

Campaigns running in the media – above \$250k

- As at 22 February 2017, the Government's master media agency, Dentsu Mitchell, advises there are ten advertising campaigns by non-corporate Commonwealth entities above the \$250,000 threshold scheduled to run in the media during the week commencing 26 February 2017, as detailed below:

Agency	Campaign
Defence	<i>Defence Force Recruiting</i> Aims to generate sufficient enquiries for positions available in the Defence Force and to educate audiences in the diversity of roles in Defence.
Employment	<i>jobactive</i> Aims to increase awareness and understanding of the employment services network.
	<i>Restart</i> Aims to increase the levels of mature age employment participation by promoting positive employer attitudes towards employing mature-age job seekers, and raising awareness and encouraging take-up of the Restart Wage Subsidy.
Foreign Affairs and Trade	<i>Smartraveller (Phase 4)</i> Aims to inform Australians how to minimise risks and avoid difficulties while overseas through the availability of consular assistance and the travel advice.
Health	<i>BreastScreen Australia</i> Aims to inform women aged between 50 and 74 about the program, which includes free mammograms every two years, and increase participation.
	<i>Health Star Rating</i> Aims to help consumers choose healthier food options and support the implementation of the new Health Star Rating on pack labelling by educating consumers about the new rating system and encouraging increased industry participation.
	<i>Physical Activity for Young Women</i> Aims to increase physical activity and sport participation among females aged 12–19 years.
	<i>National Tobacco</i> Aims to reduce smoking rates with Indigenous Australians, building on the success of previous campaigns.
Immigration and Border Protection	<i>No Way – Offshore</i> Aims to increase awareness in target audiences of the current Australian migration policy, that if asylum seekers arrive in Australia by boat, without a visa, they will never reach or be settled in Australia. This activity is only running overseas.
Industry	<i>Business.gov.au</i> Aims to increase awareness of available Government support for businesses through promotion of business.gov.au.

Campaigns running in the media – below \$250k

- As at 22 February 2017, the Government's master media agency, Dentsu Mitchell, advises there are 31 advertising campaigns by non-corporate Commonwealth entities below the \$250,000 threshold scheduled to run in the media during the week commencing 26 February 2017, as detailed below:

Agency	Campaign
Australian Communications and Media Authority	Office of the Children's eSafety Commissioner – Rewrite Your Story
Australian Competition and Consumer Commission	Button Batteries
Australian Financial Security Authority	2016-17 Search
Australian Office of Financial Management	KangaNews 2017
Australian Securities and Investment Commission	MoneySmart Search – February to April
Australian Taxation Office	Public Advice and Guidance
	SBS Tax Talk February
	SBS Tax Talk March
Education and Training	VET Student Loans
Employment	Australians at Work Instagram
Environment and Energy	E3 Program Lighting Energy Efficiency
Fair Work Ombudsman	Record My Hours App
Immigration and Border Protection	Community Status Resolution Service 2016–17
Industry, Innovation and Science	Questacon – Above and Beyond
	Questacon Branding 2016–17
	R&D Tax Incentive eLearning Course
IP Australia	Australian Trade Mark Search
National Archives of Australia	Exhibitions Feb and March 2017
Parliamentary Services	Enlighten 2017
Prime Minister and Cabinet	Referendum Council
Royal Australian Mint	2017 Six Year Coin Set
	Alphabet Collection 2017
	Australia at War 2016
	Centenary of the Trans-Australia Railway
	Enlighten 2017
	Numismatic Business Line 2017
	Search Activity 2016–17
	SS Vyner Brooke – 75 th Anniversary of the Sinking
	Tourism
Veterans' Affairs	Defence Services Home Insurance Scheme Jan-June 2017
	Mental Health CY17