

S22

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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

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



S22

[REDACTED]

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

Hi S22,

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

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

S22



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S22

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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]

Hi S22,

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: S22
Sent: Monday, 12 November 2018 1:00 PM
To: S47F
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

S22

From: S47F
Sent: Friday, 9 November 2018 7:12 PM
To: S22
[Redacted]
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

[Redacted]

[Redacted]

S22

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

Hi S22,

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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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, 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) with a final cost S47(1)(b) reflects lower availabilities in such 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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S22

From: S47F
Sent: Monday, 19 November 2018 3:03 PM
To: S22
Subject: RE: Dept of Environment and Energy - Powering Forward - Translations for Phase 3
Attachments: 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 Forwar....xlsx

Follow Up Flag: Follow up
Flag Status: Completed

Hi Ladies,

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

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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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: Friday, 16 November 2018 3:56 PM
To: 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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Attachment 5a-1 - media specifications overview

Client:	Environment and Energy				
Campaign:	Powering Forward Phase 4				
Media:					
Date:	19/11/2018				
Version:	1				
Television					
Ad	Length			Creative Due Date	File Type
TV Ad	30 sec	Video	Supply UM Production the Final approved script/s, so that they may organise the closed captions	27/11/2018	See TV SPECS
TV Ad	15 sec			4/12/2018	
Press					
Master Sizes	Size		Depth x Width	Creative Due Date	File Type
Nicola to advise	Page Dominant	Image		4/12/2018	High Res PDF in full colour
Indigenous Press					
Master Sizes	Size		Depth x Width	Creative Due Date	File Type
Nicola to advise	Page Dominant	Image		4/12/2018	High Res PDF in full colour
CALD Press					
Language	Size		Depth x Width	Creative Due Date	File Type
IF UM Production doing Translations		Image		To Translate - 21/11/2018 If to run in English - 3/12/2018	<ul style="list-style-type: none"> 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 images – plus a low RES PDF of the final creative, to check against
Radio and Indigenous Radio and Print Handicapped Radio					
Ad	Length			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
CALD Radio					
Language	Length			Creative Due Date	File Type
IF UM Production doing Translations	45 sec - could be extended	Audio		14/11/2018	<ul style="list-style-type: none"> 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 on MP3 or WAV files (.MP3 or .WAV)
Digital Video & Display					

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



Dept Environment & Energy
Powering 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	10MB	DCM	Ad Served	
Digital Display	UM Programmatic	RON	JPG PNG GIF HTML5	MREC	300x250	N/A	500KB	DCM	Ad Served	
	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	
	Leba	eltelegraph.com	JPG PNG GIF HTML5	MREC	300 x 250	N/A	500KB	DCM	Ad Served	
	Leba	themiddleeastonline.com.au	JPG PNG GIF HTML5	MREC	300 x 250	N/A	500KB	DCM	Ad Served	N/A
	Leba	theworldobserver.com	JPG PNG GIF HTML5	Leaderboard	728 x 90	N/A	500KB	DCM	Ad Served	N/A

Digital Display CALD	Leba	1688.com.au	JPG PNG GIF HTML5	Leaderboard	728 x 90	N/A	500KB	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
	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	tivitiansan.com.au	JPG PNG GIF HTML5	MREC	300 x 250	N/A	500KB	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 HTML5	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	500KB	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	Dur Mob	JPG PNG GIF HTML5	Top and Bottom Banner	590x144	N/A	500KB	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

Digital Display Indigenous	Sports and Space	National Indigenous Times	JPG PNG GIF HTML5	Web Skyscraper	325x475	N/A	500KB	DCM	Site-Served	N/A
	NITV	NITV.com.au	JPG PNG GIF HTML5	MREC	300x250	N/A	500KB	DCM	Ad Served	N/A
	NITV	NITV.com.au	JPG PNG GIF HTML5	Leaderboard	728x90	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

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	<p>15 to 30 seconds video length. File size <10MB. Audio Levels -24LKFS.</p>	<p>N/A</p>
http://survey.interpublic.com.au/Cadreon%20Creative%20Specifications%202018%20-%20Display%20Video%20%20Youtube%20%28002%29.pdf	<p>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.</p>	<p>Build requirements:</p> <ul style="list-style-type: none"> *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. <p>Please find below an example of a click tag in an HTML5 document:</p> <pre><html> <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></pre> <p>Links:</p>
		<p>Build requirements:</p> <ul style="list-style-type: none"> *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. <p>Please find below an example of a click tag in an HTML5 document:</p> <pre><html></pre>

<p>http://survey.interpublic.com.au/Cadreon%20Creative%20Specifications%202018%20-%20Display%20Video%20%20Youtube%20%28002%29.pdf</p>	<p>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.</p>	<pre> <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> </pre> <p>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</p>
<p>http://survey.interpublic.com.au/Cadreon%20Creative%20Specifications%202018%20-%20Display%20Video%20%20Youtube%20%28002%29.pdf</p>	<p>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.</p>	<p>Build requirements:</p> <ul style="list-style-type: none"> *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. <p>Please find below an example of a click tag in an HTML5 document:</p> <pre> <html> <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> </pre> <p>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</p>
<p>http://survey.interpublic.com.au/Cadreon%20Creative%20Specifications%202018%20-%20Display%20Video%20%20Youtube%20%28002%29.pdf</p>	<p>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.</p>	<p>Build requirements:</p> <ul style="list-style-type: none"> *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.

<p>http://survey.interpublic.com.au/Cadreon%20Creative%20Specifications%202018%20-%20Display%20Video%20%20Youtube%20%28002%29.pdf</p>	<p>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.</p>	<p>Please find below an example of a click tag in an HTML5 document:</p> <pre><html> <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></pre> <p>Links:</p> <p>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</p>
<p>http://survey.interpublic.com.au/Cadreon%20Creative%20Specifications%202018%20-%20Display%20Video%20%20Youtube%20%28002%29.pdf</p>	<p>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.</p>	<p>Build requirements:</p> <ul style="list-style-type: none"> *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 in to 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. <p>Please find below an example of a click tag in an HTML5 document:</p> <pre><html> <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></pre> <p>Links:</p> <p>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</p>
<p>N/A</p>	<p>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)</p>	<p>N/A</p>

Attachment 5a-3 - media specs - social media

Please supply MIs and material using the **UM_Social_MI_Template** file

Twitter - Ads without profile

- Company Name
- Logo



Powering Forward Aug 27
The Australian Government is making energy more affordable.

Find out more about the actions ...
poweringforward energy gov au

Twitter - Video Website Card Specs

Tweet copy: 280 characters

Headline (under video): 70 characters (< 50 recommended)

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 targeting)

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

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

CALD DIGITAL DISPLAY

Working Files

- Final approved English copy on MS Word - as a copy document (are there any words or phrases we are leaving in English)
- Editable source files of HTML5
- For backup banners, provide a JPEG, if you would like an animated GIF files this will be an additional cost

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

Specs
<p>File Types</p> <ul style="list-style-type: none"> • .ZIP (GTM L 5) • GIF, JPEG, JPG, PNG • Must be SSL compliant
<p>File Size</p> <ul style="list-style-type: none"> • <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)
<p>Image Size</p> <ul style="list-style-type: none"> • Bannner Sizes listed
<p>Animation Length & Speed</p> <ul style="list-style-type: none"> • 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
<p>Destination URL</p> <ul style="list-style-type: none"> • 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
<p>HTML 5 Specific</p> <ul style="list-style-type: none"> • 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
<p>Visible Border</p> <ul style="list-style-type: none"> • 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

CALD Social	
Media Channel	Working Files
Facebook	<ul style="list-style-type: none"> • Final approved English copy on MS Word - Text: 125 characters - Headline: 25 characters - Link description: 30 characters • Working files required for image typesetting: <ul style="list-style-type: none"> - 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
Instagram	<ul style="list-style-type: none"> • Final approved English copy on MS Word • Working files required for image typesetting: <ul style="list-style-type: none"> - Editable JPEG file - 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
Weibo sponsored post	<ul style="list-style-type: none"> • Final approved English copy on MS Word - Maximum 60 English words = Maximum 140 Chinese characters • Working files required for image typesetting: <ul style="list-style-type: none"> - 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
WeChat (advertorial post)	<ul style="list-style-type: none"> • 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) <p>Alternatively</p> <ul style="list-style-type: none"> • Client to provide guidelines on which Chinese copywriting for content is based, then translated to English

Specs
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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
<p>Image/Video specs</p> <ul style="list-style-type: none">• Restricting to only 1 image/video. <p>1) Static version:</p> <ul style="list-style-type: none">• 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. <p>2) Video version:</p> <ul style="list-style-type: none">• 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.
<p>Text specs</p> <ul style="list-style-type: none">• 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. <p>Link</p> <ul style="list-style-type: none">• You can embed a link at the end of the article - there is a link which says "Read More"• Images are not clickable

Notes

Facebook image working files:

As for the file types for Facebook re-versioning, for us we just need final packaged artwork, whatever software was used, ie: Photoshoph, 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 (jpeg 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 Material Deadline
Monday - Thursday 8pm AEST (10pm NZT)
Friday 5pm AEST (7pm NZT)

SYDNEY | 1300 423 767
sydproduction@adstream.com.au

MELBOURNE | 1300 798 949
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
Sample Rate : 48kHz
Sample Size : 16bit
Channels : Stereo

Quicktime DVCPro100 1080i/50

Video:
Codec : DVCPro100
Container : MOV
Bitrate : 115Mb/s CBR
Chroma Subsample : 4:2:2
Interlacing : 1080i Upper/Top Field
Frame Size : 1440x1060
Frame Rate : 25 FPS
Aspect Ratio : 16x9

Audio:
Codec : PCM
Sample Rate : 48kHz
Sample Size : 16bit
Channels : Stereo

Quicktime AVID DNxHD 1080i/50

Video:
Codec : DNxHD120 8-BIT
Container : MOV
Interlacing : 1080i Upper/Top Field
Frame Size : 1920x1080
Frame Rate : 25 FPS
Aspect Ratio : 16:9

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

MXF XDCAMHD 1080i/50

Video:
Codec : XDCAM 422
Container : MXF
Profile : MPEG-2 422P@HL
Bitrate : 50Mb/s CBR
Chroma Subsample : 4:2:2
Interlacing : 1080i Upper/Top Field
GOP Structure : Long GOP
Frame Size : 1920x1080
Frame Rate : 25 FPS
Aspect Ratio : 16:9

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

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

Australia

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
Sample 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
Interlacing : Upper/Top Field First
GOP Structure : I Frame Only
Frame Size : 720x576 (608 Inc VBI) or 1024x576 (PAL)
Frame 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%
(ie 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

Australia

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 frames	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 Number
- Client
- Product
- Title
- Duration
- Aspect Ratio
- Date of Production
- CP48 Compliant



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:

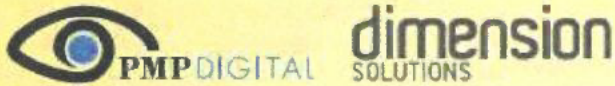
Material must be cleared through Commercials Advice (CAD) before broadcast.
A CAD approval number must be obtained.

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 corner of the active picture in the black frame immediately before your first active frame of vision*

Australia

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



How to create a successful PDF using Quickprint.

Dimension Solutions often co-ordinates large Quickprint 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 Solutions (PMP) as your Publication, Select Newspaper fill in the **Height** and **Width** and do not select a column size.

Job: Destination Details

Dimension Solutions (prep digital - mnl)

Quickprint Ticket

Operator: [text]

Credit using Settings: [text]

Country: [text]

Publisher / Printer: Dimension Solutions (PMP)

Publication / Printer: Dimension Solutions (prep digital - mnl)

Section / Category: Newspaper

Style: Process

Spot colour: [text]

Size: Leave blank for customer size

Height: 290 + bleed: 0 mm

Width: 190 + bleed: 0 mm

Publication Date: [text]

On Sale Date: [text]

Booking #: [text]

Ad Client Name: [text]

Caption: [text]

Insertion/Issue #: [text]

Production/Key #: [text]

Instructions: [text]

Attention To: [text]

Information

The suggested document size is 290 x 190mm (H x W).

Newspaper

Destination	Height	Width	Exported
1 Dimension Solutions (prep digital - mnl)	290mm	190mm	<input type="checkbox"/>

If creating a PDF for a Magazine that is **NOT** listed in Quickprint please choose Dimension Solutions (PMP), select **Magazine** and fill in the **Height, Width and Bleed**.

Job: Destination Details

Dimension Solutions (prep digital - mnl)

Quickprint Ticket

Operator: [text]

Credit using Settings: [text]

Country: [text]

Publisher / Printer: Dimension Solutions (PMP)

Publication / Printer: Dimension Solutions (prep digital - mnl)

Section / Category: Magazine

Style: Process

Spot colour: [text]

Size: Leave blank for customer size

Height: 297 + bleed: 5 mm

Width: 210 + bleed: 5 mm

Publication Date: [text]

On Sale Date: [text]

Booking #: [text]

Ad Client Name: [text]

Caption: [text]

Insertion/Issue #: [text]

Production/Key #: [text]

Instructions: [text]

Attention To: [text]

Information

The suggested document size is 297 x 210mm (H x W).

Your image needs to extend 5mm beyond the document bounds to allow for bleed.

The destination has specified the code "30MP3_PAPERTYPE-1_3030c" should be used to create images and graphics for output.

Magazine

Destination	Height	Width	Exported
1 Dimension Solutions (prep digital - mnl)	297mm + 5mm bleed	210mm + 5mm bleed	<input type="checkbox"/>

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 jpeg and other compressed image formats.
- Ensure image resolution is 300dpi at final size – no low resolution images
- Ensure resolution of Bitmap files is 1200dpi 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 newspaper 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 Newspaper ads.
- For magazines, ensure blacks are set to overprint. Rules for newspaper 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, 5mm bleed is required on all magazine ads. When the magazine specification for Bleed is greater than 5 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:

Dimension Solutions Job Options for Magazines and Newspaper are [attached to this pdf](#).

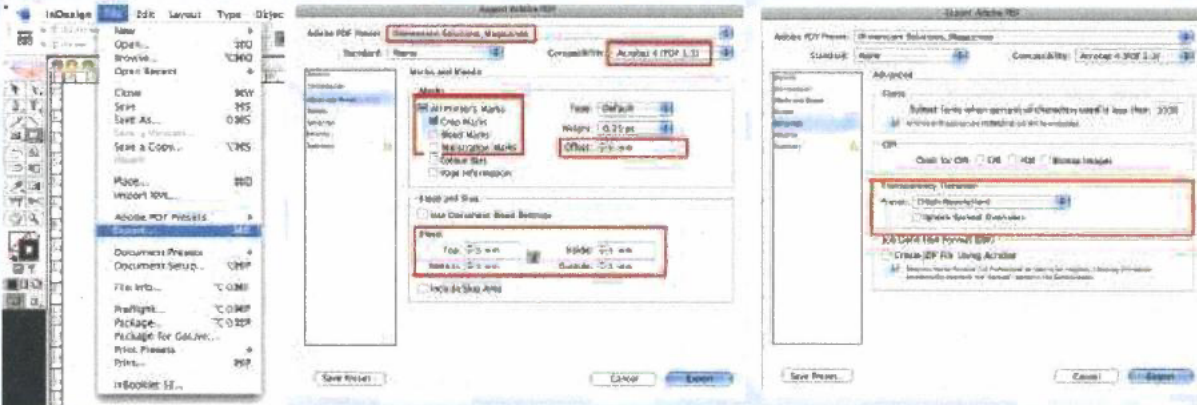
The settings can be loaded into InDesign by selecting **File/ Adobe PDF Presets/ Define** and then click on **Load...**

When loaded the Dimension Solutions settings will be available as an option when you **Export** your file.

In addition to selecting the above job options, please ensure the following items in the settings window are correct:



- Compatibility should be set to **Acrobat 4 (PDF 1.3)**
- Under **Advanced**, ensure the **Transparency Flattener** is set to **[High Resolution]**.
- **MARKS AND BLEED ARE ONLY REQUIRED FOR MAGAZINES.**
- Under **Marks and Bleed**, ensure **Crop Marks** are ticked on. **DO NOT TICK ON ANY OF THE OTHER MARKS OPTIONS.**
- Also under **Marks and Bleeds**, set **Bleed** to **5mm** all around and set **Offset** to **6mm**. This will ensure trims stay outside of the bleed area.



**Alternative method of creating your PDF.
Creating your PDF using Acrobat Distiller:**

First you will need to print a Postscript file from InDesign.
Go to **File/Print**. Select **Postscript File** as the Printer and **Adobe PDF** as the PPD.
Ensure the page is **NOT** rotated (i.e. select **portrait**), and the work is **centred** in the page.
MARKS AND BLEED ARE ONLY REQUIRED FOR MAGAZINES. Add 30mm all around to give room for crop marks (i.e. for an A4 page you would enter 240 x 327). Click on **Crop Marks ONLY**. **Do NOT** select any other printer's marks. Set **bleed** to **5mm**. Set **Offset** to **6mm**. Ensure **Transparency Flattener** is set to **High Resolution**.

When the above has been checked press **Save** to save your Postscript file.



The Dimension Solutions Job Options for Magazine and Newsprint are attached to this pdf.

They can be loaded into InDesign by selecting **Settings/ Add Adobe PDF Settings** and then locating the .joboptions file, or by simply dragging the .joboptions file into the Distiller window.

When loaded the settings will be available in the Distiller settings pull-down menu in the main window.

With **Dimension Solutions** Magazines or Newspapers selected, simply drag your Postscript file into the Distiller window and Distiller will create the final PDF.



NOTES ON AUTHORISATIONS



Australian Government
Department of Finance

INFORMATION SHEET

Australian Government branding for campaign 2018

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

Branding and design elements for advertising (such as positioning of the Australian Government logo, colour use, application and layout) must be consistent with the [Government Branding Design Guidelines](#) administered by the Department of the Minister and Cabinet (PM&C).

Television and cinema

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

Television and cinema

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

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 beginning of a television advertisement needs to be immediately followed by an authorisation statement (see the "Authorisations for campaign advertising" information sheet for more information).

Online advertisements

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

The Coat of Arms must have sufficient contrast with the background and be of a legible size.

Printed material

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

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

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 Commonwealth Coat of Arms does not apply, rather it should be legible from a distance and in proportion to the rest of the advertisement.

Other issues

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

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



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Attachment 05b-2 - example campaign



MATERIAL INSTRUCTIONS

Account Information
 Campaign: [Redacted]
 Account ID: [Redacted]
 Account Name: [Redacted]
 Account Type: [Redacted]

Account ID: [Redacted]

Platform	Post ID	Ad ID	Start Date	End Date	Run Dates	Target	Daypart	Frequency	Ad Type	Ad Format	High Priority	Video/Photo	Thumbnail	Text	View ID	Clicks	Cost	CPA	Conversion Rate	Optimization	Check Status	Approved Status	Account ID	
Facebook	Video 1234	Ad 1	10/01/18	10/01/18	10/01/18	US 18-24	Normal	1x/Day	Video	FB Link Ad	Yes			This is an example of the bid that would appear with the campaign on this day.	10	0	\$0.00	0%	0%	Learn More	0	0	0	0
Facebook	Video 1234	Ad 1	10/01/18	10/01/18	10/01/18	US 18-24	Normal	1x/Day	Video	FB Video Link Ad	Yes			This is an example of the bid that would appear with the campaign on this day.	10	0	\$0.00	0%	0%	Learn More	0	0	0	0
Facebook	Video 1234	Carousel 1	10/01/18	10/01/18	10/01/18	US 18-24	Normal	1x/Day	Image	FB Carousel Ad	Yes			Carousel item 1	10	0	\$0.00	0%	0%	Learn More	0	0	0	0
Facebook	Video 1234	Carousel 2	10/01/18	10/01/18	10/01/18	US 18-24	Normal	1x/Day	Image	FB Carousel Ad	Yes			Carousel item 2	10	0	\$0.00	0%	0%	Learn More	0	0	0	0
Facebook	Video 1234	Carousel 3	10/01/18	10/01/18	10/01/18	US 18-24	Normal	1x/Day	Image	FB Carousel Ad	Yes			Carousel item 3	10	0	\$0.00	0%	0%	Learn More	0	0	0	0
Facebook	Video 1234	Carousel 4	10/01/18	10/01/18	10/01/18	US 18-24	Normal	1x/Day	Image	FB Carousel Ad	Yes			Carousel item 4	10	0	\$0.00	0%	0%	Learn More	0	0	0	0
Facebook	Video 1234	Ad 1	10/01/18	10/01/18	10/01/18	US 18-24	Normal	1x/Day	Video	FB Video Link Ad	Yes			This is an example of the bid that would appear with the campaign on this day.	10	0	\$0.00	0%	0%	Learn More	0	0	0	0
Facebook	Video 1234	Ad 1	10/01/18	10/01/18	10/01/18	US 18-24	Normal	1x/Day	Video	FB Video Link Ad	Yes			This is an example of the bid that would appear with the campaign on this day.	10	0	\$0.00	0%	0%	Learn More	0	0	0	0

Facebook Ads Manager

05c-1
 Google Search - key words + 2 copies - Worksheet 1

Ad Group	Keyword	Final URL	Headline 1	Headline 2	Headline 3	Description Line 1	Description Line 2
Affordable - Gas & Electricity	+affordable +electricity +and +gas						
Affordable - Gas & Electricity	+affordable +gas +and +electricity +deals						
Affordable - Gas & Electricity	+affordable +electricity +and +gas +deals						
Affordable - Gas & Electricity	+affordable +gas +and +electric +providers						
Affordable - Gas & Electricity	+affordable +electricity +providers						
Affordable - Gas & Electricity	+affordable +gas						
Affordable - Gas & Electricity	+affordable +electricity						
Affordable - Gas & Electricity		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Affordable - Gas & Electricity		http://www	Powering Forward	Making Energy More Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.
Affordable - Gas & Electricity		http://www	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Affordable - Gas & Electricity	affordable electricity and gas						
Affordable - Gas & Electricity	affordable gas and electricity deals						
Affordable - Gas & Electricity	affordable electricity and gas deals						
Affordable - Gas & Electricity	affordable gas and electric providers						
Affordable - Gas & Electricity	affordable electricity providers						
Affordable - Gas & Electricity	affordable gas						
Affordable - Gas & Electricity	affordable electricity						
Affordable - Gas & Electricity		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Y	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Affordable - Gas & Electricity		http://www	Powering Forward	Making Energy More Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Y	We're Powering Forward For A Better Energy Future. Find Out More Now.
Affordable - Gas & Electricity		http://www	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Y	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Cheap - Gas & Electricity	+cheap +electricity +and +gas						
Cheap - Gas & Electricity	+cheapest +gas +and +electric +supplier						
Cheap - Gas & Electricity	+cheapest +electricity +and +gas						
Cheap - Gas & Electricity	+cheap +gas +and +electricity +deals						
Cheap - Gas & Electricity	+cheap +electricity +and +gas +deals						
Cheap - Gas & Electricity	+cheapest +gas +and +electric						
Cheap - Gas & Electricity	+cheap +gas +and +electric +providers						
Cheap - Gas & Electricity	+cheapest +gas +provider						
Cheap - Gas & Electricity	+cheapest +electricity						
Cheap - Gas & Electricity	+cheap +electricity +providers						
Cheap - Gas & Electricity	+cheapest +electricity +nsw						
Cheap - Gas & Electricity	+cheap +gas						
Cheap - Gas & Electricity	+cheapest +electric +company						
Cheap - Gas & Electricity	+cheapest +electricity +rates						

Cheap - Gas & Electricity	+cheapest +electricity +provider						
Cheap - Gas & Electricity	+cheapest +electricity +company						
Cheap - Gas & Electricity	+cheap +electricity						
Cheap - Gas & Electricity		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Cheap - Gas & Electricity		http://www	Powering Forward	Making Energy More Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.
Cheap - Gas & Electricity		http://www	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Cheap - Gas & Electricity	cheap electricity and gas						
Cheap - Gas & Electricity	cheapest gas and electric supplier						
Cheap - Gas & Electricity	cheapest electricity and gas						
Cheap - Gas & Electricity	cheap gas and electricity deals						
Cheap - Gas & Electricity	cheap electricity and gas deals						
Cheap - Gas & Electricity	cheapest gas and electric						
Cheap - Gas & Electricity	cheap gas and electric providers						
Cheap - Gas & Electricity	cheapest gas provider						
Cheap - Gas & Electricity	cheapest electricity						
Cheap - Gas & Electricity	cheap electricity providers						
Cheap - Gas & Electricity	cheapest electricity nsw						
Cheap - Gas & Electricity	cheap gas						
Cheap - Gas & Electricity	cheapest electric company						
Cheap - Gas & Electricity	cheapest electricity rates						
Cheap - Gas & Electricity	cheapest electricity provider						
Cheap - Gas & Electricity	cheapest electricity company						
Cheap - Gas & Electricity	cheap electricity						
Cheap - Gas & Electricity		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Cheap - Gas & Electricity		http://www	Powering Forward	Making Energy More Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.
Cheap - Gas & Electricity		http://www	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Energy & Power	cheapest energy supplier						
Energy & Power	cheapest power company						
Energy & Power	cheapest power companies						
Energy & Power	cheapest energy provider						
Energy & Power	cheapest energy company						
Energy & Power	compare energy plans						
Energy & Power	energy comparison sites						
Energy & Power	compare power						
Energy & Power	compare energy						
Energy & Power	energy comparison						

Energy & Power	energy price comparison
Energy & Power	energy provider comparison
Energy & Power	compare energy supplier
Energy & Power	online energy comparison
Energy & Power	compare power companies
Energy & Power	compare energy price
Energy & Power	power company comparison
Energy & Power	energy comparison websites
Energy & Power	energy company comparison
Energy & Power	compare energy suppliers
Energy & Power	compare energy retailers
Energy & Power	power compare
Energy & Power	power comparison
Energy & Power	energy plans compare
Energy & Power	compare energy companies
Energy & Power	compare energy bills
Energy & Power	energy rates comparison
Energy & Power	compare energy rates
Energy & Power	energy compare
Energy & Power	compare energy company
Energy & Power	compare energy prices
Energy & Power	compare energy provider
Energy & Power	compare energy providers
Energy & Power	power supply comparison
Energy & Power	solar energy business
Energy & Power	solar energy wind energy
Energy & Power	solar energy info
Energy & Power	solar energy efficiency
Energy & Power	solar energy and electricity
Energy & Power	clean environment
Energy & Power	government support for clean energy
Energy & Power	clean energy for the future
Energy & Power	wind solar energy
Energy & Power	solar power energy
Energy & Power	solar energy resource
Energy & Power	solar energy solar energy
Energy & Power	clean energy
Energy & Power	what is clean energy
Energy & Power	solar energy uses
Energy & Power	solar energy nsw
Energy & Power	clean energy australia
Energy & Power	solar energy melbourne
Energy & Power	solar energies
Energy & Power	solar energy technology
Energy & Power	solar energy benefits
Energy & Power	australian clean energy
Energy & Power	solar and energy
Energy & Power	solar energy sources
Energy & Power	solar energy adelaide
Energy & Power	how is energy clean

Energy & Power	solar energy to electricity
Energy & Power	wind and solar energy
Energy & Power	solar energy and wind energy
Energy & Power	solar energy costs
Energy & Power	solar energy saving
Energy & Power	energy sustainability
Energy & Power	energy
Energy & Power	affordable energy
Energy & Power	energy switch
Energy & Power	energy tariffs
Energy & Power	switch energy
Energy & Power	energy deals
Energy & Power	energy efficiency
Energy & Power	energy rates
Energy & Power	energy bill comparisons
Energy & Power	energy prices
Energy & Power	energy affordability
Energy & Power	energy plans
Energy & Power	energy reliability
Energy & Power	best energy rates
Energy & Power	energy bills
Energy & Power	national energy guarantee
Energy & Power	energy saving
Energy & Power	best energy deals
Energy & Power	change energy provider
Energy & Power	blue nrg
Energy & Power	agl
Energy & Power	iselect
Energy & Power	covau
Energy & Power	compare the market electricity
Energy & Power	qenergy
Energy & Power	powershop australia
Energy & Power	commander
Energy & Power	compare the market
Energy & Power	pacific hydro
Energy & Power	dodo power and gas
Energy & Power	one big switch
Energy & Power	iselect electricity and gas
Energy & Power	online power and gas
Energy & Power	iselect compare
Energy & Power	sumo power
Energy & Power	powerdirect
Energy & Power	compare the market energy
Energy & Power	origin energy
Energy & Power	alinta energy
Energy & Power	click energy
Energy & Power	energy australia
Energy & Power	simply energy
Energy & Power	lumo energy
Energy & Power	momentum energy

Energy & Power	red energy
Energy & Power	energy australia electricity rates
Energy & Power	next business energy
Energy & Power	1st energy
Energy & Power	globird energy
Energy & Power	people energy
Energy & Power	renewable energy sources information
Energy & Power	4 renewable energy sources
Energy & Power	the renewable energy
Energy & Power	the most renewable energy source
Energy & Power	learn about renewable energy
Energy & Power	which energy source is renewable
Energy & Power	what energy is renewable
Energy & Power	different renewable energy
Energy & Power	what energy source is renewable
Energy & Power	the renewable source of energy is
Energy & Power	renewable energy australia
Energy & Power	ways of renewable energy
Energy & Power	what's renewable energy
Energy & Power	where is renewable energy used
Energy & Power	clean energy renewables
Energy & Power	renewable energy info
Energy & Power	renewable energy costs
Energy & Power	most renewable energy
Energy & Power	using renewable energy
Energy & Power	types of renewable energy
Energy & Power	2 renewable energy sources
Energy & Power	explain renewable energy
Energy & Power	is energy renewable
Energy & Power	various sources of renewable energy
Energy & Power	renewable energy
Energy & Power	renewable source of energy is
Energy & Power	renewable and energy
Energy & Power	what's a renewable energy source
Energy & Power	all renewable energy
Energy & Power	renewable energy in
Energy & Power	two renewable energy
Energy & Power	all renewable energy sources
Energy & Power	energy and renewable energy
Energy & Power	renewable energy and alternative energy
Energy & Power	explain renewable energy sources
Energy & Power	alternative renewable energy sources
Energy & Power	a renewable energy source is
Energy & Power	a renewable energy
Energy & Power	which energy is renewable
Energy & Power	government support for renewable energy
Energy & Power	renewable energy for the future
Energy & Power	australian renewable energy
Energy & Power	how is energy renewable
Energy & Power	renewable energy target

Energy & Power	renewable energy examples					
Energy & Power	for renewable energy					
Energy & Power	a renewable source of energy					
Energy & Power	names of renewable energy sources					
Energy & Power	renewable energy by					
Energy & Power	use renewable sources of energy					
Energy & Power	renewable energy sources					
Energy & Power	four renewable energy sources					
Energy & Power	different renewable energy sources					
Energy & Power	renewable energy information					
Energy & Power		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work. We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
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Energy & Power	+cheapest +energy +supplier					
Energy & Power	+cheapest +power +company					
Energy & Power	+cheapest +power +companies					
Energy & Power	+cheapest +energy +provider					
Energy & Power	+cheapest +energy +company					
Energy & Power	+compare +energy +plans					
Energy & Power	+energy +comparison +sites					
Energy & Power	+compare +power					
Energy & Power	+compare +energy					
Energy & Power	+energy +comparison					
Energy & Power	+energy +price +comparison					
Energy & Power	+energy +provider +comparison					
Energy & Power	+compare +energy +supplier					
Energy & Power	+online +energy +comparison					
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Energy & Power	+compare +energy +price					
Energy & Power	+power +company +comparison					
Energy & Power	+energy +comparison +websites					
Energy & Power	+energy +company +comparison					
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Energy & Power	+compare +energy +retailers					
Energy & Power	+power +compare					
Energy & Power	+power +comparison					
Energy & Power	+energy +plans +compare					
Energy & Power	+compare +energy +companies					
Energy & Power	+compare +energy +bills					
Energy & Power	+energy +rates +comparison					
Energy & Power	+compare +energy +rates					
Energy & Power	+energy +compare					
Energy & Power	+compare +energy +company					

Energy & Power	+compare +energy +prices
Energy & Power	+compare +energy +provider
Energy & Power	+compare +energy +providers
Energy & Power	+power +supply +comparison
Energy & Power	+solar +energy +business
Energy & Power	+solar +energy +wind +energy
Energy & Power	+solar +energy +info
Energy & Power	+solar +energy +efficiency
Energy & Power	+solar +energy +and +electricity
Energy & Power	+clean +environment
Energy & Power	+government +support +for +clean +energy
Energy & Power	+clean +energy +for +the +future
Energy & Power	+wind +solar +energy
Energy & Power	+solar +power +energy
Energy & Power	+solar +energy +resource
Energy & Power	+solar +energy +solar +energy
Energy & Power	+clean +energy
Energy & Power	+what +is +clean +energy
Energy & Power	+solar +energy +uses
Energy & Power	+solar +energy +nsw
Energy & Power	+clean +energy +australia
Energy & Power	+solar +energy +melbourne
Energy & Power	+solar +energies
Energy & Power	+solar +energy +technology
Energy & Power	+solar +energy +benefits
Energy & Power	+australian +clean +energy
Energy & Power	+solar +and +energy
Energy & Power	+solar +energy +sources
Energy & Power	+solar +energy +adelaide
Energy & Power	+how +is +energy +clean
Energy & Power	+solar +energy +to +electricity
Energy & Power	+wind +and +solar +energy
Energy & Power	+solar +energy +and +wind +energy
Energy & Power	+solar +energy +costs
Energy & Power	+solar +energy +saving
Energy & Power	+energy +sustainability
Energy & Power	+energy
Energy & Power	+affordable +energy
Energy & Power	+energy +switch
Energy & Power	+energy +tariffs
Energy & Power	+switch +energy
Energy & Power	+energy +deals
Energy & Power	+energy +efficiency
Energy & Power	+energy +rates
Energy & Power	+energy +bill +comparisons
Energy & Power	+energy +prices
Energy & Power	+energy +affordability
Energy & Power	+energy +plans
Energy & Power	+energy +reliability
Energy & Power	+best +energy +rates

Energy & Power	+energy +bills
Energy & Power	+national +energy +guarantee
Energy & Power	+energy +saving
Energy & Power	+best +energy +deals
Energy & Power	+change +energy +provider
Energy & Power	+blue +nrg
Energy & Power	+agl
Energy & Power	+iselect
Energy & Power	+covau
Energy & Power	+compare +the +market +electricity
Energy & Power	+qenergy
Energy & Power	+powershop +australia
Energy & Power	+commander
Energy & Power	+compare +the +market
Energy & Power	+pacific +hydro
Energy & Power	+dodo +power +and +gas
Energy & Power	+one +big +switch
Energy & Power	+iselect +electricity +and +gas
Energy & Power	+online +power +and +gas
Energy & Power	+iselect +compare
Energy & Power	+sumo +power
Energy & Power	+powerdirect
Energy & Power	+compare +the +market +energy
Energy & Power	+origin +energy
Energy & Power	+alinta +energy
Energy & Power	+click +energy
Energy & Power	+energy +australia
Energy & Power	+simply +energy
Energy & Power	+lumo +energy
Energy & Power	+momentum +energy
Energy & Power	+red +energy
Energy & Power	+energy +australia +electricity +rates
Energy & Power	+next +business +energy
Energy & Power	+1st +energy
Energy & Power	+globird +energy
Energy & Power	+people +energy
Energy & Power	+renewable +energy +sources +information
Energy & Power	+4 +renewable +energy +sources
Energy & Power	+the +renewable +energy
Energy & Power	+the +most +renewable +energy +source
Energy & Power	+learn +about +renewable +energy
Energy & Power	+which +energy +source +is +renewable
Energy & Power	+what +energy +is +renewable
Energy & Power	+different +renewable +energy
Energy & Power	+what +energy +source +is +renewable
Energy & Power	+the +renewable +source +of +energy +is
Energy & Power	+renewable +energy +australia
Energy & Power	+ways +of +renewable +energy
Energy & Power	+what's +renewable +energy
Energy & Power	+where +is +renewable +energy +used

Gas & Electricity	best energy and gas deals
Gas & Electricity	best gas company
Gas & Electricity	best gas deals
Gas & Electricity	best gas tariffs
Gas & Electricity	best gas elec prices
Gas & Electricity	best gas elec deals
Gas & Electricity	best gas and elec prices
Gas & Electricity	best electricity deals
Gas & Electricity	best electricity rates
Gas & Electricity	calculate electricity
Gas & Electricity	choose electricity
Gas & Electricity	compare electricity bills
Gas & Electricity	electric
Gas & Electricity	electric gas
Gas & Electricity	electricity
Gas & Electricity	electricity australia
Gas & Electricity	electricity bill
Gas & Electricity	electricity bills
Gas & Electricity	electricity budget
Gas & Electricity	electricity carriers
Gas & Electricity	electricity choices
Gas & Electricity	electricity cost
Gas & Electricity	electricity deal
Gas & Electricity	electricity deals
Gas & Electricity	electricity for businesses best price
Gas & Electricity	electricity for house
Gas & Electricity	electricity offers
Gas & Electricity	electricity options
Gas & Electricity	electricity plan
Gas & Electricity	electricity plans
Gas & Electricity	electricity prices
Gas & Electricity	electricity promotions
Gas & Electricity	electricity quotes
Gas & Electricity	electricity rates
Gas & Electricity	electricity retailers nsw
Gas & Electricity	electricity retailers qld
Gas & Electricity	electricity tariffs
Gas & Electricity	energy australia electricity
Gas & Electricity	home electricity prices
Gas & Electricity	i select electricity
Gas & Electricity	lowest electricity
Gas & Electricity	power to choose electricity
Gas & Electricity	price of electricity
Gas & Electricity	the best electricity deals
Gas & Electricity	transfer electricity
Gas & Electricity	best electricity and gas deals
Gas & Electricity	best gas and electricity deals
Gas & Electricity	compare electricity and gas bills
Gas & Electricity	compare gas and electricity bills
Gas & Electricity	electricity and gas deals

Gas & Electricity	electricity and gas tariffs					
Gas & Electricity	gas and electric companies					
Gas & Electricity	gas and electricity					
Gas & Electricity	gas and electricity deals					
Gas & Electricity	gas and electricity plans					
Gas & Electricity	gas and electricity rates					
Gas & Electricity	gas and electricity tariffs					
Gas & Electricity	best electricity and gas provider					
Gas & Electricity	best electricity and gas supplier					
Gas & Electricity	best gas and electricity provider					
Gas & Electricity	best gas and electricity supplier					
Gas & Electricity	best gas provider					
Gas & Electricity	gas companies					
Gas & Electricity	gas company					
Gas & Electricity	gas provider					
Gas & Electricity	gas providers					
Gas & Electricity	gas supplier					
Gas & Electricity	gas suppliers					
Gas & Electricity	best gas rates					
Gas & Electricity	compare gas bills					
Gas & Electricity	compare gas rates					
Gas & Electricity	gas					
Gas & Electricity	gas bill					
Gas & Electricity	gas cost					
Gas & Electricity	gas electricity					
Gas & Electricity	gas plans					
Gas & Electricity	gas prices					
Gas & Electricity	gas quotes					
Gas & Electricity	gas supply					
Gas & Electricity	gas tariffs					
Gas & Electricity	price of gas					
Gas & Electricity	retail gas prices					
Gas & Electricity	wholesale gas prices					
Gas & Electricity		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work. We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
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Gas & Electricity		http://www	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work. Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Gas & Electricity	+best +energy +and +gas +deals					
Gas & Electricity	+best +gas +company					
Gas & Electricity	+best +gas +deals					
Gas & Electricity	+best +gas +tariffs					
Gas & Electricity	+best +gas +elec +prices					
Gas & Electricity	+best +gas +elec +deals					
Gas & Electricity	+best +gas +and +elec +prices					

Gas & Electricity	+best +electricity +deals
Gas & Electricity	+best +electricity +rates
Gas & Electricity	+calculate +electricity
Gas & Electricity	+choose +electricity
Gas & Electricity	+compare +electricity +bills
Gas & Electricity	+electric
Gas & Electricity	+electric +gas
Gas & Electricity	+electricity
Gas & Electricity	+electricity +australia
Gas & Electricity	+electricity +bill
Gas & Electricity	+electricity +bills
Gas & Electricity	+electricity +budget
Gas & Electricity	+electricity +carriers
Gas & Electricity	+electricity +choices
Gas & Electricity	+electricity +cost
Gas & Electricity	+electricity +deal
Gas & Electricity	+electricity +deals
Gas & Electricity	+electricity +for +businesses +best +price
Gas & Electricity	+electricity +for +house
Gas & Electricity	+electricity +offers
Gas & Electricity	+electricity +options
Gas & Electricity	+electricity +plan
Gas & Electricity	+electricity +plans
Gas & Electricity	+electricity +prices
Gas & Electricity	+electricity +promotions
Gas & Electricity	+electricity +quotes
Gas & Electricity	+electricity +rates
Gas & Electricity	+electricity +retailers +nsw
Gas & Electricity	+electricity +retailers +qld
Gas & Electricity	+electricity +tariffs
Gas & Electricity	+energy +australia +electricity
Gas & Electricity	+home +electricity +prices
Gas & Electricity	+i +select +electricity
Gas & Electricity	+lowest +electricity
Gas & Electricity	+power +to +choose +electricity
Gas & Electricity	+price +of +electricity
Gas & Electricity	+the +best +electricity +deals
Gas & Electricity	+transfer +electricity
Gas & Electricity	+best +electricity +and +gas +deals
Gas & Electricity	+best +gas +and +electricity +deals
Gas & Electricity	+compare +electricity +and +gas +bills
Gas & Electricity	+compare +gas +and +electricity +bills
Gas & Electricity	+electricity +and +gas +deals
Gas & Electricity	+electricity +and +gas +tariffs
Gas & Electricity	+gas +and +electric +companies
Gas & Electricity	+gas +and +electricity
Gas & Electricity	+gas +and +electricity +deals
Gas & Electricity	+gas +and +electricity +plans
Gas & Electricity	+gas +and +electricity +rates
Gas & Electricity	+gas +and +electricity +tariffs

Gas & Electricity	+best +electricity +and +gas +provider					
Gas & Electricity	+best +electricity +and +gas +supplier					
Gas & Electricity	+best +gas +and +electricity +provider					
Gas & Electricity	+best +gas +and +electricity +suppllier					
Gas & Electricity	+best +gas +provider					
Gas & Electricity	+gas +companies					
Gas & Electricity	+gas +company					
Gas & Electricity	+gas +provider					
Gas & Electricity	+gas +providers					
Gas & Electricity	+gas +supplier					
Gas & Electricity	+gas +suppliers					
Gas & Electricity	+best +gas +rates					
Gas & Electricity	+compare +gas +bills					
Gas & Electricity	+compare +gas +rates					
Gas & Electricity	+gas					
Gas & Electricity	+gas +bill					
Gas & Electricity	+gas +cost					
Gas & Electricity	+gas +electricity					
Gas & Electricity	+gas +plans					
Gas & Electricity	+gas +prices					
Gas & Electricity	+gas +quotes					
Gas & Electricity	+gas +supply					
Gas & Electricity	+gas +tariffs					
Gas & Electricity	+price +of +gas					
Gas & Electricity	+retail +gas +prices					
Gas & Electricity	+wholesale +gas +prices					
Gas & Electricity		http://www	Powering Forward	Making Energy More Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work. We're Powering Forward For A Better Energy Future. Find Out More Now.
Gas & Electricity		http://www	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work. Energy Can Be More Affordable. Find Out How To Get The Best Deals Here. We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Gas & Electricity		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.
Power	power stations					
Power	power deals					
Power	power prices					
Power	power bill comparison					
Power	power suppliers					
Power		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work. We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Power		http://www	Powering Forward	Making Energy More Sustainable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work. We're Powering Forward For A Better Energy Future. Find Out More Now.
Power		http://www	Reduce Your Energy Bills Now	Making Energy More Affordable	Powering Forward	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work. Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.

Power						
Power	+power +suppliers					
Power	+power +bill +comparison					
Power	+power +deals					
Power	+power +stations					
Power	+power +prices					
Power		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work. We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Power		http://www	Powering Forward	Making Energy More Sustainable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work. We're Powering Forward For A Better Energy Future. Find Out More Now.
Power		http://www	Reduce Your Energy Bills Now	Making Energy More Affordable	Powering Forward	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work. Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Powering Forward	powering forward					
Powering Forward	search powering forward					
Powering Forward	what is powering forward					
Powering Forward	power it forward					
Powering Forward		http://www	Powering Forward	Making Energy More Sustainable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work. We're Powering Forward For A Better Energy Future. Find Out More Now.
Powering Forward		http://www	Reduce Your Energy Bills Now	Making Energy More Affordable	Powering Forward	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work. Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Powering Forward		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work. We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Powering Forward	+power +it +forward					
Powering Forward	+powering +forward					
Powering Forward	+search +powering +forward					
Powering Forward	+what +is +powering +forward					
Powering Forward	+power +forward					
Powering Forward		http://www	Powering Forward	Making Energy More Sustainable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work. We're Powering Forward For A Better Energy Future. Find Out More Now.
Powering Forward		http://www	Reduce Your Energy Bills Now	Making Energy More Affordable	Powering Forward	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work. Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Powering Forward		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work. We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Save - Gas & Electricity						
Save - Gas & Electricity	+save +electricity +and +gas					
Save - Gas & Electricity	+save +gas +and +electricity +deals					
Save - Gas & Electricity	+save +electricity +and +gas +deals					
Save - Gas & Electricity	+save +gas					
Save - Gas & Electricity	+save +electricity					

Save - Gas & Electricity		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Save - Gas & Electricity		http://www	Powering Forward	Making Energy More Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.
Save - Gas & Electricity		http://www	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Save - Gas & Electricity	save electricity and gas						
Save - Gas & Electricity	save gas and electricity deals						
Save - Gas & Electricity	save electricity and gas deals						
Save - Gas & Electricity	save gas						
Save - Gas & Electricity	save electricity						
Save - Gas & Electricity		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Save - Gas & Electricity		http://www	Powering Forward	Making Energy More Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.
Save - Gas & Electricity		http://www	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Utility	compare utilities						
Utility	compare utility rates						
Utility	utility tariffs						
Utility	utility bills						
Utility	compare utility providers						
Utility	utility deals						
Utility	utility compare						
Utility	compare utility deals						
Utility	compare utility tariffs						
Utility	utility comparison						
Utility	utility providers						
Utility		http://www	Powering Forward	Making Energy More Reliable	A New & Better Energy Future	We've turned the corner on electricity prices, as reforms to rein in the power of	network companies and shore up gas supplies are making energy more affordable.
Utility		http://www	Powering Forward	Making Energy More Affordable	A New & Better Energy Future	We've turned the corner on electricity prices, as reforms to rein in the power of	network companies and shore up gas supplies are making energy more affordable.
Utility		http://www	Powering Forward	Making Energy More Sustainable	A New & Better Energy Future	We've turned the corner on electricity prices, as reforms to rein in the power of	network companies and shore up gas supplies are making energy more affordable.
Utility	+utility +prices						
Utility	+switch +utility +provider						
Utility	+change +utilities +provider						
Utility	+utility +rate						

Utility	+pay +for +utilities					
Utility	+utility +gas					
Utility	+utility +bills					
Utility	+utility +tariffs					
Utility	+utility +accounts					
Utility	+utility +number					
Utility	+gas +and +electric +utility					
Utility	+utilities +costs					
Utility	+compare +utility +rates					
Utility	+utility +comparison					
Utility	+compare +utility +tariffs					
Utility	+utility +service +provider					
Utility	+city +water +utility					
Utility	+water +utility +providers					
Utility	+utility +account +number					
Utility	+utility +invoice					
Utility	+online +utility +services					
Utility	+best +utility +providers					
Utility	+pay +utilities					
Utility	+compare +utility +providers					
Utility	+compare +utility +deals					
Utility	+utility +pay					
Utility	+utility +providers +in +my +area					
Utility	+online +utility					
Utility	+utility +switch					
Utility	+gas +electric +utilities					
Utility	+utility +provider +search					
Utility	+utility +compare					
Utility	+utility +deals					
Utility	+find +out +utility +provider					
Utility	+utility +statements					
Utility	+find +utility +providers					
Utility	+find +utility					
Utility	+utility +providers +by +address					
Utility	+find +my +utility +provider					
Utility	+utility +price +check					
Utility	+which +utility +provider					
Utility	+electric +utility +provider					
Utility	+cheapest +utility					
Utility	+check +utility +provider					
Utility	+utility +providers					
Utility	+compare +utilities					
Utility		http://www.Powering Forward	Making Energy More Reliable	A New & Better Energy Future	We've turned the corner on electricity prices, as reforms to rein in the power of	network companies and shore up gas supplies are making energy more affordable.
Utility		http://www.Powering Forward	Making Energy More Affordable	A New & Better Energy Future	We've turned the corner on electricity prices, as reforms to rein in the power of	network companies and shore up gas supplies are making energy more affordable.

Utility

<http://www> Powering Forward

Making Energy More
Sustainable

A New & Better Energy Future

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

Sitelink Extensions

Sitelink text - 25 Characters	Sitelink description 1 - 35 Characters	Sitelink description 2 - 35 Characters
-------------------------------	--	--

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 affordable energy future for everyone.	

Callout Extensions

Callout 1	Callout 2	Callout 3
-----------	-----------	-----------

National Energy Guarantee	Improved Reliability	We're Powering Forward
---------------------------	----------------------	------------------------

Sitelink final URL

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

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

<https://poweringforward.energy.gov.au/#/what-we-are-doing/making-energy-more-affordable>

S22

From: S47F
Sent: Tuesday, 20 November 2018 9:22 AM
To: 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

Hi S22

Good morning 😊..

Hmmm 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]

Hi S47F

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.

S22

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
Flag Status: Completed

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]

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

Hi S47F

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]

Hi S22

Just getting the engaged signal at the moment.

Let me know when your free.

Thanks

S47F



S47F

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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

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

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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S22

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: Follow up
Flag Status: Completed

Hi 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

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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From: S22
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

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S22

From: S47F
Sent: Tuesday, 20 November 2018 1:17 PM
To: S22
S22
Subject: RE: Dept of Environment and Energy - Powering Forward - Translations for Phase 3 [SEC=UNCLASSIFIED]

Hi S22

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

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
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.

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Vietnamese

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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
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Vietnamese

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Greek
Italian
Korean

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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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S22

From: S47F
Sent: Wednesday, 28 November 2018 11:47 AM
To: 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,

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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Ad Group	Keyword	Final URL	Headline 1	Headline 2	Headline 3	Description Line 1	Description Line 2
Affordable - Gas & Electricity							
Affordable - Gas & Electricity	+affordable +electricity +and +gas						
Affordable - Gas & Electricity	+affordable +gas +and +electricity						
Affordable - Gas & Electricity	+deals						
Affordable - Gas & Electricity	+affordable +electricity +and +gas						
Affordable - Gas & Electricity	+deals						
Affordable - Gas & Electricity	+affordable +gas +and +electric						
Affordable - Gas & Electricity	+providers						
Affordable - Gas & Electricity	+affordable +electricity +providers						
Affordable - Gas & Electricity	+affordable +gas						
Affordable - Gas & Electricity	+affordable +electricity						
Affordable - Gas & Electricity		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Affordable - Gas & Electricity		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.
Affordable - Gas & Electricity		http://www.poweringforward.energy.gov.au	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Affordable - Gas & Electricity							
Affordable - Gas & Electricity	affordable electricity and gas						
Affordable - Gas & Electricity	affordable gas and electricity deals						
Affordable - Gas & Electricity	affordable electricity and gas deals						
Affordable - Gas & Electricity	affordable gas and electric providers						
Affordable - Gas & Electricity	affordable electricity providers						
Affordable - Gas & Electricity	affordable gas						
Affordable - Gas & Electricity	affordable electricity						
Affordable - Gas & Electricity		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Affordable - Gas & Electricity		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.

Affordable - Gas & Electricity		http://www.poweringforward.energy.gov.au	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Cheap - Gas & Electricity	+cheap +electricity +and +gas						
Cheap - Gas & Electricity	+cheapest +gas +and +electric						
Cheap - Gas & Electricity	+supplier						
Cheap - Gas & Electricity	+cheapest +electricity +and +gas						
Cheap - Gas & Electricity	+cheap +gas +and +electricity						
Cheap - Gas & Electricity	+deals						
Cheap - Gas & Electricity	+cheap +electricity +and +gas						
Cheap - Gas & Electricity	+deals						
Cheap - Gas & Electricity	+cheapest +gas +and +electric						
Cheap - Gas & Electricity	+cheap +gas +and +electric						
Cheap - Gas & Electricity	+providers						
Cheap - Gas & Electricity	+cheapest +gas +provider						
Cheap - Gas & Electricity	+cheapest +electricity						
Cheap - Gas & Electricity	+cheap +electricity +providers						
Cheap - Gas & Electricity	+cheapest +electricity +nsw						
Cheap - Gas & Electricity	+cheap +gas						
Cheap - Gas & Electricity	+cheapest +electric +company						
Cheap - Gas & Electricity	+cheapest +electricity +rates						
Cheap - Gas & Electricity	+cheapest +electricity +provider						
Cheap - Gas & Electricity	+cheapest +electricity +company						
Cheap - Gas & Electricity	+cheap +electricity						
Cheap - Gas & Electricity		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Cheap - Gas & Electricity		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.
Cheap - Gas & Electricity		http://www.poweringforward.energy.gov.au	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Cheap - Gas & Electricity	cheap electricity and gas						
Cheap - Gas & Electricity	cheapest gas and electric supplier						
Cheap - Gas & Electricity	cheapest electricity and gas						
Cheap - Gas & Electricity	cheap gas and electricity deals						
Cheap - Gas & Electricity	cheap electricity and gas deals						
Cheap - Gas & Electricity	cheapest gas and electric						

Cheap - Gas & Electricity	cheap gas and electric providers						
Cheap - Gas & Electricity	cheapest gas provider						
Cheap - Gas & Electricity	cheapest electricity						
Cheap - Gas & Electricity	cheap electricity providers						
Cheap - Gas & Electricity	cheapest electricity nsw						
Cheap - Gas & Electricity	cheap gas						
Cheap - Gas & Electricity	cheapest electric company						
Cheap - Gas & Electricity	cheapest electricity rates						
Cheap - Gas & Electricity	cheapest electricity provider						
Cheap - Gas & Electricity	cheapest electricity company						
Cheap - Gas & Electricity	cheap electricity						
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Energy & Power	cheapest energy supplier						
Energy & Power	cheapest power company						
Energy & Power	cheapest power companies						
Energy & Power	cheapest energy provider						
Energy & Power	cheapest energy company						
Energy & Power	compare energy plans						
Energy & Power	energy comparison sites						
Energy & Power	compare power						
Energy & Power	compare energy						
Energy & Power	energy comparison						
Energy & Power	energy price comparison						
Energy & Power	energy provider comparison						
Energy & Power	compare energy supplier						
Energy & Power	online energy comparison						
Energy & Power	compare power companies						
Energy & Power	compare energy price						
Energy & Power	power company comparison						
Energy & Power	energy comparison websites						
Energy & Power	energy company comparison						
Energy & Power	compare energy suppliers						
Energy & Power	compare energy retailers						
Energy & Power	power compare						
Energy & Power	power comparison						
Energy & Power	energy plans compare						
Energy & Power	compare energy companies						
Energy & Power	compare energy bills						
Energy & Power	energy rates comparison						
Energy & Power	compare energy rates						

Energy & Power	energy compare
Energy & Power	compare energy company
Energy & Power	compare energy prices
Energy & Power	compare energy provider
Energy & Power	compare energy providers
Energy & Power	power supply comparison
Energy & Power	solar energy business
Energy & Power	solar energy wind energy
Energy & Power	solar energy info
Energy & Power	solar energy efficiency
Energy & Power	solar energy and electricity
Energy & Power	clean environment
	government support for clean
Energy & Power	energy
Energy & Power	clean energy for the future
Energy & Power	wind solar energy
Energy & Power	solar power energy
Energy & Power	solar energy resource
Energy & Power	solar energy solar energy
Energy & Power	clean energy
Energy & Power	what is clean energy
Energy & Power	solar energy uses
Energy & Power	solar energy nsw
Energy & Power	clean energy australia
Energy & Power	solar energy melbourne
Energy & Power	solar energies
Energy & Power	solar energy technology
Energy & Power	solar energy benefits
Energy & Power	australian clean energy
Energy & Power	solar and energy
Energy & Power	solar energy sources
Energy & Power	solar energy adelaide
Energy & Power	how is energy clean
Energy & Power	solar energy to electricity
Energy & Power	wind and solar energy
Energy & Power	solar energy and wind energy
Energy & Power	solar energy costs
Energy & Power	solar energy saving
Energy & Power	energy sustainability
Energy & Power	energy
Energy & Power	affordable energy
Energy & Power	energy switch
Energy & Power	energy tariffs
Energy & Power	switch energy
Energy & Power	energy deals
Energy & Power	energy efficiency
Energy & Power	energy rates
Energy & Power	energy bill comparisons
Energy & Power	energy prices
Energy & Power	energy affordability

Energy & Power	energy plans
Energy & Power	energy reliability
Energy & Power	best energy rates
Energy & Power	energy bills
Energy & Power	national energy guarantee
Energy & Power	energy saving
Energy & Power	best energy deals
Energy & Power	change energy provider
Energy & Power	blue nrg
Energy & Power	agl
Energy & Power	iselect
Energy & Power	covau
Energy & Power	compare the market electricity
Energy & Power	qenergy
Energy & Power	powershop australia
Energy & Power	commander
Energy & Power	compare the market
Energy & Power	pacific hydro
Energy & Power	dodo power and gas
Energy & Power	one big switch
Energy & Power	iselect electricity and gas
Energy & Power	online power and gas
Energy & Power	iselect compare
Energy & Power	sumo power
Energy & Power	powerdirect
Energy & Power	compare the market energy
Energy & Power	origin energy
Energy & Power	alinta energy
Energy & Power	click energy
Energy & Power	energy australia
Energy & Power	simply energy
Energy & Power	lumo energy
Energy & Power	momentum energy
Energy & Power	red energy
Energy & Power	energy australia electricity rates
Energy & Power	next business energy
Energy & Power	1st energy
Energy & Power	globird energy
Energy & Power	people energy
Energy & Power	renewable energy sources
Energy & Power	information
Energy & Power	4 renewable energy sources
Energy & Power	the renewable energy
Energy & Power	the most renewable energy
Energy & Power	source
Energy & Power	learn about renewable energy

Energy & Power	which energy source is renewable
Energy & Power	what energy is renewable
Energy & Power	different renewable energy
Energy & Power	what energy source is renewable
Energy & Power	the renewable source of energy is
Energy & Power	renewable energy australia
Energy & Power	ways of renewable energy
Energy & Power	what's renewable energy
Energy & Power	where is renewable energy used
Energy & Power	clean energy renewables
Energy & Power	renewable energy info
Energy & Power	renewable energy costs
Energy & Power	most renewable energy
Energy & Power	using renewable energy
Energy & Power	types of renewable energy
Energy & Power	2 renewable energy sources
Energy & Power	explain renewable energy
Energy & Power	is energy renewable
Energy & Power	various sources of renewable
Energy & Power	energy
Energy & Power	renewable energy
Energy & Power	renewable source of energy is
Energy & Power	renewable and energy
Energy & Power	what's a renewable energy source
Energy & Power	all renewable energy
Energy & Power	renewable energy in
Energy & Power	two renewable energy
Energy & Power	all renewable energy sources
Energy & Power	energy and renewable energy
Energy & Power	renewable energy and alternative
Energy & Power	energy
Energy & Power	explain renewable energy sources
Energy & Power	alternative renewable energy
Energy & Power	sources
Energy & Power	a renewable energy source is
Energy & Power	a renewable energy
Energy & Power	which energy is renewable
Energy & Power	government support for
Energy & Power	renewable energy
Energy & Power	renewable energy for the future
Energy & Power	australian renewable energy
Energy & Power	how is energy renewable
Energy & Power	renewable energy target

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Energy & Power	for renewable energy							
Energy & Power	a renewable source of energy							
Energy & Power	names of renewable energy							
Energy & Power	sources							
Energy & Power	renewable energy by							
Energy & Power	use renewable sources of energy							
Energy & Power	renewable energy sources							
Energy & Power	four renewable energy sources							
Energy & Power	different renewable energy							
Energy & Power	sources							
Energy & Power	renewable energy information							
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Energy & Power	+cheapest +power +company							
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Energy & Power	+cheapest +energy +provider							
Energy & Power	+cheapest +energy +company							
Energy & Power	+compare +energy +plans							
Energy & Power	+energy +comparison +sites							
Energy & Power	+compare +power							
Energy & Power	+compare +energy							
Energy & Power	+energy +comparison							
Energy & Power	+energy +price +comparison							
Energy & Power	+energy +provider +comparison							
Energy & Power	+compare +energy +supplier							
Energy & Power	+online +energy +comparison							
Energy & Power	+compare +power +companies							
Energy & Power	+compare +energy +price							
Energy & Power	+power +company +comparison							
Energy & Power	+energy +comparison +websites							
Energy & Power	+energy +company +comparison							

Energy & Power	+compare +energy +suppliers
Energy & Power	+compare +energy +retailers
Energy & Power	+power +compare
Energy & Power	+power +comparison
Energy & Power	+energy +plans +compare
Energy & Power	+compare +energy +companies
Energy & Power	+compare +energy +bills
Energy & Power	+energy +rates +comparison
Energy & Power	+compare +energy +rates
Energy & Power	+energy +compare
Energy & Power	+compare +energy +company
Energy & Power	+compare +energy +prices
Energy & Power	+compare +energy +provider
Energy & Power	+compare +energy +providers
Energy & Power	+power +supply +comparison
Energy & Power	+solar +energy +business
Energy & Power	+solar +energy +wind +energy
Energy & Power	+solar +energy +info
Energy & Power	+solar +energy +efficiency
Energy & Power	+solar +energy +and +electricity
Energy & Power	+clean +environment
Energy & Power	+government +support +for
Energy & Power	+clean +energy
Energy & Power	+clean +energy +for +the +future
Energy & Power	+wind +solar +energy
Energy & Power	+solar +power +energy
Energy & Power	+solar +energy +resource
Energy & Power	+solar +energy +solar +energy
Energy & Power	+clean +energy
Energy & Power	+what +is +clean +energy
Energy & Power	+solar +energy +uses
Energy & Power	+solar +energy +nsw
Energy & Power	+clean +energy +australia
Energy & Power	+solar +energy +melbourne
Energy & Power	+solar +energies
Energy & Power	+solar +energy +technology
Energy & Power	+solar +energy +benefits
Energy & Power	+australian +clean +energy
Energy & Power	+solar +and +energy
Energy & Power	+solar +energy +sources
Energy & Power	+solar +energy +adelaide
Energy & Power	+how +is +energy +clean
Energy & Power	+solar +energy +to +electricity
Energy & Power	+wind +and +solar +energy

Energy & Power	+solar +energy +and +wind
Energy & Power	+energy
Energy & Power	+solar +energy +costs
Energy & Power	+solar +energy +saving
Energy & Power	+energy +sustainability
Energy & Power	+energy
Energy & Power	+affordable +energy
Energy & Power	+energy +switch
Energy & Power	+energy +tariffs
Energy & Power	+switch +energy
Energy & Power	+energy +deals
Energy & Power	+energy +efficiency
Energy & Power	+energy +rates
Energy & Power	+energy +bill +comparisons
Energy & Power	+energy +prices
Energy & Power	+energy +affordability
Energy & Power	+energy +plans
Energy & Power	+energy +reliability
Energy & Power	+best +energy +rates
Energy & Power	+energy +bills
Energy & Power	+national +energy +guarantee
Energy & Power	+energy +saving
Energy & Power	+best +energy +deals
Energy & Power	+change +energy +provider
Energy & Power	+blue +nrg
Energy & Power	+agl
Energy & Power	+iselect
Energy & Power	+covau
Energy & Power	+compare +the +market
Energy & Power	+electricity
Energy & Power	+qenergy
Energy & Power	+powershop +australia
Energy & Power	+commander
Energy & Power	+compare +the +market
Energy & Power	+pacific +hydro
Energy & Power	+dodo +power +and +gas
Energy & Power	+one +big +switch
Energy & Power	+iselect +electricity +and +gas
Energy & Power	+online +power +and +gas
Energy & Power	+iselect +compare
Energy & Power	+sumo +power
Energy & Power	+powerdirect
Energy & Power	+compare +the +market +energy
Energy & Power	+origin +energy
Energy & Power	+alinta +energy
Energy & Power	+click +energy
Energy & Power	+energy +australia
Energy & Power	+simply +energy

Energy & Power	+lumo +energy
Energy & Power	+momentum +energy
Energy & Power	+red +energy
	+energy +australia +electricity
Energy & Power	+rates
Energy & Power	+next +business +energy
Energy & Power	+1st +energy
Energy & Power	+globird +energy
Energy & Power	+people +energy
	+renewable +energy +sources
Energy & Power	+information
Energy & Power	+4 +renewable +energy +sources
Energy & Power	+the +renewable +energy
	+the +most +renewable +energy
Energy & Power	+source
	+learn +about +renewable
Energy & Power	+energy
	+which +energy +source +is
Energy & Power	+renewable
Energy & Power	+what +energy +is +renewable
Energy & Power	+different +renewable +energy
	+what +energy +source +is
Energy & Power	+renewable
	+the +renewable +source +of
Energy & Power	+energy +is
Energy & Power	+renewable +energy +australia
Energy & Power	+ways +of +renewable +energy
Energy & Power	+what's +renewable +energy
	+where +is +renewable +energy
Energy & Power	+used
Energy & Power	+clean +energy +renewables
Energy & Power	+renewable +energy +info
Energy & Power	+renewable +energy +costs
Energy & Power	+most +renewable +energy
Energy & Power	+using +renewable +energy
Energy & Power	+types +of +renewable +energy
Energy & Power	+2 +renewable +energy +sources
Energy & Power	+explain +renewable +energy
Energy & Power	+is +energy +renewable
	+various +sources +of
Energy & Power	+renewable +energy
Energy & Power	+renewable +energy

Energy & Power	+renewable +source +of +energy
Energy & Power	+is
Energy & Power	+renewable +and +energy
Energy & Power	+what's +a +renewable +energy
Energy & Power	+source
Energy & Power	+all +renewable +energy
Energy & Power	+renewable +energy +in
Energy & Power	+two +renewable +energy
Energy & Power	+all +renewable +energy
Energy & Power	+sources
Energy & Power	+energy +and +renewable
Energy & Power	+energy
Energy & Power	+renewable +energy +and
Energy & Power	+alternative +energy
Energy & Power	+explain +renewable +energy
Energy & Power	+sources
Energy & Power	+alternative +renewable +energy
Energy & Power	+sources
Energy & Power	+a +renewable +energy +source
Energy & Power	+is
Energy & Power	+a +renewable +energy
Energy & Power	+which +energy +is +renewable
Energy & Power	+government +support +for
Energy & Power	+renewable +energy
Energy & Power	+renewable +energy +for +the
Energy & Power	+future
Energy & Power	+australian +renewable +energy
Energy & Power	+how +is +energy +renewable
Energy & Power	+renewable +energy +target
Energy & Power	+renewable +energy +examples
Energy & Power	+for +renewable +energy
Energy & Power	+a +renewable +source +of
Energy & Power	+energy
Energy & Power	+names +of +renewable +energy
Energy & Power	+sources
Energy & Power	+renewable +energy +by
Energy & Power	+use +renewable +sources +of
Energy & Power	+energy
Energy & Power	+renewable +energy +sources
Energy & Power	+four +renewable +energy
Energy & Power	+sources
Energy & Power	+different +renewable +energy
Energy & Power	+sources
Energy & Power	+renewable +energy
Energy & Power	+information

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Gas & Electricity	best gas company						
Gas & Electricity	best gas deals						
Gas & Electricity	best gas tariffs						
Gas & Electricity	best gas elec prices						
Gas & Electricity	best gas elec deals						
Gas & Electricity	best gas and elec prices						
Gas & Electricity	best electricity deals						
Gas & Electricity	best electricity rates						
Gas & Electricity	calculate electricity						
Gas & Electricity	choose electricity						
Gas & Electricity	compare electricity bills						
Gas & Electricity	electric						
Gas & Electricity	electric gas						
Gas & Electricity	electricity						
Gas & Electricity	electricity australia						
Gas & Electricity	electricity bill						
Gas & Electricity	electricity bills						
Gas & Electricity	electricity budget						
Gas & Electricity	electricity carriers						
Gas & Electricity	electricity choices						
Gas & Electricity	electricity cost						
Gas & Electricity	electricity deal						
Gas & Electricity	electricity deals						
Gas & Electricity	electricity for businesses best price						
Gas & Electricity	electricity for house						
Gas & Electricity	electricity offers						
Gas & Electricity	electricity options						
Gas & Electricity	electricity plan						
Gas & Electricity	electricity plans						
Gas & Electricity	electricity prices						
Gas & Electricity	electricity promotions						
Gas & Electricity	electricity quotes						
Gas & Electricity	electricity rates						
Gas & Electricity	electricity retailers nsw						
Gas & Electricity	electricity retailers qld						
Gas & Electricity	electricity tariffs						
Gas & Electricity	energy australia electricity						
Gas & Electricity	home electricity prices						

Gas & Electricity	i select electricity
Gas & Electricity	lowest electricity
Gas & Electricity	power to choose electricity
Gas & Electricity	price of electricity
Gas & Electricity	the best electricity deals
Gas & Electricity	transfer electricity
Gas & Electricity	best electricity and gas deals
Gas & Electricity	best gas and electricity deals
Gas & Electricity	compare electricity and gas bills
Gas & Electricity	compare gas and electricity bills
Gas & Electricity	electricity and gas deals
Gas & Electricity	electricity and gas tariffs
Gas & Electricity	gas and electric companies
Gas & Electricity	gas and electricity
Gas & Electricity	gas and electricity deals
Gas & Electricity	gas and electricity plans
Gas & Electricity	gas and electricity rates
Gas & Electricity	gas and electricity tariffs
Gas & Electricity	best electricity and gas provider
Gas & Electricity	best electricity and gas supplier
Gas & Electricity	best gas and electricity provider
Gas & Electricity	best gas and electricity supplier
Gas & Electricity	best gas provider
Gas & Electricity	gas companies
Gas & Electricity	gas company
Gas & Electricity	gas provider
Gas & Electricity	gas providers
Gas & Electricity	gas supplier
Gas & Electricity	gas suppliers
Gas & Electricity	best gas rates
Gas & Electricity	compare gas bills
Gas & Electricity	compare gas rates
Gas & Electricity	gas
Gas & Electricity	gas bill
Gas & Electricity	gas cost
Gas & Electricity	gas electricity
Gas & Electricity	gas plans
Gas & Electricity	gas prices
Gas & Electricity	gas quotes
Gas & Electricity	gas supply
Gas & Electricity	gas tariffs
Gas & Electricity	price of gas
Gas & Electricity	retail gas prices
Gas & Electricity	wholesale gas prices

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Gas & Electricity	+best +energy +and +gas +deals					
Gas & Electricity	+best +gas +company					
Gas & Electricity	+best +gas +deals					
Gas & Electricity	+best +gas +tariffs					
Gas & Electricity	+best +gas +elec +prices					
Gas & Electricity	+best +gas +elec +deals					
Gas & Electricity	+best +gas +and +elec +prices					
Gas & Electricity	+best +electricity +deals					
Gas & Electricity	+best +electricity +rates					
Gas & Electricity	+calculate +electricity					
Gas & Electricity	+choose +electricity					
Gas & Electricity	+compare +electricity +bills					
Gas & Electricity	+electric					
Gas & Electricity	+electric +gas					
Gas & Electricity	+electricity					
Gas & Electricity	+electricity +australia					
Gas & Electricity	+electricity +bill					
Gas & Electricity	+electricity +bills					
Gas & Electricity	+electricity +budget					
Gas & Electricity	+electricity +carriers					
Gas & Electricity	+electricity +choices					
Gas & Electricity	+electricity +cost					
Gas & Electricity	+electricity +deal					
Gas & Electricity	+electricity +deals					
Gas & Electricity	+electricity +for +businesses					
Gas & Electricity	+best +price					
Gas & Electricity	+electricity +for +house					
Gas & Electricity	+electricity +offers					
Gas & Electricity	+electricity +options					
Gas & Electricity	+electricity +plan					
Gas & Electricity	+electricity +plans					
Gas & Electricity	+electricity +prices					
Gas & Electricity	+electricity +promotions					
Gas & Electricity	+electricity +quotes					
Gas & Electricity	+electricity +rates					
Gas & Electricity	+electricity +retailers +nsw					
Gas & Electricity	+electricity +retailers +qld					
Gas & Electricity	+electricity +tariffs					

Gas & Electricity	+energy +australia +electricity
Gas & Electricity	+home +electricity +prices
Gas & Electricity	+i +select +electricity
Gas & Electricity	+lowest +electricity
Gas & Electricity	+power +to +choose +electricity
Gas & Electricity	+price +of +electricity
Gas & Electricity	+the +best +electricity +deals
Gas & Electricity	+transfer +electricity
Gas & Electricity	+best +electricity +and +gas
Gas & Electricity	+deals
Gas & Electricity	+best +gas +and +electricity
Gas & Electricity	+deals
Gas & Electricity	+compare +electricity +and +gas
Gas & Electricity	+bills
Gas & Electricity	+compare +gas +and +electricity
Gas & Electricity	+bills
Gas & Electricity	+electricity +and +gas +deals
Gas & Electricity	+electricity +and +gas +tariffs
Gas & Electricity	+gas +and +electric +companies
Gas & Electricity	+gas +and +electricity
Gas & Electricity	+gas +and +electricity +deals
Gas & Electricity	+gas +and +electricity +plans
Gas & Electricity	+gas +and +electricity +rates
Gas & Electricity	+gas +and +electricity +tariffs
Gas & Electricity	+best +electricity +and +gas
Gas & Electricity	+provider
Gas & Electricity	+best +electricity +and +gas
Gas & Electricity	+supplier
Gas & Electricity	+best +gas +and +electricity
Gas & Electricity	+provider
Gas & Electricity	+best +gas +and +electricity
Gas & Electricity	+suppllier
Gas & Electricity	+best +gas +provider
Gas & Electricity	+gas +companies
Gas & Electricity	+gas +company
Gas & Electricity	+gas +provider
Gas & Electricity	+gas +providers
Gas & Electricity	+gas +supplier
Gas & Electricity	+gas +suppliers
Gas & Electricity	+best +gas +rates
Gas & Electricity	+compare +gas +bills
Gas & Electricity	+compare +gas +rates
Gas & Electricity	+gas
Gas & Electricity	+gas +bill
Gas & Electricity	+gas +cost
Gas & Electricity	+gas +electricity
Gas & Electricity	+gas +plans

Gas & Electricity	+gas +prices						
Gas & Electricity	+gas +quotes						
Gas & Electricity	+gas +supply						
Gas & Electricity	+gas +tariffs						
Gas & Electricity	+price +of +gas						
Gas & Electricity	+retail +gas +prices						
Gas & Electricity	+wholesale +gas +prices						
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Power	power stations						
Power	power deals						
Power	power prices						
Power	power bill comparison						
Power	power suppliers						
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Power	+power +suppliers						
Power	+power +bill +comparison						
Power	+power +deals						
Power	+power +stations						
Power	+power +prices						
Power		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
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Power		http://www.poweringforward.energy.gov.au	Reduce Your Energy Bills Now	Making Energy More Affordable	Powering Forward	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Powering Forward	powering forward						
Powering Forward	search powering forward						
Powering Forward	what is powering forward						

Save - Gas & Electricity		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Save - Gas & Electricity		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.
Save - Gas & Electricity		http://www.poweringforward.energy.gov.au	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Utility	compare utilities						
Utility	compare utility rates						
Utility	utility tariffs						
Utility	utility bills						
Utility	compare utility providers						
Utility	utility deals						
Utility	utility compare						
Utility	compare utility deals						
Utility	compare utility tariffs						
Utility	utility comparison						
Utility	utility providers						
Utility		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Reliable	A New & Better Energy Future	We've turned the corner on electricity prices, as reforms to rein in the power of	network companies and shore up gas supplies are making energy more affordable.
Utility		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Affordable	A New & Better Energy Future	We've turned the corner on electricity prices, as reforms to rein in the power of	network companies and shore up gas supplies are making energy more affordable.
Utility		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Sustainable	A New & Better Energy Future	We've turned the corner on electricity prices, as reforms to rein in the power of	network companies and shore up gas supplies are making energy more affordable.
Utility	+utility +prices						
Utility	+switch +utility +provider						
Utility	+change +utilities +provider						
Utility	+utility +rate						
Utility	+pay +for +utilities						
Utility	+utility +gas						
Utility	+utility +bills						
Utility	+utility +tariffs						
Utility	+utility +accounts						
Utility	+utility +number						
Utility	+gas +and +electric +utility						
Utility	+utilities +costs						
Utility	+compare +utility +rates						
Utility	+utility +comparison						
Utility	+compare +utility +tariffs						
Utility	+utility +service +provider						
Utility	+city +water +utility						
Utility	+water +utility +providers						
Utility	+utility +account +number						

Utility	+utility +invoice					
Utility	+online +utility +services					
Utility	+best +utility +providers					
Utility	+pay +utilities					
Utility	+compare +utility +providers					
Utility	+compare +utility +deals					
Utility	+utility +pay					
Utility	+utility +providers +in +my +area					
Utility	+online +utility					
Utility	+utility +switch					
Utility	+gas +electric +utilities					
Utility	+utility +provider +search					
Utility	+utility +compare					
Utility	+utility +deals					
Utility	+find +out +utility +provider					
Utility	+utility +statements					
Utility	+find +utility +providers					
Utility	+find +utility					
Utility	+utility +providers +by +address					
Utility	+find +my +utility +provider					
Utility	+utility +price +check					
Utility	+which +utility +provider					
Utility	+electric +utility +provider					
Utility	+cheapest +utility					
Utility	+check +utility +provider					
Utility	+utility +providers					
Utility	+compare +utilities					
Utility		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Reliable	A New & Better Energy Future	We've turned the corner on electricity prices, as reforms to rein in the power of network companies and shore up gas supplies are making energy more affordable.
Utility		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Affordable	A New & Better Energy Future	We've turned the corner on electricity prices, as reforms to rein in the power of network companies and shore up gas supplies are making energy more affordable.
Utility		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Sustainable	A New & Better Energy Future	We've turned the corner on electricity prices, as reforms to rein in the power of network companies and shore up gas supplies are making energy more affordable.

S22

From: S47F
Sent: Friday, 30 November 2018 10:31 AM
To: S22
Cc: S22
Subject: RE: Dept of Environment and Energy - TV spots [SEC=UNCLASSIFIED]

Follow Up Flag: Follow up
Flag Status: Completed

Hi S22 ,

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

Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000

S47F

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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 <Adam.Carlon@environment.gov.au>
Cc: S22
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

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S47F

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From: Adam Carlon <Adam.Carlon@environment.gov.au>
Sent: Friday, 30 November 2018 10:19 AM
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.

Seven

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

Ten

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

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S22

From: S47F
Sent: Monday, 3 December 2018 10:12 AM
To: S22
Subject: RE: Dept of Environment & Energy - Current Invoices [SEC=UNCLASSIFIED]

Follow Up Flag: Follow up
Flag Status: Completed

Hi S22

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

Thanks

S47F



S47F

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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]

Hi S47F

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

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S22

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

-----Original Message-----

From: S22
Sent: Tuesday, 4 December 2018 3:15 PM
To: S47F
Subject: Social

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

Sent from my iPhone

S22

From: S47F
Sent: Wednesday, 5 December 2018 1:04 PM
To: S22
Cc: S22
Subject: RE: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]

Follow Up Flag: Follow up
Flag Status: Completed

Hi 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

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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]

Hi S47F

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

Hi S22

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. - <https://demo.kargo.com/preview/3de94124-bdc3-4d04-83f6-69d1a93feb6f?id=53397>

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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1. Name: [Redacted]
 2. SSN: [Redacted]
 3. DOB: [Redacted]
 4. Address: [Redacted]
 5. Phone: [Redacted]
 6. Email: [Redacted]
 7. Other: [Redacted]

Category	Item ID	Item Name	Item Type	Item Status	Item Description	Item Location	Item Date	Item Value	Item Notes	Item Action	Item Status	Item Date	Item Value	Item Notes	Item Action	Item Status	Item Date	Item Value	Item Notes	Item Action	
S47G(1)	SAV A VAMAD ID	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD
	SAV A VAMAD ID	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD	SAV A VAMAD
AM ACD/AMAD ID	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD	AM ACD/AMAD
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S22

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

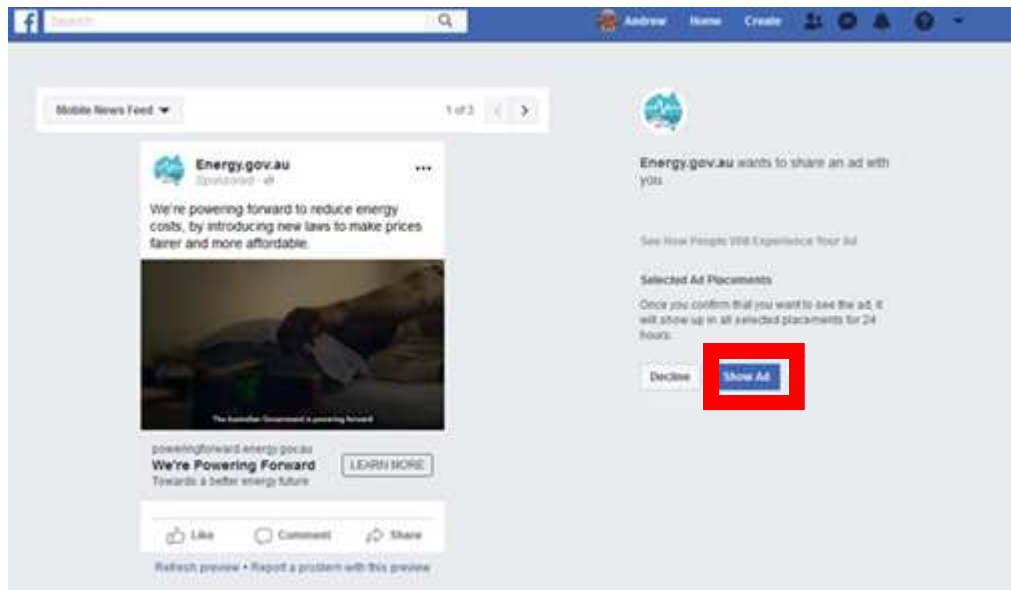
Follow Up Flag: Follow up
Flag Status: Completed

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]

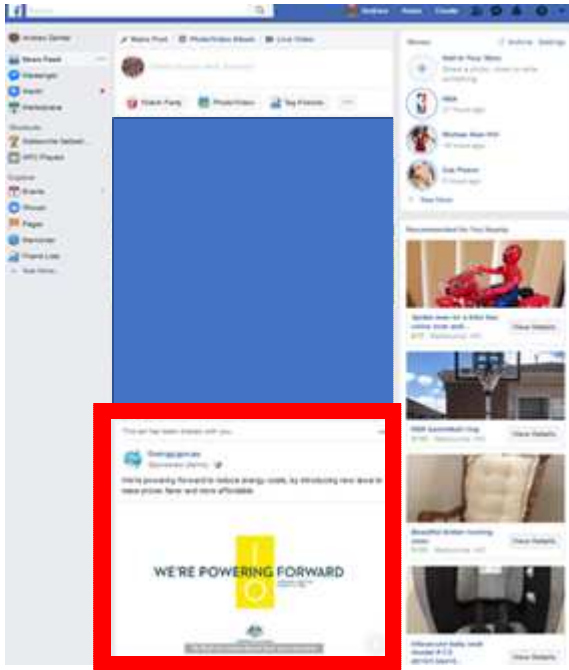
Hi Ladies,

Social – Mainstream & Indigenous

- Click through – URL should be correct – the Preview link should work by following these protocols
 - o Click on the link Post Link - <https://fb.me/1UhtIEqa7dMkiUm>
 - o Click on the Show



- o
- 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

- 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

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000

S47F

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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]

Hi S22 ,

Some points of feedback from us below.

Social

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: <https://demo.kargo.com/preview/3de94124-bdc3-4d04-83f6-69d1a93feb6f?id=53397> -
 - visually this looks good.
 - It needs to click through to here <https://poweringforward.energy.gov.au/#/how-you-can-save>

- 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

TBWA

S47F

S47F

TBWA\ The Disruption[®] Company

288 Coventry Street
South Melbourne, VIC, 3205, Australia

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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

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South Melbourne, VIC, 3205, Australia

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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

Hi S22,

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. - <https://demo.kargo.com/preview/3de94124-bdc3-4d04-83f6-69d1a93feb6f?id=53397>

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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 4. Address: [Redacted]
 5. Phone: [Redacted]
 6. Email: [Redacted]
 7. Other: [Redacted]

Category	Item ID	Item Name	Item Type	Item Status	Item Description	Item Location	Item Date	Item Value	Item Notes	Item Action	Item Status	Item Date	Item Value	Item Notes	Item Action	Item Status	Item Date	Item Value	Item Notes	Item Action	
S47G(1)	SAV A VISA ID	SAV A VISA ID	Document	Original	SAV A VISA ID	SAV A VISA ID	2010-01-01	100	SAV A VISA ID	Original	2010-01-01	100	SAV A VISA ID	Original	2010-01-01	100	SAV A VISA ID	Original	2010-01-01	100	SAV A VISA ID
	SAV A VISA ID	SAV A VISA ID	Document	Original	SAV A VISA ID	SAV A VISA ID	2010-01-01	100	SAV A VISA ID	Original	2010-01-01	100	SAV A VISA ID	Original	2010-01-01	100	SAV A VISA ID	Original	2010-01-01	100	SAV A VISA ID
AM A VISA ID	AM A VISA ID	AM A VISA ID	Document	Original	AM A VISA ID	AM A VISA ID	2010-01-01	100	AM A VISA ID	Original	2010-01-01	100	AM A VISA ID	Original	2010-01-01	100	AM A VISA ID	Original	2010-01-01	100	AM A VISA ID
	AM A VISA ID	AM A VISA ID	Document	Original	AM A VISA ID	AM A VISA ID	2010-01-01	100	AM A VISA ID	Original	2010-01-01	100	AM A VISA ID	Original	2010-01-01	100	AM A VISA ID	Original	2010-01-01	100	AM A VISA ID
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S22

From: S47F
Sent: Wednesday, 5 December 2018 4:57 PM
To: S22
Cc: S22
Subject: RE: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]

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

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, 5 December 2018 4:17 PM
To: S47F
Cc: S22
>
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: S22
Sent: Wednesday, 5 December 2018 4:03 PM
To: S22
Subject: FW: Dept of the Environment and Energy - Digital Approvals [SEC=UNCLASSIFIED]

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

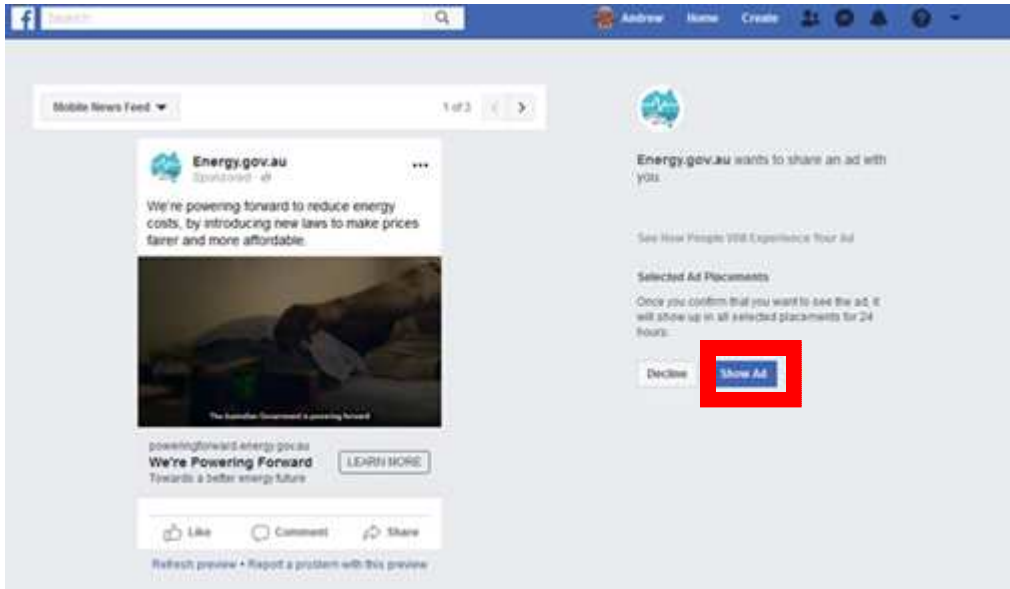
Cc: S22

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

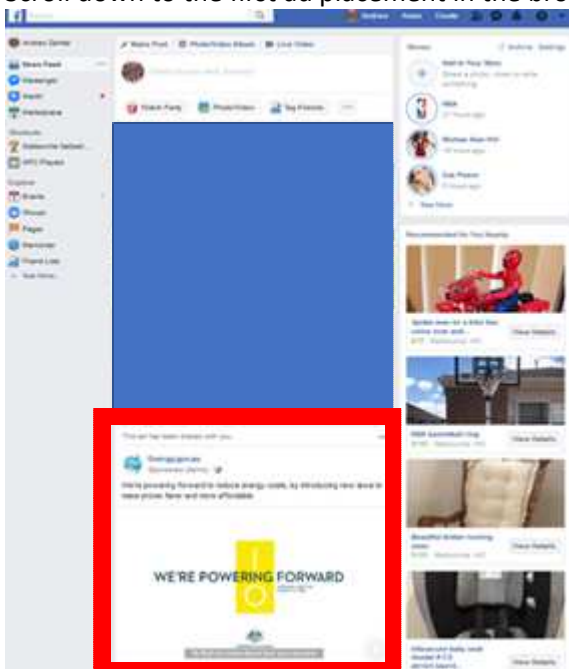
Hi Ladies,

Social – Mainstream & Indigenous

- Click through – URL should be correct – the Preview link should work by following these protocols
 - o Click on the link Post Link - <https://fb.me/1UhtIEqa7dMkiUm>
 - o Click on the Show



- o
- o Scroll down to the first ad placement in the browser



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

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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S47F

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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]

Hi S22

Some points of feedback from us below.

Social

S22

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]
Attachments: Powering Forward Phase 4+2018-12-04.xlsx
Follow Up Flag: Follow up
Flag Status: Completed

Hi 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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S47F

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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

Hi S47F, 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

Hi S22

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 - <https://demo.kargo.com/preview/f9491ead-21ab-41f4-a8d5-93b4414a3984?id=53472>

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

With regard to the TV, we are still frantically 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 S47G(1)(a) 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
[REDACTED]

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000
S47F [REDACTED]

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Ad Group	Keyword	Final URL	Headline 1	Headline 2	Headline 3	Description Line 1	Description Line 2
Powering Forward							
Powering Forward	+power +it +forward						
Powering Forward	+powering +forward						
Powering Forward	+search +powering						
Powering Forward	+what +is +powering						
Powering Forward	+power +forward						
		http://www.poweringforward.energy.gov.au		Making Energy More Sustainable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.
Powering Forward		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Affordable	Powering Forward	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Powering Forward		http://www.poweringforward.energy.gov.au	Reduce Your Energy Bills Now	Making Energy More Affordable	Powering Forward	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Powering Forward		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
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Energy & Power	+solar +energy +wind
Energy & Power	+solar +energy +info
Energy & Power	+solar +energy +efficiency
Energy & Power	+solar +energy +and
Energy & Power	+clean +environment
Energy & Power	+government +support
Energy & Power	+clean +energy +for +the
Energy & Power	+wind +solar +energy
Energy & Power	+solar +power +energy
Energy & Power	+solar +energy +resource
Energy & Power	+solar +energy +solar
Energy & Power	+clean +energy
Energy & Power	+what +is +clean +energy
Energy & Power	+solar +energy +uses
Energy & Power	+solar +energy +nsw
Energy & Power	+clean +energy +australia
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Energy & Power	+solar +energy +adelaide
Energy & Power	+how +is +energy +clean
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Energy & Power	+wind +and +solar +energy
Energy & Power	+solar +energy +and +wind
Energy & Power	+solar +energy +costs
Energy & Power	+solar +energy +saving
Energy & Power	+energy +sustainability
Energy & Power	+energy
Energy & Power	+affordable +energy
Energy & Power	+energy +switch
Energy & Power	+energy +tariffs
Energy & Power	+switch +energy
Energy & Power	+energy +deals
Energy & Power	+energy +efficiency
Energy & Power	+energy +rates
Energy & Power	+energy +bill
Energy & Power	+energy +prices
Energy & Power	+energy +affordability
Energy & Power	+energy +plans
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Energy & Power	+energy +bills
Energy & Power	+national +energy
Energy & Power	+energy +saving
Energy & Power	+best +energy +deals
Energy & Power	+change +energy +provider
Energy & Power	+blue +nrg
Energy & Power	+agl
Energy & Power	+iselect
Energy & Power	+covau
Energy & Power	+compare +the +market
Energy & Power	+qenergy
Energy & Power	+powershop +australia
Energy & Power	+commander
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Energy & Power	+pacific +hydro
Energy & Power	+dodo +power +and +gas
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Energy & Power	+iselect +compare
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Energy & Power	+compare +the +market
Energy & Power	+origin +energy
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Energy & Power	+next +business +energy
Energy & Power	+1st +energy
Energy & Power	+globird +energy
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Energy & Power +renewable +and +energy
Energy & Power +what's +a +renewable
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Gas & Electricity +Compare +electricity

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Save - Gas & Electricity		http://www.poweringforward.energy.gov.au	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.

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Power		http://www.poweringforward.energy.gov.au	Reduce Your Energy Bills Now	Making Energy More Affordable	Powering Forward	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
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Utility	+change +utilities						
Utility	+utility +rate						
Utility	+pay +for +utilities						
Utility	+utility +gas						
Utility	+utility +bills						
Utility	+utility +tariffs						
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Utility	+compare +utility +rates						
Utility	+utility +comparison						
Utility	+compare +utility +tariffs						
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Utility	+city +water +utility						
Utility	+water +utility +providers						
Utility	+utility +account +number						
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Utility	+online +utility +services						
Utility	+best +utility +providers						
Utility	+pay +utilities						
Utility	+compare +utility						
Utility	+compare +utility +deals						
Utility	+utility +pay						
Utility	+utility +providers +in +my						
Utility	+area						
Utility	+online +utility						
Utility	+utility +switch						

Utility	+gas +electric +utilities						
Utility	+utility +provider +search						
Utility	+utility +compare						
Utility	+utility +deals						
Utility	+find +out +utility						
Utility	+utility +statements						
Utility	+find +utility +providers						
Utility	+find +utility						
	+utility +providers +by						
Utility	+address						
Utility	+find +my +utility						
Utility	+utility +price +check						
Utility	+which +utility +provider						
Utility	+electric +utility +provider						
Utility	+cheapest +utility						
Utility	+check +utility +provider						
Utility	+utility +providers						
Utility	+compare +utilities						
Utility		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Reliable	A New & Better Energy Future	Making prices fairer & affordable by introducing new laws & penalties for overcharging.	Helping you get a better deal from your energy provider
Utility		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Affordable	A New & Better Energy Future	Making prices fairer & affordable by introducing new laws & penalties for overcharging.	Helping you get a better deal from your energy provider
Utility		http://www.poweringforward.energy.gov.au	Powering Forward	Making Energy More Sustainable	A New & Better Energy Future	Making prices fairer & affordable by introducing new laws & penalties for overcharging.	Helping you get a better deal from your energy provider

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1. Name: [Redacted]
 2. SSN: [Redacted]
 3. DOB: [Redacted]
 4. Address: [Redacted]
 5. Phone: [Redacted]
 6. Email: [Redacted]
 7. Other: [Redacted]

Category	Item ID	Item Name	Item Type	Item Status	Item Description	Item Location	Item Date	Item Value	Item Notes	Item Action	Item Status	Item Date	Item Value	Item Notes	Item Action	Item Status	Item Date	Item Value	Item Notes	Item Action
Item 1	SAV A VISA ID	SAV A VISA ID	Document	Active	SAV A VISA ID	SAV A VISA ID	2023-01-01	1000	SAV A VISA ID	SAV A VISA ID	Active	2023-01-01	1000	SAV A VISA ID	SAV A VISA ID	Active	2023-01-01	1000	SAV A VISA ID	SAV A VISA ID
	SAV A VISA ID	SAV A VISA ID	Document	Active	SAV A VISA ID	SAV A VISA ID	2023-01-01	1000	SAV A VISA ID	SAV A VISA ID	Active	2023-01-01	1000	SAV A VISA ID	SAV A VISA ID	Active	2023-01-01	1000	SAV A VISA ID	SAV A VISA ID
Item 2	AM A VISA ID	AM A VISA ID	Document	Active	AM A VISA ID	AM A VISA ID	2023-01-01	1000	AM A VISA ID	AM A VISA ID	Active	2023-01-01	1000	AM A VISA ID	AM A VISA ID	Active	2023-01-01	1000	AM A VISA ID	AM A VISA ID
	AM A VISA ID	AM A VISA ID	Document	Active	AM A VISA ID	AM A VISA ID	2023-01-01	1000	AM A VISA ID	AM A VISA ID	Active	2023-01-01	1000	AM A VISA ID	AM A VISA ID	Active	2023-01-01	1000	AM A VISA ID	AM A VISA ID
	AM A VISA ID	AM A VISA ID	Document	Active	AM A VISA ID	AM A VISA ID	2023-01-01	1000	AM A VISA ID	AM A VISA ID	Active	2023-01-01	1000	AM A VISA ID	AM A VISA ID	Active	2023-01-01	1000	AM A VISA ID	AM A VISA ID
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Item 3	AM A VISA ID	AM A VISA ID	Document	Active	AM A VISA ID	AM A VISA ID	2023-01-01	1000	AM A VISA ID	AM A VISA ID	Active	2023-01-01	1000	AM A VISA ID	AM A VISA ID	Active	2023-01-01	1000	AM A VISA ID	AM A VISA ID
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S22

From: S47F
Sent: Friday, 7 December 2018 6:34 AM
To: S22
Cc: S47F
Subject: FW: 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: Follow up
Flag Status: Completed

Hi Ladies,

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]

Hi S22

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

Hi S47F, 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

Hi S22

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 - <https://demo.kargo.com/preview/f9491ead-21ab-41f4-a8d5-93b4414a3984?id=53472>

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

With regard to the TV, we are still frantically 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 ^{S47G(1)(a)} 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

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

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Ad Group	Keyword	Final URL	Headline 1	Headline 2	Headline 3	Description Line 1	Description Line 2	Path 1
Powering Forward								
Powering Forward	+power +it +forward							
Powering Forward	+powering +forward							
Powering Forward	+search +powering +forward							
Powering Forward	+what +is +powering +forward							
Powering Forward	+power +forward							
Powering Forward		http://www	Powering Forward	Making Energy More Sustainable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.	
Powering Forward		http://www	Reduce Your Energy Bills Now	Making Energy More Affordable	Powering Forward	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.	
Powering Forward		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.	
Energy & Power								
Energy & Power	+cheapest +energy +supplier							
Energy & Power	+cheapest +power +company							
Energy & Power	+cheapest +power +companies							
Energy & Power	+cheapest +energy +provider							
Energy & Power	+cheapest +energy +company							
Energy & Power	+compare +energy +plans							
Energy & Power	+energy +comparison +sites							
Energy & Power	+compare +power							
Energy & Power	+compare +energy							
Energy & Power	+energy +comparison							
Energy & Power	+energy +price +comparison							
Energy & Power	+energy +provider +comparison							
Energy & Power	+compare +energy +supplier							
Energy & Power	+online +energy +comparison							
Energy & Power	+compare +power +companies							
Energy & Power	+compare +energy +price							
Energy & Power	+power +company +comparison							
Energy & Power	+energy +comparison +websites							
Energy & Power	+energy +company +comparison							
Energy & Power	+compare +energy +suppliers							
Energy & Power	+compare +energy +retailers							
Energy & Power	+power +compare							
Energy & Power	+power +comparison							
Energy & Power	+energy +plans +compare							
Energy & Power	+compare +energy +companies							
Energy & Power	+compare +energy +bills							
Energy & Power	+energy +rates +comparison							
Energy & Power	+compare +energy +rates							
Energy & Power	+energy +compare							
Energy & Power	+compare +energy +company							

Energy & Power	+compare +energy +prices
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Energy & Power	+compare +energy +providers
Energy & Power	+power +supply +comparison
Energy & Power	+solar +energy +business
Energy & Power	+solar +energy +wind +energy
Energy & Power	+solar +energy +info
Energy & Power	+solar +energy +efficiency
Energy & Power	+solar +energy +and +electricity
Energy & Power	+clean +environment
Energy & Power	+government +support +for +clean +energy
Energy & Power	+clean +energy +for +the +future
Energy & Power	+wind +solar +energy
Energy & Power	+solar +power +energy
Energy & Power	+solar +energy +resource
Energy & Power	+solar +energy +solar +energy
Energy & Power	+clean +energy
Energy & Power	+what +is +clean +energy
Energy & Power	+solar +energy +uses
Energy & Power	+solar +energy +nsw
Energy & Power	+clean +energy +australia
Energy & Power	+solar +energy +melbourne
Energy & Power	+solar +energies
Energy & Power	+solar +energy +technology
Energy & Power	+solar +energy +benefits
Energy & Power	+australian +clean +energy
Energy & Power	+solar +and +energy
Energy & Power	+solar +energy +sources
Energy & Power	+solar +energy +adelaide
Energy & Power	+how +is +energy +clean
Energy & Power	+solar +energy +to +electricity
Energy & Power	+wind +and +solar +energy
Energy & Power	+solar +energy +and +wind +energy
Energy & Power	+solar +energy +costs
Energy & Power	+solar +energy +saving
Energy & Power	+energy +sustainability
Energy & Power	+energy
Energy & Power	+affordable +energy
Energy & Power	+energy +switch
Energy & Power	+energy +tariffs
Energy & Power	+switch +energy
Energy & Power	+energy +deals
Energy & Power	+energy +efficiency
Energy & Power	+energy +rates
Energy & Power	+energy +bill +comparisons
Energy & Power	+energy +prices
Energy & Power	+energy +affordability
Energy & Power	+energy +plans
Energy & Power	+energy +reliability
Energy & Power	+best +energy +rates

Energy & Power	+energy +bills
Energy & Power	+national +energy +guarantee
Energy & Power	+energy +saving
Energy & Power	+best +energy +deals
Energy & Power	+change +energy +provider
Energy & Power	+blue +nrg
Energy & Power	+agl
Energy & Power	+iselect
Energy & Power	+covau
Energy & Power	+compare +the +market +electricity
Energy & Power	+qenergy
Energy & Power	+powershop +australia
Energy & Power	+commander
Energy & Power	+compare +the +market
Energy & Power	+pacific +hydro
Energy & Power	+dodo +power +and +gas
Energy & Power	+one +big +switch
Energy & Power	+iselect +electricity +and +gas
Energy & Power	+online +power +and +gas
Energy & Power	+iselect +compare
Energy & Power	+sumo +power
Energy & Power	+powerdirect
Energy & Power	+compare +the +market +energy
Energy & Power	+origin +energy
Energy & Power	+alinta +energy
Energy & Power	+click +energy
Energy & Power	+energy +australia
Energy & Power	+simply +energy
Energy & Power	+lumo +energy
Energy & Power	+momentum +energy
Energy & Power	+red +energy
Energy & Power	+energy +australia +electricity +rates
Energy & Power	+next +business +energy
Energy & Power	+1st +energy
Energy & Power	+globird +energy
Energy & Power	+people +energy
Energy & Power	+renewable +energy +sources +information
Energy & Power	+4 +renewable +energy +sources
Energy & Power	+the +renewable +energy
Energy & Power	+the +most +renewable +energy +source
Energy & Power	+learn +about +renewable +energy
Energy & Power	+which +energy +source +is +renewable
Energy & Power	+what +energy +is +renewable
Energy & Power	+different +renewable +energy
Energy & Power	+what +energy +source +is +renewable
Energy & Power	+the +renewable +source +of +energy +is
Energy & Power	+renewable +energy +australia
Energy & Power	+ways +of +renewable +energy
Energy & Power	+what's +renewable +energy
Energy & Power	+where +is +renewable +energy +used

Energy & Power	+clean +energy +renewables					
Energy & Power	+renewable +energy +info					
Energy & Power	+renewable +energy +costs					
Energy & Power	+most +renewable +energy					
Energy & Power	+using +renewable +energy					
Energy & Power	+types +of +renewable +energy					
Energy & Power	+2 +renewable +energy +sources					
Energy & Power	+explain +renewable +energy					
Energy & Power	+is +energy +renewable					
Energy & Power	+various +sources +of +renewable +energy					
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Energy & Power	+all +renewable +energy					
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Energy & Power	+two +renewable +energy					
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Energy & Power	+renewable +energy +target					
Energy & Power	+renewable +energy +examples					
Energy & Power	+for +renewable +energy					
Energy & Power	+a +renewable +source +of +energy					
Energy & Power	+names +of +renewable +energy +sources					
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Energy & Power	+use +renewable +sources +of +energy					
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Energy & Power	+Better +deal +from +energy +provider					
Energy & Power	+Fairer +energy +prices					
Energy & Power	http://www.Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.	
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Energy & Power	http://www	Reduce Your Energy Bills Now	Making Energy More Affordable	Powering Forward	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Gas & Electricity						
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Gas & Electricity	+best +gas +company					
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Gas & Electricity	+compare +electricity +bills					
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Gas & Electricity	+price +of +electricity					
Gas & Electricity	+the +best +electricity +deals					

Gas & Electricity	+transfer +electricity					
Gas & Electricity	+best +electricity +and +gas +deals					
Gas & Electricity	+best +gas +and +electricity +deals					
Gas & Electricity	+compare +electricity +and +gas +bills					
Gas & Electricity	+compare +gas +and +electricity +bills					
Gas & Electricity	+electricity +and +gas +deals					
Gas & Electricity	+electricity +and +gas +tariffs					
Gas & Electricity	+gas +and +electric +companies					
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Gas & Electricity	+wholesale +gas +prices					
Gas & Electricity	+Electricity +standing +offer					
Gas & Electricity	+Electricity +default +offer					
Gas & Electricity	+Compare +electricity +offer					
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Affordable - Gas & Electricity						
Affordable - Gas & Elec	+affordable +electricity +and +gas					
Affordable - Gas & Elec	+affordable +gas +and +electricity +deals					
Affordable - Gas & Elec	+affordable +electricity +and +gas +deals					
Affordable - Gas & Elec	+affordable +gas +and +electric +providers					
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Affordable - Gas & Elec	+affordable +gas					
Affordable - Gas & Elec	+affordable +electricity					
Affordable - Gas & Electricity	http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
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Affordable - Gas & Electricity	http://www	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Cheap - Gas & Electricity						
Cheap - Gas & Electric	+cheap +electricity +and +gas					
Cheap - Gas & Electric	+cheapest +gas +and +electric +supplier					
Cheap - Gas & Electric	+cheapest +electricity +and +gas					
Cheap - Gas & Electric	+cheap +gas +and +electricity +deals					
Cheap - Gas & Electric	+cheap +electricity +and +gas +deals					
Cheap - Gas & Electric	+cheapest +gas +and +electric					
Cheap - Gas & Electric	+cheap +gas +and +electric +providers					
Cheap - Gas & Electric	+cheapest +gas +provider					
Cheap - Gas & Electric	+cheapest +electricity					
Cheap - Gas & Electric	+cheap +electricity +providers					
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Cheap - Gas & Electric	+cheapest +electricity +rates					
Cheap - Gas & Electric	+cheapest +electricity +provider					
Cheap - Gas & Electric	+cheapest +electricity +company					
Cheap - Gas & Electric	+cheap +electricity					
Cheap - Gas & Electricity	http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.
Cheap - Gas & Electricity	http://www	Powering Forward	Making Energy More Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.
Cheap - Gas & Electricity	http://www	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.
Save - Gas & Electricity						

Save - Gas & Electricit	+save +electricity +and +gas								
Save - Gas & Electricit	+save +gas +and +electricity +deals								
Save - Gas & Electricit	+save +electricity +and +gas +deals								
Save - Gas & Electricit	+save +gas								
Save - Gas & Electricit	+save +electricity								
Save - Gas & Electricity		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.		
Save - Gas & Electricity		http://www	Powering Forward	Making Energy More Sustainable	Reduce Gas & Electricity Bills	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.		
Save - Gas & Electricity		http://www	Reduce Gas & Electricity Bills	Making Energy More Affordable	Powering Forward	Easy & Effective Steps To Help Reduce Your Gas & Electricity Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.		
Power									
Power	+power +suppliers								
Power	+power +bill +comparison								
Power	+power +deals								
Power	+power +stations								
Power	+power +prices								
Power		http://www	Powering Forward	Making Energy More Reliable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	We're Transitioning To A New Energy Future. Learn More About Your Energy Today.		
Power		http://www	Powering Forward	Making Energy More Sustainable	Reduce Your Energy Bills Now	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	We're Powering Forward For A Better Energy Future. Find Out More Now.		
Power		http://www	Reduce Your Energy Bills Now	Making Energy More Affordable	Powering Forward	Easy & Effective Steps You Can Take To Help Reduce Your Energy Bills At Home Or Work.	Energy Can Be More Affordable. Find Out How To Get The Best Deals Here.		
C									
Utility									
Utility	+utility +prices								
Utility	+switch +utility +provider								
Utility	+change +utilities +provider								
Utility	+utility +rate								
Utility	+pay +for +utilities								
Utility	+utility +gas								
Utility	+utility +bills								

Utility	+utility +tariffs					
Utility	+utility +accounts					
Utility	+utility +number					
Utility	+gas +and +electric +utility					
Utility	+utilities +costs					
Utility	+compare +utility +rates					
Utility	+utility +comparison					
Utility	+compare +utility +tariffs					
Utility	+utility +service +provider					
Utility	+city +water +utility					
Utility	+water +utility +providers					
Utility	+utility +account +number					
Utility	+utility +invoice					
Utility	+online +utility +services					
Utility	+best +utility +providers					
Utility	+pay +utilities					
Utility	+compare +utility +providers					
Utility	+compare +utility +deals					
Utility	+utility +pay					
Utility	+utility +providers +in +my +area					
Utility	+online +utility					
Utility	+utility +switch					
Utility	+gas +electric +utilities					
Utility	+utility +provider +search					
Utility	+utility +compare					
Utility	+utility +deals					
Utility	+find +out +utility +provider					
Utility	+utility +statements					
Utility	+find +utility +providers					
Utility	+find +utility					
Utility	+utility +providers +by +address					
Utility	+find +my +utility +provider					
Utility	+utility +price +check					
Utility	+which +utility +provider					
Utility	+electric +utility +provider					
Utility	+cheapest +utility					
Utility	+check +utility +provider					
Utility	+utility +providers					
Utility	+compare +utilities					
Utility		http://www.Powering Forward	Making Energy More Reliable	A New & Better Energy Future	Making prices fairer & affordable by introducing new laws & penalties for overcharging.	Helping you get a better deal from your energy provider
Utility		http://www.Powering Forward	Making Energy More Affordable	A New & Better Energy Future	Making prices fairer & affordable by introducing new laws & penalties for overcharging.	Helping you get a better deal from your energy provider
Utility		http://www.Powering Forward	Making Energy More Sustainable	A New & Better Energy Future	Making prices fairer & affordable by introducing new laws & penalties for overcharging.	Helping you get a better deal from your energy provider

Path 2

UNCLASSIFIED CONFIDENTIAL

1. Name: [Redacted]
 2. SSN: [Redacted]
 3. DOB: [Redacted]
 4. Address: [Redacted]
 5. Phone: [Redacted]
 6. Email: [Redacted]
 7. Other: [Redacted]

Category	Item ID	Item Name	Item Type	Item Status	Item Location	Item Description	Item Date	Item Value	Item Notes	Item Action	Item Status	Item Date	Item Value	Item Notes	Item Action
S47G(1)	SAV A VISA ID	SAV A VISA ID	Document	Active	SAV A VISA ID	SAV A VISA ID	2023-01-01	1000	SAV A VISA ID	View	Active	2023-01-01	1000	SAV A VISA ID	View
	SAV A VISA ID	SAV A VISA ID	Document	Active	SAV A VISA ID	SAV A VISA ID	2023-01-01	1000	SAV A VISA ID	View	Active	2023-01-01	1000	SAV A VISA ID	View
AM A VISA ID	AM A VISA ID	AM A VISA ID	Document	Active	AM A VISA ID	AM A VISA ID	2023-01-01	1000	AM A VISA ID	View	Active	2023-01-01	1000	AM A VISA ID	View
	AM A VISA ID	AM A VISA ID	Document	Active	AM A VISA ID	AM A VISA ID	2023-01-01	1000	AM A VISA ID	View	Active	2023-01-01	1000	AM A VISA ID	View
	AM A VISA ID	AM A VISA ID	Document	Active	AM A VISA ID	AM A VISA ID	2023-01-01	1000	AM A VISA ID	View	Active	2023-01-01	1000	AM A VISA ID	View
	AM A VISA ID	AM A VISA ID	Document	Active	AM A VISA ID	AM A VISA ID	2023-01-01	1000	AM A VISA ID	View	Active	2023-01-01	1000	AM A VISA ID	View



S22

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

Follow Up Flag: Follow up
Flag Status: Completed

Hi 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 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)(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

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- 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.
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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
 - o 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.
 - o 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
 - o 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	186 mm (h) x 260 mm (w)	S47(1)(b)	Client to supply all copy. Must same style as papers editorial ar font etc). Must be labelled "Advertisement" on to
All NSW	SMH		S47(1)(b)	
All ACT	Canberra Times		S47(1)(b)	
National	AFR	200 mm (h) x 260 mm (w)	S47(1)(b)	

Newspaper	State	Coverage area (approx)	Size required	Cost C
Daily Telegraph	New South Wales	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)(b)
Herald Sun	Victoria	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)(b)
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 (approx)	Size required	Cost C
Geelong Advertiser	Victoria	Greater Geelong	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(b)
Coffs Coast Advocate	New South Wales	Coffs Harbour, Nambucca, Bellingen	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(b)
Ballina Shire Advocate	New South Wales	Ballina	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(b)
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)(b)
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)(b)
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)(b)
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

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
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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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.

S22

From: S22
Sent: Friday, 14 December 2018 9:55 AM
To: 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
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)
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Social

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

- Twitter
 - 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 2018 11:35 AM

To: S22; S47F

S22

Cc: S47F; S22

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

Yes, many thanks S47F

A quick question from me.. how much more budget would be required to extend the digital and socials marked in red below?

And thanks for the advertorial quotes. As we'd be targeting the older audiences, are there any additional specialist publications for seniors/vulnerable communities we could look at over the summer?

Cheers

S22

From: S22

Sent: Tuesday, 11 December 2018 10:50 AM

To: S47F; BS22

Cc: S22; S47F >

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

Hi S47F

Thank you. Will read closely and look at our web analytics.

S22

S22 [REDACTED] | Campaign Manager
Communications and Engagement Branch | Policy Analysis and Implementation Division
Department of the Environment and Energy

John Gorton Building, Parkes Place, Parkes ACT 2600

S [REDACTED]

From: S47F [REDACTED]

Sent: Monday, 10 December 2018 8:55 PM

To: S22 [REDACTED] S47F [REDACTED]

S22 [REDACTED]

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

Hi 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.

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- This campaign is currently driving a Click Through Rate of [REDACTED] with viewability sitting currently at [REDACTED].

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- Currently sitting at an above average completion rate of [REDACTED]

High Impact:

- Above average CTR [REDACTED] and Viewability [REDACTED]

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- Traffic campaign has delivered a Cost Per Click of [REDACTED] and CTR of [REDACTED], which outperforms Facebook benchmarks of [REDACTED]
- Mainstream audiences are delivering most cost efficient Cost Per Click of [REDACTED], while Indigenous is generating the highest Click Through Rate of [REDACTED], which is well above campaign average
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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	Ipswich, Lockyer Valley, Somerset	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)
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Thanks

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000

S47F [m](#)

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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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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.

S22

From: S47F
Sent: Friday, 14 December 2018 10:37 AM
To: S22
Cc: S47F; S22
Subject: RE: DEE Phase 4 [SEC=UNCLASSIFIED]

Follow Up Flag: Follow up
Flag Status: Completed

Hi 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

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, 14 December 2018 9:55 AM
To: S47F; S22
Cc: S47F; S22
Subject: [EXTERNAL] RE: DEE Phase 4 [SEC=UNCLASSIFIED]

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

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
 - o Feeds - Auction Video – S47(1)(b)
 - o Various - Traffic To Site – S47(1)(b)
- Twitter
 - 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 2018 11:35 AM

To: S22 S47F

S22

Cc: S47F S22

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

Yes, many thanks S47F

A quick question from me.. how much more budget would be required to extend the digital and socials marked in red below?

And thanks for the advertorial quotes. As we'd be targeting the older audiences, are there any additional specialist publications for seniors/vulnerable communities we could look at over the summer?

Cheers

S22

From: S22

Sent: Tuesday, 11 December 2018 10:50 AM

To: S47F >; S22

Cc: S22 >; S47F

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

Hi S47F

Thank you. Will read closely and look at our web analytics.

S22

S22 Campaign Manager
Communications and Engagement Branch | Policy Analysis and Implementation Division
Department of the Environment and Energy

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]

Hi 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 [REDACTED] with viewability siting currently at [REDACTED].

Indigenous programmatic:

- This campaign is currently driving an above average Click Through Rate of [REDACTED] 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 [REDACTED]

High Impact:

- Above average CTR [REDACTED] and Viewability [REDACTED]

Facebook:

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

Twitter:

- Twitter has generated a Cost Per Click of [REDACTED] and CTR of [REDACTED]. The Click Through Rate is above the platform benchmark of [REDACTED], 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.
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- **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
 - o 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.**
 - o 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
 - o 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	186 mm (h) x 260 mm (w)	\$ S47(1)(b)	Client to supply all copy. Must same style as papers editorial ar font etc). Must be labelled "Advertisement" on to
All NSW	SMH		\$ S47(1)(b)	
All ACT	Canberra Times		\$ S47(1)(b)	
National	AFR	200 mm (h) x 260 mm (w)	\$ S47(1)(b)	

Newspaper	State	Coverage area (approx)	Size required	Cost C
Daily Telegraph	New South Wales	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)(b)
Herald Sun	Victoria	State Wide	M12x6 (38cm high x 26.2 cm wide)	S47(1)(b)
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 (approx)	Size required	Cost C
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	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)

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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S22

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

Follow Up Flag: Follow up
Flag Status: Completed

Hi S22

Correct, all extended until the 23rd.

Monday is off to a flyer 😊... 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]

Hi S47F

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

Cc: S22 S47F

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

Hi S22

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 [m](#)

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 >; S47F >

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

Hi S47F

Thank you. Will read closely and look at our web analytics.

S22

S22 | Campaign Manager
Communications and Engagement Branch | Policy Analysis and Implementation Division
Department of the Environment and Energy

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]

H 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:

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- 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)

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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

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

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-----------	-------	------------------------	---------------	--------

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Ballina Shire Advocate	New South Wales	Ballina	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(b)
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Lismore Northern Star	New South Wales	Lismore, Ballina, Byron	M6x6 (18.8 cm high x 26.2 cm wide)	S47(1)(b)
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)(b)
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)(b)
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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

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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

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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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S22

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

Hello all

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 S22 who will be dedicated to the campaign full time. S22 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 S22. 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

S22



S22

From: S47F
Sent: Tuesday, 18 December 2018 11:07 PM
To: 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,

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 C

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 😊.

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.

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.

S47F



S47F

LEVEL 9, 15 WILLIAM STREET, MELBOURNE, 3000

S47F

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S22

From: S22
Sent: Monday, 24 December 2018 1:37 PM
To: S47F
Cc: S47F
Subject: RE: Dept of Environment & Energy - Current Invoices [SEC=UNCLASSIFIED]
Attachments: RE: Invoice amounts - and reconciliations 2101, 2099 and 2098 RE: Powering forward plan [SEC=UNCLASSIFIED]

Follow Up Flag: Follow up
Flag Status: 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 amounts of the October invoices and checked in a couple of times – see email. I want to get these paid and the due date changed to reflect delay.

I am now out of the office until S22 .

If you have any questions could you speak with S22 , who is Director, Campaigns and acting Assistant Secretary until 7 January

S22

Have a great Christmas and New Year.

Thanks

S22

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

John Gorton Building, Parkes Place, Parkes ACT 2600

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

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

Follow Up Flag: Follow up
Flag Status: Completed

Hi everybody

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

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S22

From: S47F
Sent: Monday, 24 December 2018 1:38 PM
To: S22
Subject: Automatic reply: Dept of Environment & Energy - Current Invoices
[SEC=UNCLASSIFIED]

Follow Up Flag: Follow up
Flag Status: Completed

Hi,

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

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