minimum size of the Comme Coat of Arms does not apply, rather it should be legible from a distance and in prothe rest of the advertisement.

Other issues

The Commonwealth Coat of Arms may be applied in two layouts – as a vertical (st version and as a horizontal (inline) version.

The minimum width for the Australian Coat of Arms is 20mm for printed materials. not include the "Australian Government" text.

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P Re-Distrument 30 - social media - sheet 1 - Ukl

Attachment 056-2 - example compaign

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05 C-1 Gogle Search - key words + (2 appies - Workshed)

Ad Group	Keyword	Final URL	Headline 1	Headline 2	Headline 3	Description Line 1	Description Line 2
Afforable - Gas & Electricity							
Afforable - Gas & Electricity	+afforable +electricity +and +gas						
Afforable - Gas & Electricity	+afforable +gas +and +electricity +c	deals					
Afforable - Gas & Electricity	+afforable +electricity +and +gas +c	deals					
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						Easy & Effective Steps To Help Reduce	We're Transitioning To A New Energy
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Afforable - Gas & Electricity		http://ww	Powering Forward	Reliable	Reduce Your Energy Bills Now	Work.	Today.
						Easy & Effective Steps To Help Reduce	
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Afforable - Gas & Electricity		http://ww	Powering Forward	Sustainable	Reduce Gas & Electricity Bills	Work.	Energy Future. Find Out More Now.
						Easy & Effective Steps To Help Reduce	
				Making Energy More		Your Gas & Electricity Bills At Home Or	Energy Can Be More Affordable. Find
Afforable - Gas & Electricity		http://ww	Reduce Gas & Electricity Bills	Affordable	Powering Forward	Work.	Out How To Get The Best Deals Here
Afforable - Gas & Electricity							
Afforable - Gas & Electricity	afforable electricity and gas						
Afforable - Gas & Electricity	afforable gas and electricity deals						
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Afforable - Gas & Electricity	afforable gas and electric providers						
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Afforable - Gas & Electricity	afforable gas						
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							We're Transitioning To A New Energ
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				Making Frank Mars			Weier Develop Frank Frank David
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Afforable - Gas & Electricity		nttp://ww	Powering Forward	Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Y	Tenergy Future. Find Out More Now.
				Making Energy More			Energy Can Be More Affordable. Find
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Cheap - Gas & Electricity	+cheapest +gas +and +electric +sup	alior					
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Cheap - Gas & Electricity	+cheap +gas +and +electricity +dea	1					
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Cheap - Gas & Electricity	+cheapest +electricity +nsw						
Cheap - Gas & Electricity	+cheap +gas						
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Making Energy More

Making Energy More Afforable

A New & Better Energy Future of

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We've turned the corner on electricity network companies and shore up gas affordable. We've turned the corner on electricity network companies and shore up gas prices, as reforms to rein in the power supplies are making energy more affordable.

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File: Document 5c -Google search - Sheet 1-keywords & Ad copies	1 1			

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Attachment - 05 C-extension is -2

Sitelink Extensions

Sitelink text - 25 Characters	Sitelink description 1 - 35 Characters	Sitelink description 2 - 35 Characters
		а.
More Sustainable Energy	Making energy cleaner and	more sustainable
More Reliable Energy	Investing in new ways	For more reliable energy future
More Affordable Energy	Helping power a more afforda	ble energy future for everyone.

Callout Extensions

Callout 1	Callout 2	Callout 3
canout 1	Canour 2	Callours
National Energy Guarantee	Improved Reliability	We're Powering Forward

File: Document 05c - Google search - Sheet 2 - Extensions

Sitelink final URL

https://poweringforward.energy.gov.au/#/what-we-are-doing/makingenergy-more-sustainable

https://poweringforward.energy.gov.au/#/what-we-are-doing/makingenergy-more-reliable

https://poweringforward.energy.gov.au/#/what-we-are-doing/makingenergy-more-affordable S22

From: Sent:	S47F Tuesday, 20 November 2018 9:22 AM
То:	S22
Subject:	RE: Media Plan latest [SEC=UNCLASSIFIED]
Attachments:	Powering Forward Phase 4 Media Plan V1 5.11.18 CLIENT.xlsx
Follow Up Flag:	Follow up
Flag Status:	Completed

HiS22

Good morning 😳..

Hmmmm that sounds a bit weird. Please find attached the media plan for phase 4.

Let me know if there are any troubles with this one.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000

S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22 Sent: Tuesday, 20 November 2018 9:10 AM To: S47F Subject: [EXTERNAL] Media Plan latest [SEC=UNCLASSIFIED]

HiS47F

Morning. Could you please send through the final copy of the media plan. My document won't open for some reason.

Thanks

S22

S22 Campaign Manager Media and Strategic Communications

Communications Innovations and Partnerships Branch Department of the Environment and Energy

S22

This message contains information which may be confidential and privileged. Unless you are the intended recipient (or authorized to receive this message for the intended recipient), you may not use, copy, disseminate or disclose to anyone the message or any information contained in the message. If you have received the message in error, please advise the sender by reply e-mail, and delete the message. Thank you very much.

From: S47F Sent: Thursday, 22 November 2018 11:37 AM To: S22 Cc: S22 Subject: RE: Urgent - Media Plan latest version RE: Dept of Environment and Energy -Powering Forward - Translations for Phase 3 [SEC=UNCLASSIFIED] **Attachments:** Powering Forward Phase 4 Media Plan V2 21.11.18 CLIENT.xlsx; Powering Forward Phase 4 - UM Strategy v2_final.docx **Follow Up Flag:** Follow up Completed Flag Status:

Hi S22

S22

Hope that your Thursday morning is off to a flyer.

Please find attached the updated documents for the Phase 3 for Powering Forward.

The changes made revolve around the discussions we had on the phone.

Feel free to grab me on my mobile if there are any problems,

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000

S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22 Sent: Wednesday, 21 November 2018 11:54 AM

To:S47F

Cc: S22

Subject: [EXTERNAL] FW: Urgent - Media Plan latest version RE: Dept of Environment and Energy - Powering Forward - Translations for Phase 3 [SEC=UNCLASSIFIED]

Thanks for the chat. We'll use existing plan now but could you send the updated plan with CALD and CALD figures adjusted ASAP – can this be later today rather than tomorrow? Thanks.

From: S22 Sent: Wednesday, 21 November 2018 11:27 AM To: S47F

; S22

Subject: Urgent - Media Plan latest version RE: Dept of Environment and Energy - Powering Forward - Translations for Phase 3 [SEC=UNCLASSIFIED] **Importance:** High

HIS47F

Could you send the latest version of the Media Plan ASAP, with the CALD updated. Need this straight away.

S22

From: S47F Sent: Tuesday, 20 November 2018 1:17 PM To: S22

Subject: RE: Dept of Environment and Energy - Powering Forward - Translations for Phase 3 [SEC=UNCLASSIFIED]

HiS22

Just getting the engaged signal at the moment.

Let me know when your free.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22	
Sent: Tuesday, 20 November 2018 12:44 PM	
To: S47F	S22

Subject: [EXTERNAL] RE: Dept of Environment and Energy - Powering Forward - Translations for Phase 3 [SEC=UNCLASSIFIED]

Hi S47F , thanks for this. Could you give me a bell when you're free?

Cheers S22 Senior Director External Communications Communications and Engagement Branch Department of the Environment and Energy

S22



From: S47F Sent: Friday, 16 November 2018 3:56 PM To: S22

Subject: Dept of Environment and Energy - Powering Forward - Translations for Phase 3

HiS22,

Thanks for the chat before,

Please find listed below the messaging that was translated last time in to the following languages for each medium.

Print - Attached an example of one of the translated creatives too.

Arabic Chinese Indian Vietnamese

Radio

Cantonese (Chinese) Mandarin (Chinese) Hindi (Indian) Punjabi (Indian) Vietnamese (Vietnam) Tagalog (Filipino) Arabic (Middle Eastern) Indigenous

Social (text)

Chinese Vietnamese Arabic

For Digital Display we were provided with translated material in the following languages -

Arabic Simplified Chinese Vietnamese

Other languages as part of the phase 4 recommendation includes: Greek Italian Korean

Overall the recommendation would be to use these extra languages for the upcoming phase but we can change the documents on your advice to reflect the inability to have the correct translation with in the time period required.

Also we will look to make the change as discussed around the duration of radio spots to focus our expenditure into 15sc spots given the insights learnt on Wednesday.

Let me know your thoughts and the direction you would like to move fwd.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

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From:	S47F
Sent:	Thursday, 22 November 2018 3:12 PM
To:	S22
Cc:	S22
Subject:	RE: Urgent - Media Plan latest version RE: Dept of Environment and Energy - Powering Forward - Translations for Phase 3 [SEC=UNCLASSIFIED]
Follow Up Flag: Flag Status:	Follow up Completed

ні **S22**

S22

We have been feeding back the specs required for this over the last few days.

We will also look to provide the full plan as a creative version.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22

Sent: Thursday, 22 November 2018 3:09 PM

To: S47F

Cc: S22

Subject: [EXTERNAL] RE: Urgent - Media Plan latest version RE: Dept of Environment and Energy - Powering Forward - Translations for Phase 3 [SEC=UNCLASSIFIED]

Hi S47F

Many thanks, we're looking at it and will get back with any questions.

Could you also send a creative version so that I can share with TBWA.

Thanks

S22

FOI 190423 Document 08

From: S47F Sent: Thursday, 22 November 2018 11:37 AM To: S22

Cc:

Subject: RE: Urgent - Media Plan latest version RE: Dept of Environment and Energy - Powering Forward -Translations for Phase 3 [SEC=UNCLASSIFIED]

_{Hi} S22

Hope that your Thursday morning is off to a flyer.

Please find attached the updated documents for the Phase 3 for Powering Forward.

The changes made revolve around the discussions we had on the phone.

Feel free to grab me on my mobile if there are any problems,

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22

Sent: Wednesday, 21 November 2018 11:54 AM

To: S47F

Cc: S22

Subject: [EXTERNAL] FW: Urgent - Media Plan latest version RE: Dept of Environment and Energy - Powering Forward - Translations for Phase 3 [SEC=UNCLASSIFIED]

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Sent: Wednesday, 21 November 2018 11:27 AM	
To: S47F	S22
S22	

Subject: Urgent - Media Plan latest version RE: Dept of Environment and Energy - Powering Forward - Translations for Phase 3 [SEC=UNCLASSIFIED] Importance: High

HI S47F

FOI 190423 Document 08

Could you send the latest version of the Media Plan ASAP, with the CALD updated. Need this straight away.

S22

From: S47F

Sent: Tuesday, 20 November 2018 1:17 PM

то: S22 S22

Subject: RE: Dept of Environment and Energy - Powering Forward - Translations for Phase 3 [SEC=UNCLASSIFIED]

Hi S22

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Let me know when your free.

Thanks



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22	
Sent: Tuesday, 20 November 2018 12:44 PM	
To: S47F	S22
S22	

Subject: [EXTERNAL] RE: Dept of Environment and Energy - Powering Forward - Translations for Phase 3 [SEC=UNCLASSIFIED]

Hi S47F thanks for this. Could you give me a bell when you're free?

Cheers S22

S22

Senior Director External Communications Communications and Engagement Branch Department of the Environment and Energy S22



3

From: S47F

Sent: Friday, 16 November 2018 3:56 PM To: S22

S22

Subject: Dept of Environment and Energy - Powering Forward - Translations for Phase 3

Hi S22

Thanks for the chat before,

Please find listed below the messaging that was translated last time in to the following languages for each medium.

Print - Attached an example of one of the translated creatives too.

Arabic Chinese Indian Vietnamese

Radio

Cantonese (Chinese) Mandarin (Chinese) Hindi (Indian) Punjabi (Indian) Vietnamese (Vietnam) Tagalog (Filipino) Arabic (Middle Eastern) Indigenous

Social (text)

Chinese Vietnamese Arabic

For **Digital Display** we were provided with translated material in the following languages -Arabic Simplified Chinese Vietnamese

Other languages as part of the phase 4 recommendation includes: Greek Italian Korean

Overall the recommendation would be to use these extra languages for the upcoming phase but we can change the documents on your advice to reflect the inability to have the correct translation with in the time period required.

Also we will look to make the change as discussed around the duration of radio spots to focus our expenditure into 15sc spots given the insights learnt on Wednesday.

Let me know your thoughts and the direction you would like to move fwd.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

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5

FOI 190423 Document 08

From: Sent:	S47F Wednesday, 28 November 2018 11:47 AM
То:	S22
Subject:	Dept of Environment & Energy - Powering Forward phase 4 - Search Structure, Social MI's & landing page destination
Attachments:	Department of Energy and Environment - Google - Search - Powering Forward+ 2018-11-07.xlsx
Follow Up Flag:	Follow up
Flag Status:	Completed

Hi Ladies,

S22

Just that your well,

Please find attached the first of a couple of documents that need to be checked off for the upcoming phase of Powering Forward.

Attached is the key word search structure for your approval. Let us know if there are any changes that are required.

Also just to check, but are we happy to still run the existing landing page. Our understanding was that even though there were possibly some changes in the back end taking place with TBWA that the same page will be used.

Shortly we will send across the material instructions page for the social section of the plan

Let us know your thoughts or if there are any questions.

Thanks

S47F



S47F

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From:	S47F
Sent:	Friday, 30 November 2018 10:31 AM
То:	S22
Cc:	S22
Subject:	RE: Dept of Environment and Energy - TV spots [SEC=UNCLASSIFIED]
Follow Up Flag:	Follow up
Flag Status:	Completed

HiS22,

S22

Correct – All papers but the ocean grove voice which circulates in Victoria.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22 Sent: Friday, 30 November 2018 10:23 AM To: S47F Cc: S22 Subject: [EXTERNAL] RE: Dept of Environment and Energy - TV spots [SEC=UNCLASSIFIED]

S47F is print still as per the Media Plan as I'll send that to Adam. S22

From: S47F

Sent: Friday, 30 November 2018 10:21 AM To: Adam Carlon <<u>Adam.Carlon@environment.gov.au</u>> Cc: <u>S22</u>

Subject: RE: Dept of Environment and Energy - TV spots

Hi Adam,

All of the print will appear in the second of the two week campaign.

It's a fairly large list as you can imagine 😳...

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: Adam Carlon < <u>Adam.Carlon@envi</u>	ronment.gov.au>
Sent: Friday, 30 November 2018 10:19 A	M
To:S47F	
Cc: S22	
S22	

Subject: [EXTERNAL] Re: Dept of Environment and Energy - TV spots

Thanks S47F much appreciated.

Do you know when we'll get the official buy report? No hurry, but the office is also keen to know when and where print will appear.

Cheers,

Adam

Sent from my iPhone

On 30 Nov 2018, at 10:04 am, S47F wrote:

Hi Guys,

Welcome to Friday, Please see below main peak spots for the Energy Campaign commencing this Sunday 2/12.

We are will working across the regional areas and will send across the details as soon as they become available.

<u>Seven</u>

Market	channel	w/c	day	start	program	duration
Melbourne	Seven	2/12/2018	Sun	19:00	Sunday Night	30
Adelaide	Seven	2/12/2018	Sun	19:00	Sunday night	30
Sydney	Seven	2/12/2018	Sun	20:30	Christmas Movie (Love Actually)	30

Nine

Market	channel	w/c	day	start	program	duration
Melbourne	Nine	2/12/2018	Sun	18:00	Nine News Sunday	30
Adelaide	Nine	2/12/2018	Sun	18:00	Nine News Sunday	30
Adelaide	Nine	2/12/2018	Sun	21:40	The Parachute Murder Plot	30

<u>Ten</u>

Market	channel	w/c	day	start	program	duration
Melbourne	Ten	2/12/2018	Sun	18:52	The Sunday Project	30
Brisbane	Ten	2/12/2018	Sun	19:03	The Sunday Project	30
Sydney	Ten	2/12/2018	Sun	18:49	The Sunday Project	30
Sydney	Ten	2/12/2018	Sun	18:00	Bondi Rescue	30

The networks have also been told that these spots have to remain in these placements.

We are still working across the official buy report for you to encompass other mediums like radio.

Please feel free give me a call if there are any questions.

Thanks

S47F

SCIENCE ART OUTCOMES

S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

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From:	S47F
Sent:	Monday, 3 December 2018 10:12 AM
То:	S22
Subject:	RE: Dept of Environment & Energy - Current Invoices [SEC=UNCLASSIFIED]
Follow Up Flag:	Follow up
Flag Status:	Completed

HiS22

S22

No problems, Let me know if there is anything that still requires being chased up on our end.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

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 From: S22

 Sent: Monday, 3 December 2018 8:33 AM

 To: S47F
 Ruth Dewsbury

 Subject: [EXTERNAL] RE: Dept of Environment & Energy - Current Invoices [SEC=UNCLASSIFIED]

HiS47F

Yes I'll follow up. I had some queries around the previous month's payments and had sent a new reminder about it. So unfortunately others were outstanding.

But will get on to this.

S22

From: S47F Sent: Sunday, 2 December 2018 2:00 PM To: S22

Subject: Dept of Environment & Energy - Current Invoices

Hi Ladies,

Trust that your well.

Have been asked to follow up a couple of accounts that are currently sitting over the 30 day period without payment.

Would you be able to let me know when the departments accounts will be paid or if there is any further information that your waiting on for them to be settled.

Give me a call if there are any questions.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

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S22	

-----Original Message-----From: <u>S22</u> Sent: Tuesday, 4 December 2018 3:15 PM To: <u>S47F</u> Subject: Social

Hi S47F can you remind me when the social starts please? Cheers S22

Sent from my iPhone

From:	S47F
Sent:	Wednesday, 5 December 2018 1:04 PM
То:	S22
Cc:	S22
Subject:	RE: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]
Follow Up Flag:	Follow up
Flag Status:	Completed

HiS22

S22

Have been told that this should take just over 24 hours to develop.

Will check in with them once approval is all good on your end.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

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From: S22

Sent: Wednesday, 5 December 2018 12:52 PM To: S47F S22

Cc: S22

Subject: [EXTERNAL] RE: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]

HiS47F

How long will the build for Kargo take? The links are being checked now.

S22

From: S47F

Sent: Wednesday, 5 December 2018 12:16 PM To: S22

Subject: Dept of the Environment and Energy - Digital Approvals

HiS22

Thanks for the quick chat before.

As mentioned we are looking to make the social connect of the plan live once we have approval of the following test links - See document 13a

We also have attached the search structure attached with the changes that you had asked for yesterday, let us know we are all good to set live or if there are any changes required.

Next is the link for the mobile assets bought to drive awareness with the publisher Kargo – Let us know if we are ok to approve the build to place live asap. - <u>https://demo.kargo.com/preview/3de94124-bdc3-4d04-83f6-69d1a93feb6f?id=53397</u>

As it sits at the moment we are still in the process of setting the other asset including the Video and Display inclusive of the Indigenous section. Will keep you in the loop as there are any changes.

Give me a call if there are any questions.

Thanks

S47F



S47F

S47F

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S22
From:
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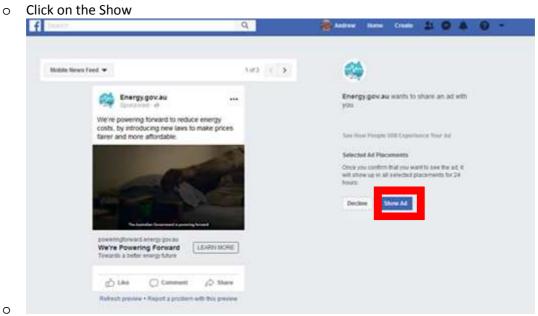
From: S47F	
Sent: Wednesday, 5 December 2018 2:55 PM	
To: S22	
Cc: S22	

Subject: RE: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]

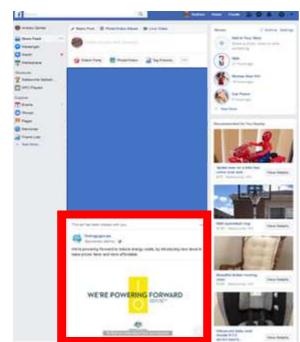
Hi Ladies,

Social – Mainstream & Indigenous

- Click through URL should be correct the Preview link should work by following these protocols
 - Click on the link Post Link <u>https://fb.me/1UhtlEqa7dMkIUm</u>



o Scroll down to the first ad placement in the browser



• Clicking on the ad placement should show how it will navigate to the landing page.

Mainstream

0

- Twitter: Line 23 - This seems to be a glitch on Twitter's end, we have followed up with the publisher and will advise shortly

CALD

Thanks for confirming these are approved, we will get these live asap

Give us a shout out if there are any questions.

Thanks

S47F



S47F

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IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22 Sent: Wednesday, 5 December 2018 1:58 PM To: S47F Cc: S22

Subject: [EXTERNAL] FW: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]

Hi S47F , as discussed, we would like to proceed with CALD social using the content from Phase 3.

S22

Senior Director External Communications Communications and Engagement Branch Department of the Environment and Energy

S22



From: S47F Sent: Wednesday, 5 December 2018 1:53 PM To: S22 Cc: S22 S47F Subject: Re: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]

HiS22,

Some points of feedback from us below.

<u>Social</u>

Mainstream

- Click through: unable to click through, so just a note to please ensure correct click through URL is applied.
- Twitter: Line 23 this post seems to be missing the inclusion of the URL under the 'Find our more about the actions we're taking'.

Indigenous

• Click through: unable to click through, so just a note to please ensure correct click through URL is applied.

CALD

• We haven't reviewed the CALD social as this is something you have been managing with UM and this would be best reviewed by the team on your end. Are you comfortable with this approach?

Were there any other pieces of feedback you had on the social, S22 ?

Digital Kargo

A couple of points of feedback:

- 'Steps you can take' execution: <u>https://demo.kargo.com/preview/3de94124-bdc3-4d04-83f6-69d1a93feb6f?id=53397</u> visually this looks good.
 - It needs to click through to here <u>https://poweringforward.energy.gov.au/#/how-you-can-save</u>
- Is there a link to check for the 'Introducing new laws' execution?

Were there any other pieces of feedback you had on the digital, S22 ?

Many thanks,

S47F



S47F

TBWA\ The Disruption[®] Company 288 Coventry Street South Melbourne, VIC, 3205, Australia S47F

tbwa.com.au

 From: S47F

 Sent: Wednesday, 5 December 2018 12:53 PM

 To: S22
 S47F

Cc: S22

Subject: Re: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]

Thanks S22 I, we'll review and come back to you.

Many thanks,

S47F

TBWA\	
S47F	

S47F

TBWA\ The Disruption[®] Company 288 Coventry Street South Melbourne, VIC, 3205, Australia S47F

tbwa.com.au

From: S22

Sent: Wednesday, 5 December 2018 12:47 PM

To: S47F Cc: S22

Subject: FW: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]

Hi both

Appreciate it if you could check these test links. We've already approved the search structure.

Thanks

S22

From: S47F Sent: Wednesday, 5 December 2018 12:16 PM To: S22 Subject: Dept of the Environment and Energy - Digital Approvals

HiS22,

Thanks for the quick chat before.

As mentioned we are looking to make the social connect of the plan live once we have approval of the following test links -See Document 14a

We also have attached the search structure attached with the changes that you had asked for yesterday, let us know we are all good to set live or if there are any changes required.

Next is the link for the mobile assets bought to drive awareness with the publisher Kargo – Let us know if we are ok to approve the build to place live asap. - <u>https://demo.kargo.com/preview/3de94124-bdc3-4d04-83f6-69d1a93feb6f?id=53397</u>

As it sits at the moment we are still in the process of setting the other asset including the Video and Display inclusive of the Indigenous section. Will keep you in the loop as there are any changes.

Give me a call if there are any questions.

Thanks

S47F



S47F

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From:	S47F	
Sent:	Wednesday, 5 December 2018 4:57 PM	
То:	S22	
Cc:	S22	
Subject:	RE: Dept of the Environment and Energy - Digital Approvals [SEC=UNC	LASSIFIED]
Follow Up Flag:	Follow up	
Flag Status:	Completed	

Hi S22 thanks for the approval...

Twitter have now amended the creative, this should now be updated in the preview link.

Cheers

S22

S47F



S47F

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From: <u>S22</u>	
Sent: Wednesday, 5 December 2018 4:17 PM	
To: \$47F	
Cc: S22	
>	
Cubic at [EVTERNAL] ENV. Dent of the Environment and Environment	

Subject: [EXTERNAL] FW: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]

S47F confirming the Post Link is approved. Have you heard back on Twitter? S22

From: <u>S22</u> Sent: Wednesday, 5 December 2018 4:03 PM To: <u>S22</u> Subject: FW: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]

From: S47F Sent: Wednesday, 5 December 2018 2:55 PM To: S22 Cc: S22

Subject: RE: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]

Hi Ladies,

Social – Mainstream & Indigenous

- Click through URL should be correct the Preview link should work by following these protocols
 - Click on the link Post Link <u>https://fb.me/1UhtlEqa7dMkIUm</u>

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Mainstream

- Twitter: Line 23 - This seems to be a glitch on Twitter's end, we have followed up with the publisher and will advise shortly

CALD

Thanks for confirming these are approved, we will get these live asap

Give us a shout out if there are any questions.

Thanks

S47F



S47F

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IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22 Sent: Wednesday, 5 December 2018 1:58 PM To: S47F Cc: S22

Subject: [EXTERNAL] FW: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]

Hi S47F , as discussed, we would like to proceed with CALD social using the content from Phase 3.

S22

Senior Director External Communications Communications and Engagement Branch Department of the Environment and Energy S22



From: S47F	
Sent: Wednesday, 5 December 2018 1:53 PM	
To: <u>S22</u>	
Cc: \$22	S47F
Subject: Re: Dept of the Environment and Energy - Digital Ap	provals [SEC=UNCLASSIFIED]

HiS22

Some points of feedback from us below.

<u>Social</u>

From: Sent:	S47F Thursday, 6 December 2018 12:38 PM
То:	S22
Cc:	S22
Subject:	RE: Dept of the Environment and Energy - Powering Forward TV & Search [DLM=For-Official-Use-Only]
Attachments:	Powering Forward Phase 4+2018-12-04.xlsx
Follow Up Flag: Flag Status:	Follow up Completed

Hi S22

S22

Thanks for the quick reply.

The twitter part is part of the test links in the following link -See document 16b

Attached is the document for the Search approval.

STV – we will look to engage the guys at Foxtel now on the basis of diving extra reach...

Shout out if there are any questions.

Thanks

S47F



S47F

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IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22	>
Sent: Thursday, 6 December 2018 12:18 PM	
To: S47F	S22
Cc: S22	

Subject: [EXTERNAL] RE: Dept of the Environment and Energy - Powering Forward TV & Search [DLM=For-Official-Use-Only] Importance: High

HiS47F , the content on that link looks good, approved thanks.

Can you resend me the search term you're referring to please?

Re subscription TV - having WA wastage is not a problem if it increases our overall reach.

Many thanks

S22

Senior Director External Communications Communications and Engagement Branch Department of the Environment and Energy S22



From: S47F Sent: Thursday, 6 December 2018 12:00 PM To: S22

Subject: Dept of the Environment and Energy - Powering Forward TV & Search

HiS22

Sorry I missed your call before. Tried to give you a buzz back now but no luck.

Just as a follow up,

Our Facebook and social material is running from first thing this morning.

We are just waiting on the Twitter approval link which was uploaded correctly as of yesterday afternoon. Could you also please let us know if the search term sent across previously is all good as well.

As part of the buy on our mobile we have now our second level of material for Kargo for approval – Please find the details via the link - <u>https://demo.kargo.com/preview/f9491ead-21ab-41f4-a8d5-93b4414a3984?id=53472</u>

Our first lot creative with this publisher has been set live.

With regard to the TV, we are still franticly placing our bookings across the major networks with regards to FTA stations. A challenge from the partnerships was to see if we could look to use dollars across the networks of Subscription TV (STUV – Foxtel)

Overall our investment would be small of around^{serence} but this will very defiantly help our overall reach especially in markets of Northern NSW and the metro market of Sydney. Biggest challenge as it's a national signal there will likely be wastage across markets like WA. Is this something that we are able to entertain.

Please give me a call if there are any questions.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

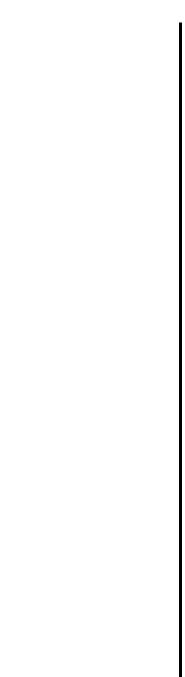
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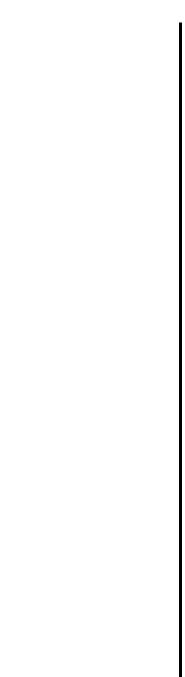
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From: S47F Friday, 7 December 2018 6:34 AM Sent: To: S22 Cc: S47F FW: Dept of the Environment and Energy - Powering Forward TV & Search Subject: [DLM=For-Official-Use-Only] **Attachments:** Powering Forward Phase 4+2018-12-04.xlsx **Follow Up Flag:** Follow up **Flag Status:** Completed

Hi Ladies,

S22

Trust that your Friday is off to a great start....

These are the final details that we are looking for approval on for this campaign.

Let us know if there are any problems,

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S47F Sent: Thursday, 6 December 2018 12:38 PM To: S22

Cc: S22

Subject: RE: Dept of the Environment and Energy - Powering Forward TV & Search [DLM=For-Official-Use-Only]

|>

HiS22

Thanks for the quick reply.

The twitter part is part of the test links in the following link -See document 17b

Attached is the document for the Search approval.

STV - we will look to engage the guys at Foxtel now on the basis of diving extra reach...

Shout out if there are any questions.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22	
Sent: Thursday, 6 December 2018 12:18 PM	
To: S47F	S22

Cc: S22

Subject: [EXTERNAL] RE: Dept of the Environment and Energy - Powering Forward TV & Search [DLM=For-Official-Use-Only]

Importance: High

HiS47F , the content on that link looks good, approved thanks.

Can you resend me the search term you're referring to please?

Re subscription TV - having WA wastage is not a problem if it increases our overall reach.

Many thanks S22

S22

Senior Director External Communications Communications and Engagement Branch Department of the Environment and Energy S22



From: S47F Sent: Thursday, 6 December 2018 12:00 PM To: S22

Subject: Dept of the Environment and Energy - Powering Forward TV & Search

HiS22

Sorry I missed your call before. Tried to give you a buzz back now but no luck.

Just as a follow up,

Our Facebook and social material is running from first thing this morning.

We are just waiting on the Twitter approval link which was uploaded correctly as of yesterday afternoon. Could you also please let us know if the search term sent across previously is all good as well.

As part of the buy on our mobile we have now our second level of material for Kargo for approval – Please find the details via the link - <u>https://demo.kargo.com/preview/f9491ead-21ab-41f4-a8d5-93b4414a3984?id=53472</u>

Our first lot creative with this publisher has been set live.

With regard to the TV, we are still franticly placing our bookings across the major networks with regards to FTA stations. A challenge from the partnerships was to see if we could look to use dollars across the networks of Subscription TV (STUV – Foxtel)

Overall our investment would be small of around^{servent} but this will very defiantly help our overall reach especially in markets of Northern NSW and the metro market of Sydney. Biggest challenge as it's a national signal there will likely be wastage across markets like WA. Is this something that we are able to entertain.

Please give me a call if there are any questions.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000

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From:	S47F
Sent:	Monday, 10 December 2018 8:55 PM
То:	S22 S47F S22
Subject:	RE: DEE Phase 4 [DLM=For-Official-Use-Only]
Follow Up Flag:	Follow up
Flag Status:	Completed

HiS22

S22

Just to jump in and confirm that everything is live as it sits at the moment.

Overall the digital programmatic areas of the buy all except for the digital video are looking to deliver out in time as planned across and are pacing well. Viewability metrics are around the benchmark, which helps to make sure we are reaching real eye balls connected to our reach objectives. Video is a bit further behind the pace with overall impressions while our completion rate is still very healthy.

Topline Reporting - levels of where we sit:

Display programmatic:

- This campaign is currently driving a Click Through Rate of ^{S47G(1)(a)} with viewability siting currently at ^{S47G(1)(a)} Indigenous programmatic:

- This campaign is currently driving an above average Click Through Rate of ^{S47G(1)(a)} viewability is also low, we will look to make a couple of small changes to help to optimised and improve this metric.

Video programmatic:

- Currently sitting at an above average completion rate of $^{\rm S47G(1)(a)}$ High Impact:

- Above average CTR ^{S47G(1)(a)} and Viewability ^{S47G(1)(a)}

Facebook:

- Traffic campaign has delivered a Cost Per Click of ^{S47G(1)(a)} and CTR of ^{S47G(1)(a)} which outperforms Facebook benchmarks of ^{S47G(1)(a)}
- Mainstream audiences are delivering most cost efficient Cost Per Click of^{S47G(1)(a)} while Indigenous is generating the highest Click Through Rate of ^{S47G(1)(a)} which is well above campaign average
- The brand awareness campaign is performing well, delivering a cost efficient cost per lift of ^{S47G(1)(a)}, and lift rate of ^{S47G(1)(a)} which outperforms the ^{S47G(1)} benchmark

Twitter:

Twitter has generated a Cost Per Click of ^{S47G(1)(a)} and CTR of ^{S47G(1)(a)} The Click Through Rate is above the platform benchmark of ^{S47G(1)(a)}, but Cost Per Click is slightly more expensive than usual, given that the audience we are targeting is more expensive to reach. We have adjusted our bidding strategy this morning to lower this and expect this to drop over the next few days.

Extending the Buy

Current parts of the buy for phase 4 that can be extended and how long we can push each line out for. Digital Video – Programmatic

- Audience Targeting: environment conscious, green living, home owners, in market for new house and renters Currently Ends 15th of dec Should be extended till 23rd of December to deliver out
- Contextual Targeting: ecology and environment, energy and utilities, home and garden Currently Ends
 15th of dec Should be extended till 23rd of December to deliver out
- PMP: Catch Up TV Seven, Nine, Ten, SBS & Other Premium Video Currently Ends 15th of dec Should be extended till 23rd of December to deliver out

Digital Mobile – Programmatic

FOI 190423 Document 18

- Premium private market place – Currently Ends 15th of dec – Should be extended till 23rd of December to deliver out

Digital display – Programmatic

- Audience Targeting: environment conscious, green living, home owners, in market for new house and renters– Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.
- Contextual Targeting: ecology and environment, energy and utilities, home and garden– Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.
- Keyword Targeting: Energy Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.
- PMP: BBC, Domain, Fairfax Lifestyle, Gumtree, Real Estate and The Guardian Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.

Digital Display Indig

- Sports and Space Koori Mail, Our Mob & National Indigenous Times Currently Ends 15th of dec Will look to deliver out the budget within the time period.
- ITV NITV.com.au Currently Ends 15th of dec Will look to deliver out the budget within the time period.

Social

- Facebook
 - Feeds Auction Video Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.
 - Various Traffic To Site Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.
- Twitter
 - Feeds Video Views Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.

Search

- Keyword Targeting – Currently Ends 15th of dec – Should be extended till 23rd of December to deliver out

Advertorial information

To help as an idea we have listed below the costs for advertorial space and an idea of the costs per insertion, covering the key markets required. Couple of quick call outs around the requirements.

Metro

Coverage Area	Newspaper	Size	Cost	Rules
All VIC	The Age		S47(1)(b)	Client to supply all conv. Must
All NSW	ѕмн	186 mm (h) x 260 mm (w)	S47(1)(b)	Client to supply all copy. Must same style as papers editorial ar
All ACT	Canberra Times		S47(1)(b)	font etc). Must be labelle
National	AFR	200 mm (h) x 260 mm (w)	S47(1)(b)	"Advertisement" on to

Newspaper	State	Coverage area (appox)	Size required	Cost Co
Daily Telegraph	New South Wales	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)(
Herald Sun	Victoria	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)(t
Adelaide Advertiser	South Australia	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)(
Brisbane Courier Mail	Queensland	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)(

Metro rules:

- A Week lead time

- Can not look like an editorial
- Clearly labeled as "Advertisement"
- Has border around it
- Product focused Information provided by the client, for example press release (500 words)

Quick call out that the publications of NewsCorp require a full page booking with the rules for booking being listed below as well.

Regional

Newspaper	State	Coverage area (appox)	Size required	Cost C
Geelong Advertiser	Victoria	(areater (aeelong	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(
Coffs Coast Advocate	New South Wales		M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(
Ballina Shire Advocate	New South Wales	Kallina	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(t
Grafton Daily Examiner	New South Wales	Coffs Harbour, Clarence Valley, Kyogle	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(t
Lismore Northern Star	New South Wales	ilismore kallina kvron	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(b
Tweed Daily News	New South Wales	Iweed Byron	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(t
Gympie Times	Queensland	Cavmnia Sunching (aact	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(t
Sunshine Coast Daily	Queensland	Moreton	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(
Ipswich Queensland Times	Queensland	Ipswich, Lockyer Valley, Somerset	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(
Gold Coast Bulletin	Queensland	KADIG LOAST SCENIC RIM	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(b)

Regional rules

- Keyline border around the entire ad space (ie Full page must have keyline border around entire page, half page must have keyline border around entire half page space, etc)
- ADVERTISEMENT must appear at the top, centred, bold, minimum 10 point Sans Serif font to appear inside the key line border
- Advertorial content cannot appear to look like newsprint, ie it must be a different font type to that used by the editorial team.

Please feel free to give us a call if there any questions or query that you might have.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22 Sent: Monday, 10 December 2018 12:30 PM To: 'S47F S22 Subject: [EXTERNAL] RE: DEE Phase 4 [DLM=For-Official-Use-Only] Importance: High

Hi S47F thanks for the questions.

Andrew, can you confirm today that all is now live, and also confirm what is extending beyond 15 December other than the CALD social?

Thanks S22

S22

Senior Director External Communications Communications and Engagement Branch Department of the Environment and Energy S22



From: S47F Sent: Monday, 10 December 2018 10:32 AM To: S47F

S22

Subject: DEE Phase 4

Morning S47F S22

Hope you all had a great weekend.

I wanted to reach out to confirm if all campaign material is now live and secondly, will any of it extend past the 2 week period, i.e. social or digital?

FOI 190423

Please let us know if there's anything we can assist with at all.

Many thanks,

S47F



S47F

TBWA\ The Disruption[®] Company 288 Coventry Street South Melbourne, VIC, 3205, Australia S47F

tbwa.com.au

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From:	S22
Sent:	Friday, 14 December 2018 9:55 AM
То:	S47F
Cc:	S47F ; S22
Subject:	RE: DEE Phase 4 [SEC=UNCLASSIFIED]
Follow Up Flag:	Follow up
Flag Status:	Completed

Thanks **S47F** that is useful information. Please proceed with the extending the buys that you have identified as being within existing budget.

We will consider the advertorials as part of Phase 5 – will confirm with your media brief.

Regards

S22

S22

S22

Senior Director External Communications Communications and Engagement Branch Department of the Environment and Energy S22



From: S47F Sent: Friday, 14 December 2018 9:18 AM To: S22

Cc: S47F

S22

Subject: RE: DEE Phase 4 [SEC=UNCLASSIFIED]

Hi S22

Sorry for the delay on this one.

Here are the updated costs for each of the different lines mentioned.

Digital display – Programmatic

- Audience Targeting: environment conscious, green living, home owners, in market for new house and renters – S47(1)(b)
- Contextual Targeting: ecology and environment, energy and utilities, home and garden - S47(1)(b)
- Keyword Targeting: Energy S47(1)(b)
- PMP: BBC, Domain, Fairfax Lifestyle, Gumtree, Real Estate and The Guardian S47(1)(b)

Social

- Facebook
 - Feeds Auction Video S47(1)(b)
 - Various Traffic To Site S47(1)(b)

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 - o Feeds Video Views S47(1)(b)

With regards to the publications around the seniors targeting, Overall we are looking to reach around 1.5m of people that are over the age of 55+ with the publications that have been put forward.

This should help us drive the messaging across this platform to the audience required.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22			
Sent: Tuesday, 11 December 20	18 11:35 AM		
To: S22		;S47F	
	S22		
Cc: S47F	S22		
Subject: [EXTERNAL] RE: DEE Ph	ase 4 [SEC=UNCLASSIFIED]		
Yes, many thanksS47F			
	much more budget would b	e required to extend the digital	and socials marked in
red below?			
		the older audiences, are there a	ny additional specialist
publications for seniors/vulnera	ble communities we could lo	ook at over the summer?	
Cheers			
S22			
From: S22			
Sent: Tuesday, 11 December 20	18 10:50 AM	1000	
To: S47F		BS22	
Cc: S22		C 47E	>
Subject: RE: DEE Phase 4 [SEC=L		S47F	-
Subject. RE. DEE Flase 4 [SEC-C	INCLASSIFIED		
HiS47F			
Thank you. Will read closely and	look at our web analytics.		

S22

John Gorton Building, Parkes Place, Parkes ACT 2600

S

From: S47F		
Sent: Monday, 10 December 2018 8:55 PM		
To: S22	S47F	
S22		
Subject: RE: DEE Phase 4 [DLM=For-Official-Use-Only]		

HiS22,

Just to jump in and confirm that everything is live as it sits at the moment.

Overall the digital programmatic areas of the buy all except for the digital video are looking to deliver out in time as planned across and are pacing well. Viewability metrics are around the benchmark, which helps to make sure we are reaching real eye balls connected to our reach objectives. Video is a bit further behind the pace with overall impressions while our completion rate is still very healthy.

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- This campaign is currently driving an above average Click Through Rate of ^{sarg(1)(a)}, viewability is also low, we will look to make a couple of small changes to help to optimised and improve this metric.
- Video programmatic:
 - Currently sitting at an above average completion rate of ^{S47G(1)(a)}
- High Impact:
 - Above average CTR S47G(1)(a) and Viewability S47G(1)(a)

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- Mainstream audiences are delivering most cost efficient Cost Per Click of ^{\$47G(1)(a)}, while Indigenous is generating the highest Click Through Rate of ^{\$47G(1)(a)}, which is well above campaign average
- The brand awareness campaign is performing well, delivering a cost efficient cost per lift of ^{\$47G(1)(a)}, and lift rate of ^{\$47G(1)(a)}, which outperforms the ^{\$47G(1)} benchmark

Twitter:

- Twitter has generated a Cost Per Click of ^{S47G(1)(a)} and CTR of ^{S47G(1)(a)}. The Click Through Rate is above the platform benchmark of ^{S47G(1)(a)}, but Cost Per Click is slightly more expensive than usual, given that the audience we are targeting is more expensive to reach. We have adjusted our bidding strategy this morning to lower this and expect this to drop over the next few days.

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Current parts of the buy for phase 4 that can be extended and how long we can push each line out for. Digital Video – Programmatic

- Audience Targeting: environment conscious, green living, home owners, in market for new house and renters Currently Ends 15th of dec Should be extended till 23rd of December to deliver out
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Digital Mobile – Programmatic

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- ITV NITV.com.au Currently Ends 15th of dec Will look to deliver out the budget within the time period.

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- Keyword Targeting – Currently Ends 15th of dec – Should be extended till 23rd of December to deliver out

Advertorial information

To help as an idea we have listed below the costs for advertorial space and an idea of the costs per insertion, covering the key markets required. Couple of quick call outs around the requirements.

Metro

Coverage Area	Newspaper	Size	Cost	Rules
All VIC	The Age		\$ S47(1)	Client to supply all conv. Must
All NSW	SMH	186 mm (h) x 260 mm (w)	\$ S47(1)(a)	Client to supply all copy. Must same style as papers editorial ar
All ACT	Canberra Times		\$ S47(1)	font etc). Must be labelle
National	AFR	200 mm (h) x 260 mm (w)	\$ S47(1)	"Advertisement" on to

Newspaper	State	Coverage area (appox)	Size required	Cost Co
Daily Telegraph	New South Wales	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)
Herald Sun	Victoria	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)
Adelaide Advertiser	South Australia	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)
Brisbane Courier Mail	Queensland	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)

Metro rules:

- A Week lead time
- Can not look like an editorial
- Clearly labeled as "Advertisement"
- Has border around it
- Product focused Information provided by the client, for example press release (500 words)

Quick call out that the publications of NewsCorp require a full page booking with the rules for booking being listed below as well.

Regional

Newspaper	State	Coverage area (appox)	Size required	Cost Co
Geelong Advertiser	Victoria	Greater Geelong	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)
Coffs Coast Advocate	New South Wales	Coffs Harbour, Nambucca, Bellingen	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)
Ballina Shire Advocate	New South Wales	Ballina	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)
Grafton Daily Examiner	New South Wales	Coffs Harbour, Clarence Valley, Kyogle	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)
Lismore Northern Star	New South Wales	Lismore, Ballina, Byron	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)
Tweed Daily News	New South Wales	Tweed, Byron	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)
Gympie Times	Queensland	Gympie, Sunshine Coast	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)
Sunshine Coast Daily	Queensland	Sunshine Coast, Moreton Bay,Rockhampton	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)
Ipswich Queensland Times	Queensland	lpswich, Lockyer Valley, Somerset	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)
Gold Coast Bulletin	Queensland	Gold Coast, Scenic Rim	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)

Regional rules

- Keyline border around the entire ad space (ie Full page must have keyline border around entire page, half page must have keyline border around entire half page space, etc)
- ADVERTISEMENT must appear at the top, centred, bold, minimum 10 point Sans Serif font to appear inside the key line border
- Advertorial content cannot appear to look like newsprint, ie it must be a different font type to that used by the editorial team.

Please feel free to give us a call if there any questions or query that you might have.

Thanks



S47F

S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR **DEFERRED WITHOUT PENALTY**

m

From: S22 Sent: Monday, 10 December 2018 12:30 PM To: S47F S22 Subject: [EXTERNAL] RE: DEE Phase 4 [DLM=For-Official-Use-Only] Importance: High

Hi S47F, thanks for the questions.

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Thanks

S22

S22

Senior Director External Communications **Communications and Engagement Branch** Department of the Environment and Energy S22



From: S47F		
Sent: Monday, 10 December 2018 10:32 AM		
To: S47F	S22	
		>
Subject: DEE Phase 4		
Morning S47F , S22 ,		

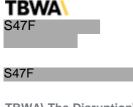
Hope you all had a great weekend.

I wanted to reach out to confirm if all campaign material is now live and secondly, will any of it extend past the 2 week period, i.e. social or digital?

Please let us know if there's anything we can assist with at all.

Many thanks,

S47F



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S47F
Friday, 14 December 2018 10:37 AM
S22
S47F S22
RE: DEE Phase 4 [SEC=UNCLASSIFIED]
Follow up Completed

HiS22

S22

No problems, we will look to make the following changes to the plan on your advice with regards to flighting.

Digital Video – Programmatic

- Audience Targeting Extended till 23rd of December to deliver out with existing budget
- Contextual Targeting Extended till 23rd of December to deliver out with existing budget
- PMP: Extended till 23rd of December to deliver out with existing budget
- Digital Mobile Programmatic
- Premium private market place Extended till 23rd of December to deliver out with existing budget Search
 - Keyword Targeting Extended till 23rd of December to deliver out with existing budget

Let us know if there are any problems,

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

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				>
Cc: S47F	S22			

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To: S22

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From: S22		
Sent: Tuesday, 11 Decer	mber 2018 11:35 AM	
To: S22	000	S47F
Co. C 47E	S22	633
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Subject: [EXTERNAL] RE	: DEE Phase 4 [SEC=UNCLA	ASSIFIED]
red below?	ne how much more budge	et would be required to extend the digital and socials marked in
	-	e targeting the older audiences, are there any additional specialist we could look at over the summer?
S22		
From: S22 Sent: Tuesday, 11 Decer	mber 2018 10:50 AM	
To: 'S47F		>; S22
Cc: S22		>; S47F
Subject: RE: DEE Phase	4 [SEC=UNCLASSIFIED]	
HiS47F		
Thank you. Will read clo	osely and look at our web a	analytics.
S22		
	npaign Manager	
Communications and Er Department of the Envir	· ·	Analysis and Implementation Division
John Gorton Building, Pa S	arkes Place, Parkes ACT 26	00
From: S47F Sent: Monday, 10 Decer	mber 2018 8:55 PM	

S47F

3

S22 Subject: RE: DEE Phase 4 [DLM=For-Official-Use-Only]

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FOI 190423 Document 20

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FOI 190423 Document 20

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Lismore Northern Star	New South Wales	licmore kallina kvron	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)
Tweed Daily News	New South Wales	Tweed, Byron	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)
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S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

Document 20 IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

FOI 190423

From: S22 Sent: Monday, 10 December 2018 12:30 PM To: S47F S22 Subject: [EXTERNAL] RE: DEE Phase 4 [DLM=For-Official-Use-Only] Importance: High

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Thanks

S22

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Senior Director External Communications Communications and Engagement Branch Department of the Environment and Energy S22



From: S47F	
Sent: Monday, 10 December 2018 10:32 AM	
To: S47F	>; \$22
Subject: DEE Phase 4	

Morning S47F S22

Hope you all had a great weekend.

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Many thanks,



S47F

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S22

From: Sent: To: Cc: Subject: S47F Monday, 17 December 2018 9:22 AM S22 S22 ; S47F RE: DEE Phase 4 [SEC=UNCLASSIFIED]

Follow Up Flag: Flag Status: Follow up Completed

Hi S22

Correct, all extended until the 23rd.

Monday is off to a flyer ③... Always good times.

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22	
Sent: Monday, 17 December 2018 9:20 AM	
To: S47F	
Cc: S22	>; S47F
Subject: [EXTERNAL] RE: DEE Phase 4 [SEC=UNCLASSIFIED]]

HiS47F

Thanks for the confirmation. I assume this is to 23 Dec - your earlier email.

Hope your Monday is going well.

Cheers

S22

From: S47F Sent: Friday, 14 December 2018 5:42 PM To: S22

		FOI 190423
		Document 21
Cc: S22	S47F	
Subject: RE: DEE Phase 4 [SEC=UNCLASSIFIED]		

HiS22

Just wanted to send you a note to confirm that the end dates have now been extended for search, video and mobile.

Let us know if there are any problems,

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F <u>m</u>

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR **DEFERRED WITHOUT PENALTY**

From: S22	
Sent: Tuesday, 11 December 2018 10:50 AM	
To: S47F	S22
Cc: S22 >; S4	17F >
Subject: [EXTERNAL] RE: DEE Phase 4 [SEC=UNCLASSIFIED]	
Hi S47F	
Thank you. Will read closely and look at our web analytics.	
S22	
S22 Communications and Engagement Branch Policy Analysis and Department of the Environment and Energy	Implementation Division
John Gorton Building, Parkes Place, Parkes ACT 2600	
From: S47F Sent: Monday, 10 December 2018 8:55 PM]
To: \$22 \$4	47F
S22 >	

Subject: RE: DEE Phase 4 [DLM=For-Official-Use-Only]

HS22,

Just to jump in and confirm that everything is live as it sits at the moment.

Overall the digital programmatic areas of the buy all except for the digital video are looking to deliver out in time as planned across and are pacing well. Viewability metrics are around the benchmark, which helps to make sure we are reaching real eye balls connected to our reach objectives. Video is a bit further behind the pace with overall impressions while our completion rate is still very healthy.

Topline Reporting - levels of where we sit:

Display programmatic:

- This campaign is currently driving a Click Through Rate of ^{S47G(1)(a)} with viewability siting currently at ^{S47G(1)(a)} Indigenous programmatic:

- This campaign is currently driving an above average Click Through Rate of S47G(1)(a) viewability is also low, we
- will look to make a couple of small changes to help to optimised and improve this metric.

Video programmatic:

- Currently sitting at an above average completion rate of S47G(1)(a) High Impact:
 - Above average S47G(1)(a) and Viewability S47G(1)(a)

Facebook:

- Traffic campaign has delivered a Cost Per Click of ^{S47G(1)(a)} and CTR of ^{S47G(1)(a)} which outperforms Facebook benchmarks of ^{S47G(1)(a)}
- Mainstream audiences are delivering most cost efficient Cost Per Click of ^{S47G(1)(a)} while Indigenous is generating the highest Click Through Rate of ^{S47G(1)(a)}, which is well above campaign average
- The brand awareness campaign is performing well, delivering a cost efficient cost per lift of ^{s47G(1)(a)}, and lift rate of ^{s47G(1)(a)}, which outperforms the^{s47G(1)(a)} benchmark

Twitter:

- Twitter has generated a Cost Per Click of ^{S47G(1)(a)} and CTR of ^{S47G(1)(a)} The Click Through Rate is above the platform benchmark of ^{S47G(1)(a)}, but Cost Per Click is slightly more expensive than usual, given that the audience we are targeting is more expensive to reach. We have adjusted our bidding strategy this morning to lower this and expect this to drop over the next few days.

Extending the Buy

Current parts of the buy for phase 4 that can be extended and how long we can push each line out for. Digital Video – Programmatic

- Audience Targeting: environment conscious, green living, home owners, in market for new house and renters Currently Ends 15th of dec Should be extended till 23rd of December to deliver out
- Contextual Targeting: ecology and environment, energy and utilities, home and garden Currently Ends
 15th of dec Should be extended till 23rd of December to deliver out
- PMP: Catch Up TV Seven, Nine, Ten, SBS & Other Premium Video Currently Ends 15th of dec Should be extended till 23rd of December to deliver out

Digital Mobile – Programmatic

- Premium private market place – Currently Ends 15th of dec – Should be extended till 23rd of December to deliver out

Digital display – Programmatic

- Audience Targeting: environment conscious, green living, home owners, in market for new house and renters– Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.
- Contextual Targeting: ecology and environment, energy and utilities, home and garden– Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.
- Keyword Targeting: Energy Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.
- PMP: BBC, Domain, Fairfax Lifestyle, Gumtree, Real Estate and The Guardian Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.

Digital Display Indig

- Sports and Space Koori Mail, Our Mob & National Indigenous Times Currently Ends 15th of dec Will look to deliver out the budget within the time period.
- ITV NITV.com.au Currently Ends 15th of dec Will look to deliver out the budget within the time period.

Social

- Facebook
 - Feeds Auction Video Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.
 - Various Traffic To Site Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.
- Twitter
 - Feeds Video Views Currently Ends 15th of dec on track to deliver out with time frame, More budget would be required if we would look to extend.

Search

- Keyword Targeting – Currently Ends 15th of dec – Should be extended till 23rd of December to deliver out

Advertorial information

To help as an idea we have listed below the costs for advertorial space and an idea of the costs per insertion, covering the key markets required. Couple of quick call outs around the requirements.

Metro

Coverage Area	Newspaper	Size	Cost	Rules
All VIC	The Age		\$ S47(1)(b)	Client to supply all conv. Must
All NSW	SMH	186 mm (h) x 260 mm (w)	\$ S47(1)(b)	Client to supply all copy. Must same style as papers editorial ar
All ACT	Canberra Times		\$ S47(1)(b)	font etc). Must be labelle
National	AFR	200 mm (h) x 260 mm (w)	\$S47(1)(b)	"Advertisement" on to

Newspaper	State	Coverage area (appox)	Size required	Cost C
Daily Telegraph	New South Wales	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)(
Herald Sun	Victoria	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)(t
Adelaide Advertiser	South Australia	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)(b)
Brisbane Courier Mail	Queensland	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)(b)

Metro rules:

- A Week lead time
- Can not look like an editorial
- Clearly labeled as "Advertisement"
- Has border around it
- Product focused Information provided by the client, for example press release (500 words)

Quick call out that the publications of NewsCorp require a full page booking with the rules for booking being listed below as well.

Regional

Newspaper	State	Coverage area (appox)	Size required	Cost Co
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Geelong Advertiser	Victoria	Greater Geelong	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(
Coffs Coast Advocate	New South Wales	Coffs Harbour, Nambucca, Bellingen	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(
Ballina Shire Advocate	New South Wales	Ballina	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(I
Grafton Daily Examiner	New South Wales	Coffs Harbour, Clarence Valley, Kyogle	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(b)
Lismore Northern Star	New South Wales	Lismore, Ballina, Byron	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(I
Tweed Daily News	New South Wales	Tweed, Byron	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(b)
Gympie Times	Queensland	Gympie, Sunshine Coast	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(I
Sunshine Coast Daily	Queensland	Sunshine Coast, Moreton Bay,Rockhampton	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(b
Ipswich Queensland Times	Queensland	Ipswich, Lockyer Valley, Somerset	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(
Gold Coast Bulletin	Queensland	Gold Coast, Scenic Rim	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(b)

Regional rules

- Keyline border around the entire ad space (ie Full page must have keyline border around entire page, half page must have keyline border around entire half page space, etc)
- ADVERTISEMENT must appear at the top, centred, bold, minimum 10 point Sans Serif font to appear inside the key line border
- Advertorial content cannot appear to look like newsprint, ie it must be a different font type to that used by the editorial team.

Please feel free to give us a call if there any questions or query that you might have.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: S22 Sent: Monday, 10 December 2018 12:30 PM

To: S47F

S22

Subject: [EXTERNAL] RE: DEE Phase 4 [DLM=For-Official-Use-Only] Importance: High

Hi S47F, thanks for the questions.

S47F can you confirm today that all is now live, and also confirm what is extending beyond 15 December other than the CALD social?

Thanks

S22

S22

Senior Director External Communications Communications and Engagement Branch Department of the Environment and Energy S22



From: S47F Sent: Monday, 10 December 2018 10:32 AM To: S47F

S22

Subject: DEE Phase 4

Morning S47F S22

Hope you all had a great weekend.

I wanted to reach out to confirm if all campaign material is now live and secondly, will any of it extend past the 2 week period, i.e. social or digital?

Please let us know if there's anything we can assist with at all.

Many thanks,

S47F

TBWA S47F

S47F

TBWA\ The Disruption[®] Company 288 Coventry Street South Melbourne, VIC, 3205, Australia S47F

tbwa.com.au

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From:	S22		
Sent:	Tuesday, 18 December 2018 10:29 AM		
То:	S22	S47F	'; S22
	; S47F		
Cc:	S22 Adam Carlon; S22		
Subject:	Powering Forward [SEC=UNCLASSIFIED]		
Follow Up Flag:	Follow up		
Flag Status:	Completed		

Hello all

S00

Thanks so much for all your incredibly hard work on Phase 4 of Powering Forward. We've had some great feedback and we're really looking forward to Hall and Partners' evaluation!

Moving (powering) forward, I'm pleased to introduce <u>S22</u> who will be dedicated to the campaign full time. <u>S22</u> will be in touch shortly to set up a workshop with the Department and suppliers at TBWA HQ in Melbourne on 3 January – we had hoped to have one tomorrow in Canberra but time got away from us.

S22 's contacts are:

S22

Director, Campaigns

Communications, Innovation and Partnerships Branch Policy, Analysis and Implementation Division Department of the Environment and Energy

S22

I'll continue to be involved with the campaign, as will <u>S22</u>. S22 in our communications team is also joining the campaign team, so we will be well resourced for the New Year.

It's been great working with you in 2018. We've met some extraordinarily tight deadlines with high quality products and we've so appreciated your patience, professionalism, advice and support throughout.

S22 has many years' experience in campaigns and is very excited to be working on Powering Forward.

Have a wonderful, if short, summer break and I'll look forward to catching up with you next year.

Warmest regards

S22

S22

Senior Director External Communications Communications and Engagement Branch Department of the Environment and Energy

S22

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S22

From:	S47F
Sent:	Tuesday, 18 December 2018 11:07 PM
То:	S22 ; Adam Carlon; S22
Subject:	Dept of the Environment and Energy - Emergency Contact Plan - Christmas break
Follow Up Flag:	Follow up
Flag Status:	Completed

Hi Guys,

S22

Trust that everybody's last week before Christmas is going along well.

I'm still on deck but just wanted to send you a note around the contact details for your department with regards to the UM office over the Christmas break.

Listed below are the emergency contact details to be used from COB Friday 21st of December until the 2nd of January 2019.



AUSTRALIAN GOVERNMENT - HOLIDAY PERIOD CONTACTS

ALL UM OFFICES ARE OFFICIALLY CLOSED AFTER FRIDAY 21

BELOW ARE A LIST OF EMERGENCY

REQUIREMENT	
Non-Campaign Activity (Public Notices, Recruitment, etc.)	
Campaign booking or alterations	
Material Issues	
Search or Social Media Enquiries	
Digital Programmatic Media Enquiries	
Digital Media Enquires (not Social or Search related)	
All other enquiries or issues	
All other enquiries or issues (alternative contact)	
For material please note:	

Despatch for Mainstream Press and Magazines: closed from COB Friday 21/12/18 and reopens on Wednesday 02/01/19 CALD Translations: closed from COB Friday 21/12/18 and reopens on Monday 07/01/19 Despatch for mainstream TV (Adstream) and Radio (AudioNet): On call Indigenous Radio despatch: On call Despatch for CALD Radio, Press and TV despatch: On call

Please keep in mind that this is "break glass" in case the sky is falling in, but if required I'm still reachable on my mobile if this happens ③.

Myself and a large part of the team will be back on deck from the 2nd so please feel free to drop us a line to say happy new year.

Document 23 Would also like to say a Merry Christmas to all and look forward to getting a red hot start in what's to be a happy and busy new year.

FOI 190423



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: Sent: To: Cc: Subject: Attachments:	S22 Monday, 24 December 2018 1:37 PM S47F RE: Dept of Environment & Energy - Current Invoices [SEC=UNCLASSIFIED] RE: Invoice amounts - and reconciliations 2101, 2099 and 2098 RE: Powering forward plan [SEC=UNCLASSIFIED]	
Follow Up Flag: Flag Status:	Follow up Completed	
Hi S47F		
Could you please send an update on the status of invoices and latest invoice reconciliation.		
I don't believe we've received the monthly invoices for November. (I was away during some of November and want to – I trust they haven't slipped through the net.)		
I'd also queried some of the amo get these paid and the due date	ounts of the October invoices and checked in a couple of times – see email. I want to changed to reflect delay.	
I am now out of the office until	\$22	
If you have any questions could Secretary until 7 January S22	you speak with <u>S22</u> , who is Director, Campaigns and acting Assistant	
Have a great Christmas and New Year.		

Thanks

S22

S22

S22 | Campaign Management Communications and Engagement Branch Department of the Environment and Energy

John Gorton Building, Parkes Place, Parkes ACT 2600

From: S47F Sent: Sunday, 2 December 2018 2:00 PM To: S22

Subject: Dept of Environment & Energy - Current Invoices

Hi Ladies,

Trust that your well.

Have been asked to follow up a couple of accounts that are currently sitting over the 30 day period without payment.

Would you be able to let me know when the departments accounts will be paid or if there is any further information that your waiting on for them to be settled.

Give me a call if there are any questions.

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000 S47F

IF IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: Sent:	S47F Monday, 24 December 2018 1:37 PM
To: Subject:	S22 Automatic reply: Dept of Environment & Energy - Current Invoices
	[SEC=UNCLASSIFIED]
Follow Up Flag:	Follow up
Flag Status:	Completed

Hi everybody

S22

Merry Christmas Happy New Year and hopefully you're all enjoying a bit of time off.

Although I will not return until the S47F (I have to make sure to get all my Christmas presents and last minute gift shopping takes forever) you can be sure I'll respond to your email when I'm back in the office.

If the matter is an emergency please give me a call on **S47F** although keep in mind that phone signals play havoc with Santa's sleigh and may delay present delivery.

Happy Holidays and I will speak with you next year.

Regards

From:	S47F	
Sent:	Monday, 24 December 2018 1:38 PM	
То:	S22	
Subject:	Automatic reply: Dept of Environment & Energy - Current Invoices [SEC=UNCLASSIFIED]	
Follow Up Flag:	Follow up	
Flag Status:	Completed	

Hi,

S22

Thanks for your email. Im currently out of the office until the 2nd Jan.

Ill be back on deck after this please give me a call on my mobile on S47F if there is something urgent.

thanks

S47F