

ANAO Campaign Advertising Review activites, 2008-09 and 2009-10 (to 22 February 2010)

Number	Campaign name	Agency	Date ANAO initially advised	Opening Letter sent to agency (date)*	Review report issued (date)	Advised Campaign launch (date)	Guideline 1 (Legislative authority, appropriation of the Parliament; or a Cabinet Decision)
1	Child Care Tax Rebate	Department of Education, Employment and Workplace Relations (DEEWR)	23 June 2008	Section 20 agreement: 24 June 2008	24 June 2008	29 June 2008	<u>Legislation:</u> <i>Family Assistance Legislation Amendment (Child Care Budget and other Measures) Act 2008</i>
2	Climate Change Household Action – Phase One	Department of Climate Change	3 July 2008	Section 20 agreement: 11 July 2008	16 July 2008	20 July 2008	<u>Cabinet Decision:</u> 4 February 2008.
3					18 July 2008 resissued due to amended creative material.		
4	Quarantine Matters! Campaign (November - December 2008)	Department of Agriculture, Fisheries and Forestry (DAFF)	4 July 2008	Section 20 agreement: 4 September 2008	8 September 2008	21 September 2008	<u>Legislation:</u> <i>Quarantine Act 1901</i> <u>Appropriation of Parliament:</u> 2005-06 Budget funding over four years.
5	First Home Saver Account (September – December 2008)	Australian Taxation Office (ATO)	11 September 2008	Section 20 agreement: 15 September 2008	19 September 2008	1 October 2008	<u>Legislation:</u> <i>First Home Saver Accounts Act 2008</i>
6	2008 Liquids, Aerosols and Gels Technology Trials	Department of Infrastructure, Transport, Regional Development and Local Government (Infrastructure)	8 July 2008	Section 20 agreement: 17 July 2008	29 September 2008	1 October 2009	<u>Legislation:</u> <i>Aviation Transport Security Act 2004</i> <u>Cabinet Decision:</u> 5 December 2006 (National Security Committee of Cabinet). <u>Appropriation of Parliament:</u> 2008-09 Budget included funding to continue trials and run a public education campaign.
7	2008 SmartGate Public Information Campaign (October 2008)	Australian Customs Service (Customs)	3 July 2008	Section 20 agreement: 21 July 2008	10 October 2008	19 October 2008	<u>Appropriation of Parliament:</u> 2005-06 Budget included \$185.7 m over four years for development of biometric border security measures including SmartGate.
8	Australian Better Health Initiative - (October 2008 - June 2009) Campaign	Department of Health and Ageing (DoHA)	3 July 2008	Section 20 agreement: 24 July 2008	14 October 2008	19 October 2008	<u>Appropriation of Parliament:</u> 2006-07 Budget provided funding over four years, including for a national media campaigns.
9	2008 Liquids, Aerosols and Gels Technology Trials - Video News Release	Infrastructure	8 July 2008	Section 20 agreement: 17 July 2008	17 October 2008	October 2008	<u>Legislation:</u> <i>Aviation Transport Security Act 2004</i> <u>Cabinet Decision:</u> 5 December 2006 (National Security Committee of Cabinet). <u>Appropriation of Parliament:</u> 2008-09 Budget included funding to continue trials and run a public education campaign.
10	Australian Better Health Initiative - (October 2008 - June 2009) Campaign - Materials in languages other than English	DoHA	3 July 2008	Section 20 agreement: 24 July 2008	21 October 2008	22 October 2008	<u>Appropriation of Parliament:</u> 2006-07 Budget provided funding over four years, including for a national media campaigns.
11	National Skin Cancer Awareness Campaign - Summer 2008-09	DoHA	20 October 2008	Section 20 agreement: 24 July 2008	6 November 2008	16 November 2008	<u>Appropriation of Parliament:</u> Strengthening Cancer Care Initiative announced in the 2005-06 Budget. 2007-08 Budget included additional funding over 2 years to continue the national education campaign – targeting young Australians.

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12	Smarttraveller Public Information Campaign (November 2008 – June 2009)	Department of Foreign Affairs and Trade (DFAT)	20 August 2008	Section 20 agreement: 2 September 2008	18 November 2008	1 December 2008	Phase 1 of this campaign ran from 2003-2006 (prior to introduction of the Guidelines). <u>Appropriation of Parliament:</u> Phase 2 Smarttraveller – Continued Funding was included in the 2006-07 Budget (\$13.1 m over four years).
13	National Binge Drinking Campaign - (November 2008 to June 2009)	DoHA	4 July 2008	Section 20 agreement: 24 July 2008	18 November 2008	23 November 2008	<u>Appropriation of Parliament:</u> 2006-07 Budget included funding over 4 years for the ‘National Safe Use of Alcohol’ campaign and review of the Australian Alcohol Guidelines. 2008-09 Budget included funding over two years, to replace the previous campaign with a campaign focused on young persons.
14	Australian Better Health Initiative - (October 2008 - June 2009) Campaign - Aboriginal and Torres Straight Islander Materials	DoHA	3 July 2008	Section 20 agreement letter: 24 July 2008	20 November 2008	23 November 2008	<u>Appropriation of Parliament:</u> 2006-07 Budget provided funding over four years, including for a national media campaigns.
15	Defence Force Recruitment Campaign - (November 2008 - June 2009)	Department of Defence (Defence)	28 August 2008	Section 20 agreement: 25 July 2008	20 November 2008	23 November 2008	<u>Appropriation of Parliament:</u> The FY 08-09 budget provided \$51.6 million for Defence recruitment.
16	Economic Securities Strategy Campaign Phase 1 (November - December 2008)	FaHCSIA	16 October 2008	Section 20 agreement: 23 July 2008	20 November 2008	29 November 2008	<u>Appropriation of Parliament:</u> Supplementary Estimates 2008-09 <u>Cabinet Decision:</u> 14 October 2008.
17	National Binge Drinking Campaign (November 2008 – June 2009) – Radio Commercial in Languages other than English	DoHA	4 July 2008	Section 20 agreement: 24 July 2008	3 December 2008	ASAP after ANAO report issued	<u>Appropriation of Parliament:</u> 2006-07 Budget included funding over 4 years for the ‘National Safe Use of Alcohol’ campaign and review of the Australian Alcohol Guidelines. 2008-09 Budget included funding over two years, to replace the previous campaign with a campaign focused on young persons.
18	Economic Security Strategy Campaign Phase 1 (November - December 2008) - materials in languages other than English	FaHCSIA	16 October 2008	Section 20 agreement: 23 July 2008	3 December 2008	ASAP after ANAO report issued	<u>Appropriation of Parliament:</u> Supplementary Estimates 2008-09. <u>Cabinet Decision:</u> 14 October 2008.
19	Defence Force Recruitment Campaign - (November 2008 - June 2009) - Navy Television Commercial	Defence	28 August 2008	Section 20 agreement: 25 July 2008	24 December 2008	18 January 2009	<u>Appropriation of Parliament:</u> The FY 08-09 budget provided \$51.6 million for Defence recruitment.
20	Anti-Money Laundering and Counter Terrorism Financing Campaign	Attorney-General’s Department (AGD)	23 September 2008	Section 20 agreement: 11 July 2008	7 January 2009	3 February 2009	<u>Legislation:</u> <i>Anti-Money Laundering and Counter-Terrorism Financing Act 2006</i>
21	Economic Security Strategy Campaign Phase 2 (January - June 2009)	FaHCSIA	16 October 2008	Section 20 agreement: 23 July 2008	16 January 2009	18 January 2009	<u>Appropriation of Parliament:</u> Supplementary Estimates 2008-09 <u>Cabinet Decision:</u> 14 October 2008.
22	Education Tax Refund Campaign (January - July 2009) - Direct Mailout materials only	ATO	2 October 2008	Section 20 agreement: 15 September 2008	20 January 2009	January 2009	<u>Legislation:</u> <i>Tax Laws Amendment (Education Refund) Act 2008</i> <u>Cabinet Decision:</u> 12 December 2008.

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23	Education Tax Refund Campaign (January - July 2009) - English materials only	ATO	2 October 2008	Section 20 agreement: 15 September 2008	23 January 2009	January 2009	<u>Legislation:</u> <i>Tax Laws Amendment (Education Refund) Act 2008</i> <u>Cabinet Decision:</u> 12 December 2008.
24	National Security Public Information Campaign - (February - April 2009)	AGD	27 October 2008	Section 20 agreement: 11 July 2008.	23 January 2009	8 February 2009	<u>Appropriation of Parliament:</u> 2007-08 Budget allocated funding over two years.
25	Economic Security Strategy Campaign Phase 2 (January - June 2009) - materials in languages other than English	FaHCSIA	16 October 2008	Section 20 agreement: 23 July 2008	29 January 2009	ASAP after ANAO report issued	<u>Appropriation of Parliament:</u> Supplementary Estimates 2008-09. <u>Cabinet Decision:</u> 14 October 2008.
26	Education Tax Refund Campaign (January - July 2009) - materials related to languages other than English	ATO	2 October 2008	Section 20 agreement: 15 September 2008.	19 February 2009	1 February 2009	<u>Legislation:</u> <i>Tax Laws Amendment (Education Refund) Act 2008</i> <u>Cabinet Decision:</u> 12 December 2008.
27	Tax Bonus 2009 Campaign - (Phase One)	ATO	17 February 2009	20 February 2009	27 February 2009	28 February to 15 March 2009	<u>Legislation:</u> <i>Tax Bonus for Working Australians (No. 2) Act 2009</i>
28	Removal of Same Sex Discrimination Information Campaign	Centrelink (Department of Human Services)	28 October 2008	25 February 2009	4 March 2009	30 March 2009	<u>Legislation:</u> <i>Removal of the Differential Treatment of Same Sex Couples and their Children - Law Reform.</i>
29	Tax Bonus (Phase One) - Materials in Languages other than English - 2009	ATO	17 February 2009	20 February 2009	6 March 2009	ASAP after ANAO report issued	<u>Legislation:</u> <i>Tax Bonus for Working Australians (No. 2) Act 2009</i>
30	Digital Switchover Campaign - Phase One	Department of Broadband, Communications and the Digital Economy (DBCDE)	3 July 2008	24 February 2009	12 March 2009	29 March 2009	<u>Legislation:</u> <i>Broadcasting Legislation Amendment (Digital Television Switch-over) Act 2008</i>
31	Quarantine Matters! Campaign (April - July 2009)	DAFF	8 December 2008	27 February 2009	13 March 2009	21 March 2009	<u>Legislation:</u> <i>Quarantine Act 1901</i> <u>Appropriation of Parliament:</u> 2005-06 Budget funding over four years.
32	Defence Force Recruitment Campaign - (November 2008 – June 2009) – Australian Defence Force Academy (ADFA) Radio Commercial Campaign	Defence	20 February 2009	2 March 2009	13 March 2009	15 March 2009	<u>Appropriation of Parliament:</u> The FY 08-09 budget provided \$51.6 million for Defence recruitment.
33	Tax Bonus 2009 Campaign - (Phase Two)	ATO	17 February 2009	20 February 2009	19 March 2009	21 March to early April 2009	<u>Legislation:</u> <i>Tax Bonus for Working Australians (No. 2) Act 2009</i>
34	Tax Bonus Campaign (Phase Two) - Materials in Languages other than English - 2009	ATO	17 February 2009	20 February 2009	27 March 2009	ASAP after ANAO report issued	<u>Legislation:</u> <i>Tax Bonus for Working Australians (No. 2) Act 2009</i>
35	Tax Bonus 2009 Campaign - (Phase Three)	ATO	17 February 2009	20 February 2009	2 April 2009	6 April 2009	<u>Legislation:</u> <i>Tax Bonus for Working Australians (No. 2) Act 2009</i>

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36	Digital Switchover Phase 1 Campaign - Materials in Languages other than English	DBCDE	3 July 2008	24 February 2009	8 April 2009	April 2009	<u>Legislation:</u> <i>Broadcasting Legislation Amendment (Digital Television Switch-over) Act 2008</i>
37	Tax Bonus Campaign (Phase 3) - Materials in Languages Other than English	ATO	17 February 2009	20 February 2009	14 April 2009	ASAP after ANAO report issued	<u>Legislation:</u> <i>Tax Bonus for Working Australians (No. 2) Act 2009</i>
38	National Binge Drinking Campaign - Parent Brochure in Languages other than English (Nov 2008 to June 2009)	DoHA	4 July 2008	Section 20 agreement: 24 July 2008	14 April 2009	ASAP after ANAO report issued	<u>Appropriation of Parliament:</u> 2006-07 Budget included funding over 4 years for the 'National Safe Use of Alcohol' campaign and review of the Australian Alcohol Guidelines. 2008-09 Budget included funding over two years, to replace the previous campaign with a campaign focused on young persons.
39	National Drugs Campaign - (April – June 2009)	DoHA	24 November 2008	2 March 2009	16 April 2009	19 April 2009	<u>Appropriation of Parliament:</u> 2008-09 Budget included funding for an Illicit drugs communication campaign.
40	Electronic Medicare Claiming Campaign	Medicare Australia	1 November 2008	23 February 2009	23 April 2009	18 May 2009	<u>Appropriation of Parliament:</u> 2008-09 Budget included funding over 4 years to increase the take-up of electronic Medicare claiming.
41	National Eye Health Awareness Campaign 2009	DoHA	24 November 2008	2 March 2009	29 April 2009	1 May 2009	<u>Appropriation of Parliament:</u> 2006-07 Budget provided funding over a four year period.
42	Tax Bonus 2009 Campaign - (Phase Four)	ATO	17 February 2009	20 February 2009	7 May 2009	16 May 2009	<u>Legislation:</u> <i>Tax Bonus for Working Australians (No. 2) Act 2009</i>
43	Defence Force Recruitment (November 2008 – June 2009) - Navy Technical Trades Radio Commercial Campaign	Defence	20 February 2009	8 April 2009	11 May 2009	17 May 2009	<u>Appropriation of Parliament:</u> The FY 08-09 budget provided \$51.6 million for Defence recruitment.
44	Defence Force Recruitment Campaign in support of AFL 2009 Sponsorship arrangements	Defence	5 April 2009	16 April 2009	11 May 2009	ASAP after ANAO report issued	<u>Appropriation of Parliament:</u> The FY 08-09 budget provided \$51.6 million for Defence recruitment. The FY 09-10 budget provided \$46.8 million for Defence recruitment.
45	Education Tax Refund Campaign - (Phase 3)	ATO	15 April 2009	23 April 2009	15 May 2009	27 May 2009	<u>Legislation:</u> <i>Tax Laws Amendment (Education Refund) Act 2008</i> <u>Cabinet Decision:</u> 12 December 2008.
46	National Sexually Transmissible Infections Prevention Program: Sexual Health Campaign (May 2009 – June 2010)	DoHA	24 November 2008	2 March 2009	15 May 2009	31 May 2009	<u>Appropriation of Parliament:</u> 2007- 08 Budget funding over four years for a new national program to raise awareness of sexually transmissible infections (STIs) and encourage safe sex practices.
47	Bringing Nurses Back into the Workforce 2009 Campaign	DoHA	15 December 2008	12 March 2009	22 May 2009	24 May 2009	<u>Appropriation of Parliament:</u> 2008-09 Budget included \$1.05 million for an advertising campaign to support the BNBW program.
48	Electronic Medicare Claiming Campaign - Materials in Languages other than English 2009	Medicare Australia	1 November 2008	23 February 2009	22 May 2009	May 2009	<u>Appropriation of Parliament:</u> 2008-09 Budget included funding over 4 years to increase the take-up of electronic Medicare claiming.

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49	Tax Bonus 2009 Campaign (Phase Four) - Materials in Languages other than English	ATO	17 February 2009	20 February 2009	27 May 2009	ASAP after ANAO report issued	Legislation: <i>Tax Bonus for Working Australians (No. 2) Act 2009</i>
50	National Sexually Transmissible Infections Prevention Program: Sexual Health campaign (May 2009 - June 2010) Digital Materials and Street Posters	DoHA	24 November 2008	2 March 2009	28 May 2009	June 2009	Appropriation of Parliament: 2007- 08 Budget funding over four years for a new national program to raise awareness of sexually transmissible infections (STIs) and encourage safe sex practices.
51	National Security Hotline Campaign (May June 2009)	AGD	23 March 2009	24 March 2009	29 May 2009	31 May 2009	Appropriation of Parliament: 2007-08 Budget allocated funding over two years.
52	Tax Bonus 2009 Campaign (Phase Four) - Additional Materials in Languages other than English	ATO	17 February 2009	20 February 2009	4 June 2009	ASAP after ANAO report issued	Legislation: <i>Tax Bonus for Working Australians (No. 2) Act 2009</i>
53	Defence Force Recruitment -Army Job Specific Advertising Campaign 2009	Defence	4 May 2009	8 May 2009	10 June 2009	14 June 2009	Appropriation of Parliament: The FY 08-09 budget provided \$51.6 million for Defence recruitment. The FY 09-10 budget provided \$46.8 million for Defence recruitment.
54	Tax Bonus 2009 Campaign (Phase Four) - Additional Materials in Languages other than English	ATO	17 February 2009	20 February 2009	11 June 2009	ASAP after ANAO report issued	Legislation: <i>Tax Bonus for Working Australians (No. 2) Act 2009</i>
55	New Employment Services Campaign - Direct mailout	DEEWR	19 February 2009	23 February 2009	23 June 2009	ASAP after ANAO report issued	Appropriation of Parliament: 2009-10 Budget provided funding over two years for an advertising campaign.
56	New Employment Services Campaign - Jobseeker Print and Radio	DEEWR	19 February 2009	23 February 2009	24 June 2009	27 June 2009	Appropriation of Parliament: 2009-10 Budget provided funding over two years for an advertising campaign.
57	New Employment Services Campaign - Employer Print and Radio	DEEWR	19 February 2009	23 February 2009	25 June 2009	27 June 2009	Appropriation of Parliament: 2009-10 Budget provided funding over two years for an advertising campaign.
58	National Missing Persons Week 2009	Australian Federal Police (AFP)	16 February 2009	27 February 2009	26 June 2009	6 July 2009	Appropriation of Parliament: 2008-09 Budget included funding for National Missing Persons Coordination Centre.
59	New Employment Services Campaign - Digital Materials	DEEWR	19 February 2009	23 February 2009	6 July 2009	July 2009	Appropriation of Parliament: 2009-10 Budget provided funding over two years for an advertising campaign.
60	Defence Force Recruitment Campaign - (July 2009-December 2009)	Defence	10 June 2009	15 June 2009	6 July 2009	12 July 2009	Appropriation of Parliament: The FY 09-10 budget provided \$46.8 million for Defence recruitment.
61	New Employment Services Campaign - Employer magazine advertisements	DEEWR	19 February 2009	23 February 2009	13 July 2009	ASAP after ANAO report issued	Appropriation of Parliament: 2009-10 Budget provided funding over two years for an advertising campaign.
62	Small Business and General Business Tax Break	ATO	6 March 2009	12 March 2009	17 July 2009	26 July 2009	Legislation: <i>Tax Laws Amendment (Small Business and General Business Tax Break) Act 2009</i>
63	Small Business and General Business Tax Break Campaign (July - December 2009) - Additional Material in languages other than English	ATO	6 March 2009	12 March 2009	22 July 2009	26 July 2009	Legislation: <i>Tax Laws Amendment (Small Business and General Business Tax Break) Act 2009</i>
64	New Employment Services Campaign - Materials in languages other than English	DEEWR	19 February 2009	23 February 2009	31 July 2009	ASAP after ANAO report issued	Appropriation of Parliament: 2009-10 Budget provided funding over two years for an advertising campaign.

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65	National Missing Persons Week 2009 - Additional Materials	AFP	16 February 2009	27 February 2009	4 August 2009	6 August 2009	<u>Appropriation of Parliament:</u> 2008-09 Budget included funding for National Missing Persons Coordination Centre.
66	Defence Force Recruitment Campaign - Health Priority Jobs 2009 Campaign	Defence	13 July 2009	30 July 2009	7 August 2009	15 August 2009	<u>Appropriation of Parliament:</u> The FY 09-10 budget provided \$46.8 million for Defence recruitment.
67	Defence Force Recruitment - Defence Reserves Support – Benefits of Reserve Service Campaign (August 2009-June 2010)	Defence	21 May 2009	29 June 2009	7 August 2009	ASAP after ANAO report issued	<u>Appropriation of Parliament:</u> The FY 09-10 budget provided \$46.8 million for Defence recruitment.
68	Australian Better Health Initiative - Measure up Campaign 2009-10	DoHA	1 June 2009	2 July 2009	31 August 2009	13 September 2009	<u>Appropriation of Parliament:</u> 2006-07 Budget provided funding over four years, including for a national media campaigns.
69	New Employment Services Campaign - Indigenous Press and Radio Materials	DEEWR	19 February 2009	23 February 2009	3 September 2009	7 September 2009	<u>Appropriation of Parliament:</u> 2009-10 Budget provided funding over two years for an advertising campaign.
70	Secure and Sustainable Pensions Campaign September 2009	Department of Families, Housing Community Services and Indigenous Affairs (FaHCSIA)	1 June 2009	28 July 2009	3 September 2009	5 September 2009	<u>Appropriation of Parliament:</u> 2009-10 Budget decision to introduce pension system reforms. Cabinet minute from Minister requesting funding for a pensions communications campaign - ERC decision and Cabinet decision supported the request.
71	Secure and Sustainable Pensions Campaign September 2009 - Additional Materials	FaHCSIA	1 June 2009	28 July 2009	8 September 2009	ASAP after ANAO report issued	<u>Appropriation of Parliament:</u> 2009-10 Budget decision to introduce pension system reforms. Cabinet minute from Minister requesting funding for a pensions communications campaign - ERC decision and Cabinet decision supported the request.
72	Smartraveller Campaign (October – December 2009)	DFAT	24 July 2009	29 July 2009	11 September 2009	4 October 2009	<u>Appropriation of Parliament:</u> Phase 2 Smartraveller – Continued Funding was included in the 2006-07 Budget (\$13.1 m over four years).
73	Defence Force Recruitment Campaign - Air Force Priority Jobs 2009	Defence	29 July 2009	30 July 2009	8 October 2009	1 November 2009	<u>Appropriation of Parliament:</u> The FY 09-10 budget provided \$46.8 million for Defence recruitment.
74	National Binge Drinking Campaign - (November 2009 - June 2010)	DoHA	24 August 2009	17 September 2009	27 October 2009	2 November 2009	<u>Appropriation of Parliament:</u> 2006-07 Budget included funding over 4 years for the 'National Safe Use of Alcohol' campaign and review of the Australian Alcohol Guidelines. 2008-09 Budget included funding over two years, to replace the previous campaign with a campaign focused on young persons.
75	National Skin Cancer Awareness Campaign - Summer 2009-10	DoHA	24 August 2009	17 September 2009	28 October 2009	15 November 2009	<u>Appropriation of Parliament:</u> Strengthening Cancer Care Initiative announced in the 2005-06 Budget. 2007-08 Budget included additional funding over 2 years to continue the national education campaign – targeting young Australians. 2008-09 Budget included a re-allocation of funding from National Public Health Programs to continue with the campaign during summer 2009-10 period.
76	Digital Switchover Campaign - Phase Two – (Multi-regional component)	DBCDE	23 June 2009	29 June 2009	17 November 2009	29 November 2009	<u>Legislation:</u> <i>Broadcasting Legislation Amendment (Digital Television Switch-over) Act 2008</i>

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77	Digital Switchover Campaign Phase Two - (local tailored and NESB Indigenous multi-regional components)	DBCDE	23 June 2009	29 June 2009	8 December 2009	3 January 2009 13 December 2009 (NESB Indigenous multi-regional components)	<u>Legislation:</u> <i>Broadcasting Legislation Amendment (Digital Television Switch-over) Act 2008</i>
78	Defence Force Recruitment (1 January 2010 – 3 July 2010) Campaign	Defence	14 October 2009	21 October 2009	17 December 2009	1 January 2010	<u>Appropriation of Parliament:</u> The FY 09-10 budget provided \$46.8 million for Defence recruitment.
79	Digital Switchover Campaign - Phase Two (Local Tailored NESB Component)	DBCDE	23 June 2009	29 June 2009	22 December 2009	10 January 2010	<u>Legislation:</u> <i>Broadcasting Legislation Amendment (Digital Television Switch-over) Act 2008</i>
80	Defence Force Multicultural Recruitment (February - June 2010) Campaign	Defence	20 August 2009	21 October 2009	7 January 2010	14 February 2010	<u>Appropriation of Parliament:</u> The FY 09-10 budget provided \$46.8 million for Defence recruitment.
81	Defence Force Recruitment Navy Television Commercials 2010 Campaign	Defence	14 October 2009	21 October 2009	13 January 2010	February 2010	<u>Appropriation of Parliament:</u> The FY 09-10 budget provided \$46.8 million for Defence recruitment.
82	Superannuation Contributions Cap	ATO	11 November 2009	17 November 2009	18 January 2010	7 March 2010	<u>Legislation:</u> <i>Tax Laws Amendment (2009 Budget Measures No. 1) Act 2009</i>
83	National Tobacco Strategy 2010 Campaign	DoHA	24 November 2009	15 January 2010	15 February 2010	28 February 2010	<u>Appropriation of Parliament:</u> 2009-10 Budget provided funding for the re-invigoration of the National Tobacco Strategy Activity.
84	Defence Force Recruitment Navy Brand and Digital 2010 Campaign	Defence	14 October 2009	21 October 2009	17 February 2010	February 2010	<u>Appropriation of Parliament:</u> The FY 09-10 budget provided \$46.8 million for Defence recruitment.
5	National Drugs Campaign - (February - July 2010)	DoHA	24 August 2008	17 September 2009	17 February 2010	28 February 2010	<u>Appropriation of Parliament:</u> 2008-09 Budget included funding for an Illicit drugs communication campaign.
86	Digital Switchover Campaign - Regional South Australia and Broken Hill component	DBCDE	5 January 2010	18 January 2010	25 February 2010	28 March 2010	<u>Legislation:</u> <i>Broadcasting Legislation Amendment (Digital Television Switch-over) Act 2008</i>