

**From:** campaigns  
**Sent:** Wednesday, 5 June 2024 10:27 AM  
**To:** s22(1)(a)(ii)  
**Cc:** s22(1)(a)(ii); CHARLES, Susan; s22(1)(a)(ii); campaigns  
**Subject:** Week 7 Dashboard Report - 25 - 31 May [SEC=OFFICIAL]  
**Attachments:** New Vehicle Efficiency Standard - social listening May 25 to 31 2024.pptx; Modern,\_Cheaper-to-Run\_Cars\_Awareness\_Campaign\_statistics.pdf; 24015 DOI Modern Cheaper to Run Cars Topline (Weeks 5-6) 240530.pdf; Campaign - Social media overview 31 May 2024.docx

OFFICIAL

Hi s22(1)(a)(ii),

Please see the latest stats for the week ending the 31 May on the New Vehicle Efficiency Standard.

Let me know if you have any questions, happy to discuss.

Regards,

s22(1)(a)

---

MODERN, CHEAPER-TO-RUN CARS CAMPAIGN  
Week 7 – Dashboard update

## 1. SUMMARY OVERVIEW

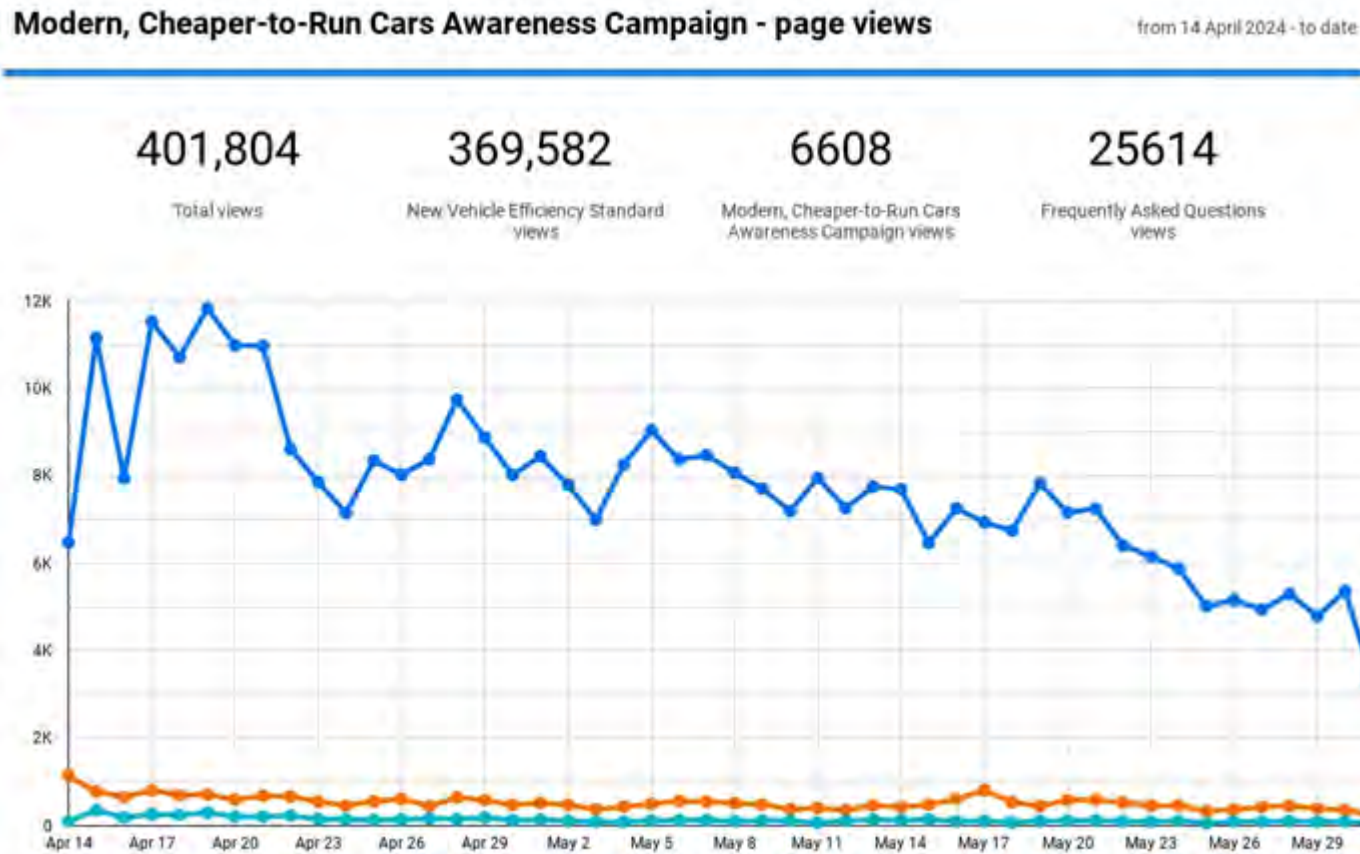
This week visitation to the Campaign website [cleanercars.gov.au](http://cleanercars.gov.au) has decreased in comparison to previous weeks. Throughout this reporting period there have been a number of other active government campaigns in the market, including the department's Regional Railway Crossing Safety Campaign which launched 19 May 2024. This may be contributing to the stabilising and decline of engagement with the website. The Campaigns team has begun work on delivering the final part of the Campaign, the public relations phase, which will continue to build awareness and understanding for what a New Vehicle Efficiency Standard will mean for the public.

The social media component of the Campaign will end 8 June 2024.


**CLEANERCARS WEBSITE VISITS**

The cleanercars website has reached **401,804** visits since the launch of the Campaign. Even with the decline in visits, the website is still proving to be a useful resource to combat mis/disinformation around the policy, the Campaigns team continues to monitor social media commentary and emerging themes from public discussion to ensure that information on the FAQ page remains relevant and addresses public concern.

Below is a table demonstrating website activity for the life of the campaign (**further details attached**).




s47C, s47E(d)




*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

s47C, s47E(d)



*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

s47C, s47E(d)



**3. MEDIA PLACEMENT**

All paid media is running.


**4. MEDIA COMMENTARY**

Campaigns team are not aware of any specific media references relating to the Campaign from this week.

**5. PUBLIC RELATIONS AND COMMUNITY OUTREACH ACTIVITIES**

Given the passage of legislation, the Campaigns team is working on public relations and community outreach activities.

s47E(d), s47C



If you have any questions at all, please do not hesitate in reaching out. The Campaigns team will continue to develop weekly dashboard updates.

Thanks,

s22(1)  
(a)

s22(1)(a)(ii)

s22(1)(a)(ii) • Campaigns • Communication and Change Branch •

People, Culture and Change Division

s22(1)(a)(ii) [@inrastructure.gov.au](mailto:in@inrastructure.gov.au)

• M s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

OFFICIAL

*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

# New Vehicle Efficiency Standard

Social listening report – 25-31 May 2024

# Number of mentions, by source

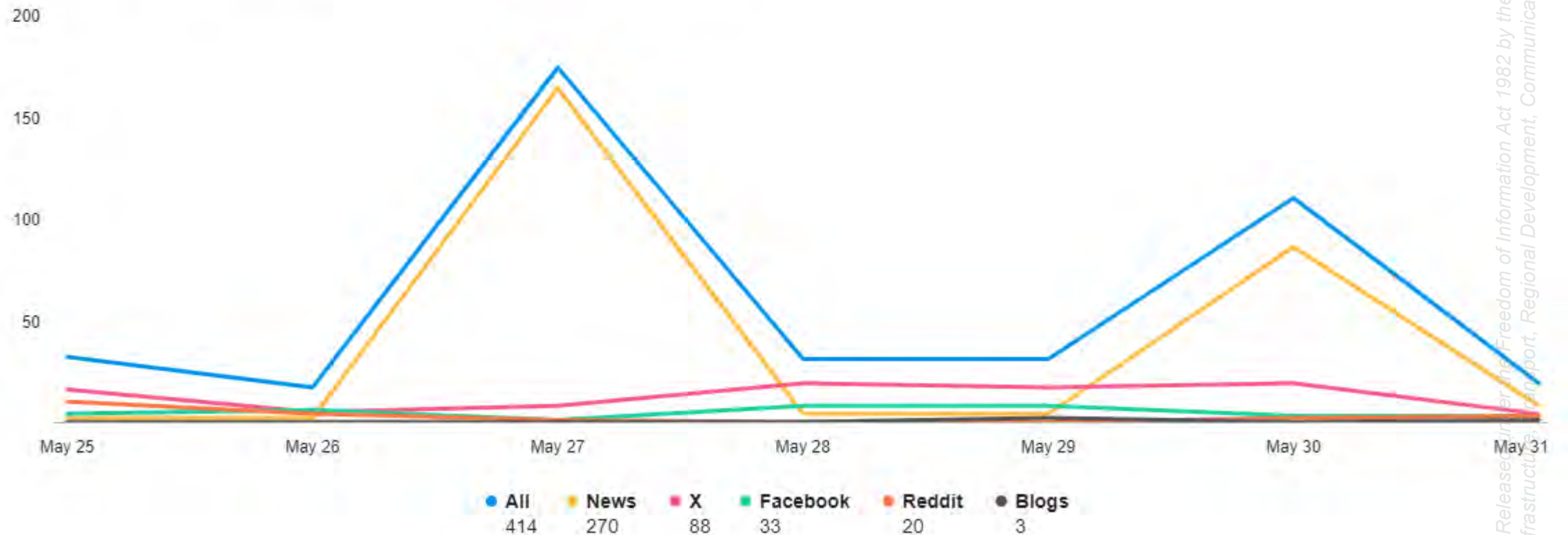
## Mentions Trend by Source Type ⓘ

Total Mentions

**414** ↓ 54%  
Previous period **905**


Daily Average

**59** ↓ 54%  
Previous period **129**







s47C, s47E(d)




s47C, s47E(d)



s47C, s47E(d)



s47C, s47E(d)



*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

# Modern, Cheaper-to-Run Cars Awareness Campaign - page views

from 14 April 2024 - to date

401,804

Total views

369,582

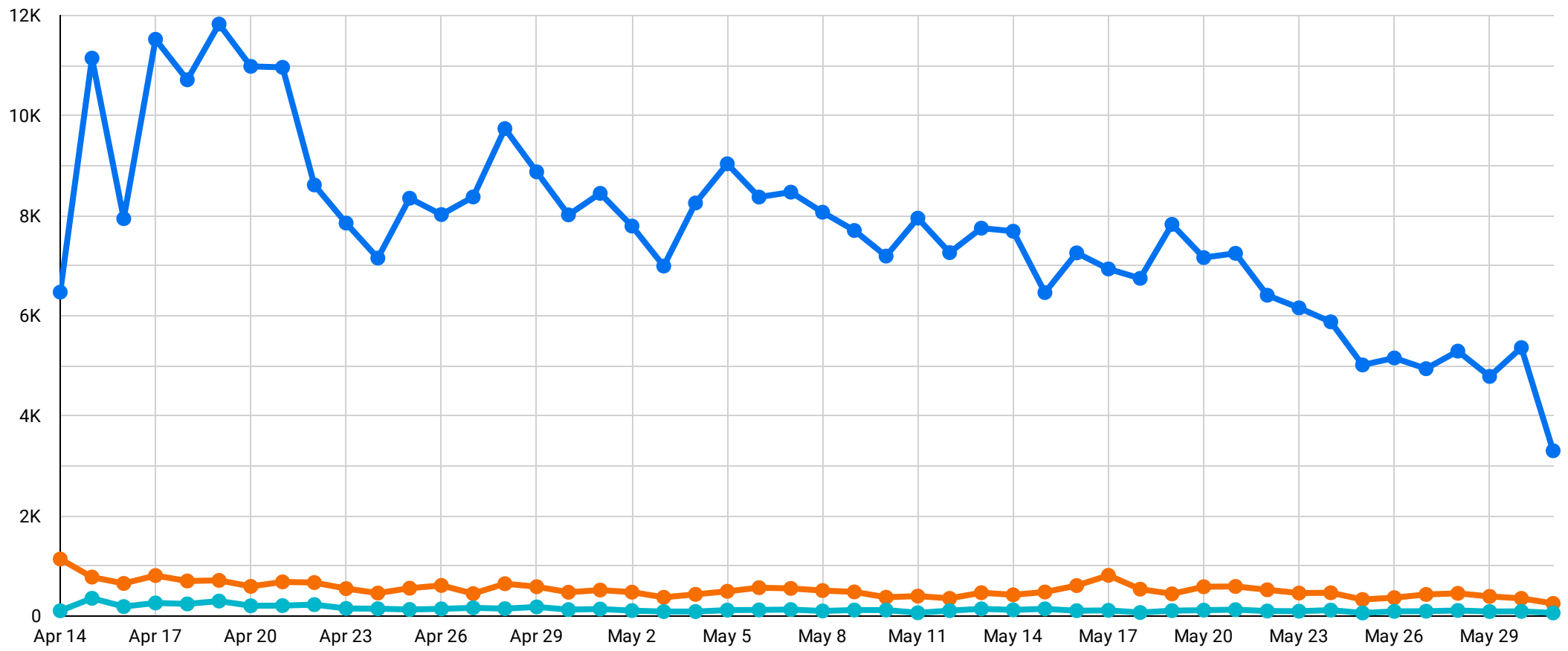
New Vehicle Efficiency Standard views

6608

Modern, Cheaper-to-Run Cars Awareness Campaign views

25614

Frequently Asked Questions views



## New Vehicle Efficiency Standard



Date	Views
May 31, 2024	3,304
May 30, 2024	5,365
May 29, 2024	4,789
May 28, 2024	5,295
May 27, 2024	4,944
May 26, 2024	5,158
May 25, 2024	5,018
May 24, 2024	5,880
May 23, 2024	6,159
May 22, 2024	6,412
May 21, 2024	7,250
May 20, 2024	7,164
May 19, 2024	7,828
May 18, 2024	6,749
May 17, 2024	6,937
May 16, 2024	7,258
May 15, 2024	6,465
May 14, 2024	7,691
May 13, 2024	7,752
May 12, 2024	7,263
May 11, 2024	7,952
May 10, 2024	7,194
May 9, 2024	7,706
May 8, 2024	8,071
May 7, 2024	8,472
May 6, 2024	8,374

## Modern, Cheaper-to-Run Cars Awareness Campaign



Date	Views
May 31, 2024	63
May 30, 2024	94
May 29, 2024	91
May 28, 2024	112
May 27, 2024	97
May 26, 2024	94
May 25, 2024	62
May 24, 2024	119
May 23, 2024	97
May 22, 2024	101
May 21, 2024	128
May 20, 2024	118
May 19, 2024	108
May 18, 2024	71
May 17, 2024	114
May 16, 2024	107
May 15, 2024	144
May 14, 2024	124
May 13, 2024	144
May 12, 2024	109
May 11, 2024	66
May 10, 2024	120
May 9, 2024	121
May 8, 2024	102
May 7, 2024	130
May 6, 2024	123

## Frequently Asked Questions



Date	Views
May 31, 2024	253
May 30, 2024	354
May 29, 2024	393
May 28, 2024	454
May 27, 2024	432
May 26, 2024	368
May 25, 2024	331
May 24, 2024	466
May 23, 2024	460
May 22, 2024	525
May 21, 2024	592
May 20, 2024	586
May 19, 2024	444
May 18, 2024	538
May 17, 2024	814
May 16, 2024	609
May 15, 2024	481
May 14, 2024	425
May 13, 2024	467
May 12, 2024	354
May 11, 2024	399
May 10, 2024	376
May 9, 2024	483
May 8, 2024	510
May 7, 2024	553
May 6, 2024	567

# Modern, Cheaper-to-Run Cars Awareness Campaign - additional info

from 14 April 2024 - to date

## Sessions by browser

Browser	Sessions
Safari (in-app)	80,523
Chrome	46,562
Android Webview	45,750
Safari	22,283
Edge	4,852
Samsung Internet	2,182
Firefox	856
Opera	275
Mozilla Compatible Agent	21
Android Runtime	15

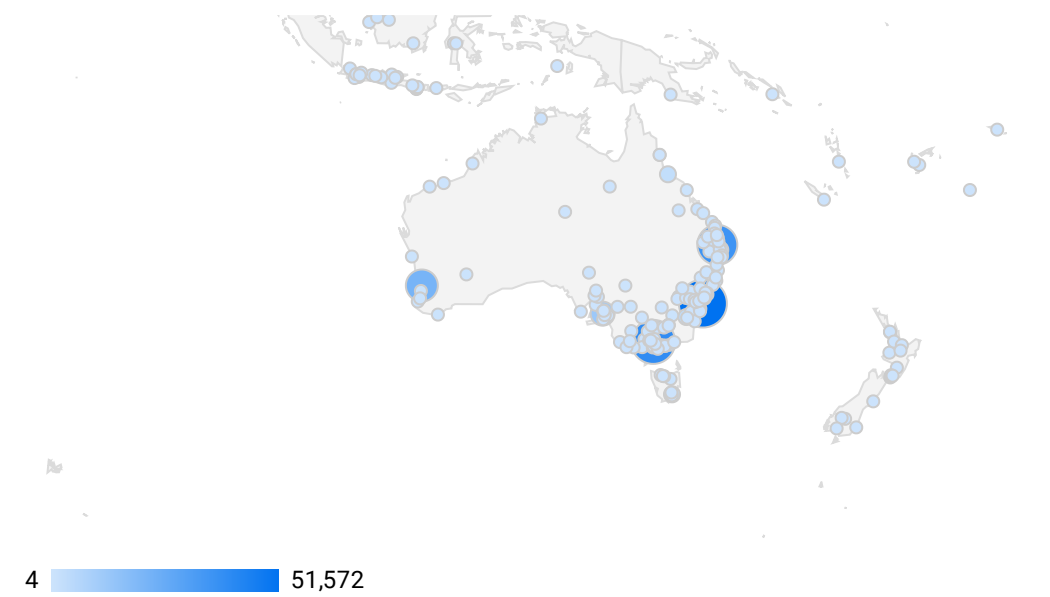
## Views by source

Session source	Views
fb	196,931
(direct)	102,800
google	60,660
m.facebook.com	29,768
l.facebook.com	3,221
(not set)	1,602
4820671	1,007
bing	987
t.co	642
dcceew.gov.au	530

## Sessions by device

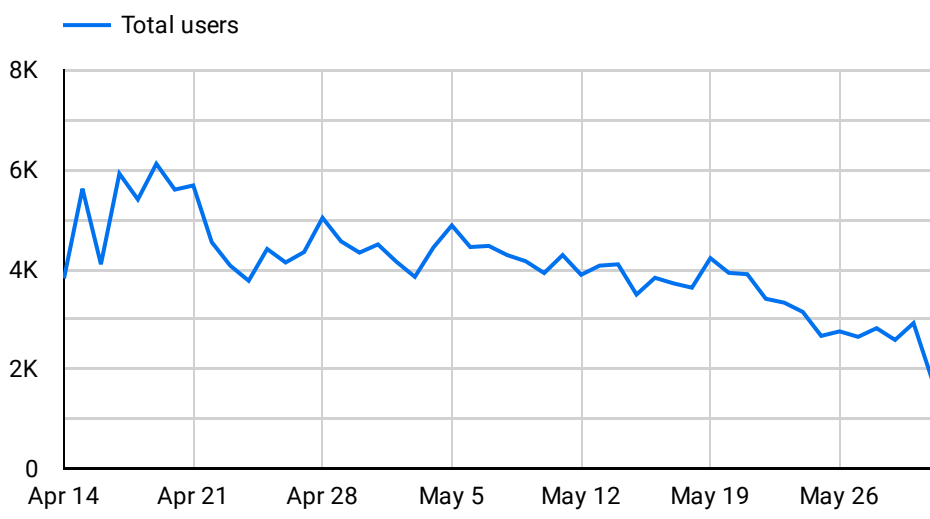
Device category	Sessions
mobile	156,969
desktop	29,388
tablet	14,384
smart tv	4

## Sessions by city (Australasia)

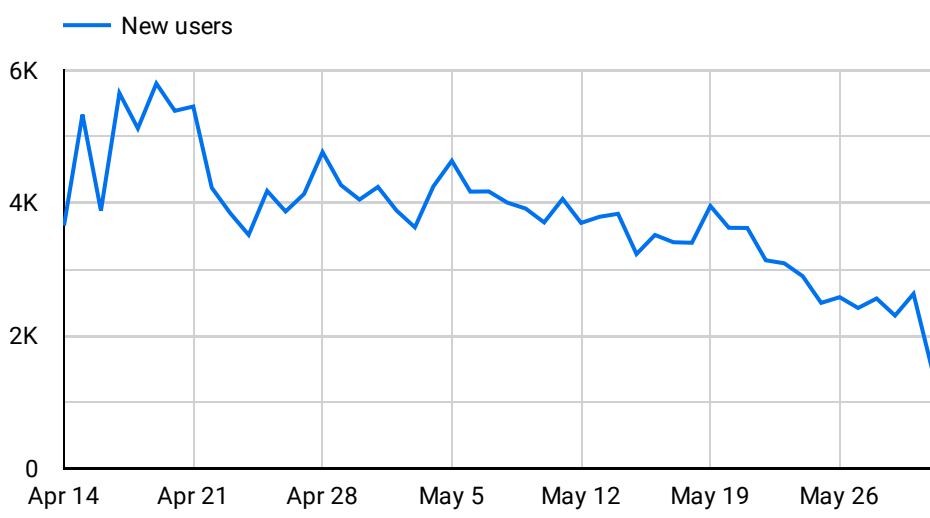


City	Sessions
Sydney	51,572
Melbourne	39,533
Brisbane	35,880
Perth	21,405
Adelaide	12,100
(not set)	8,369
Canberra	3,426
Hobart	2,489
Townsville	2,445
Gold Coast	1,845

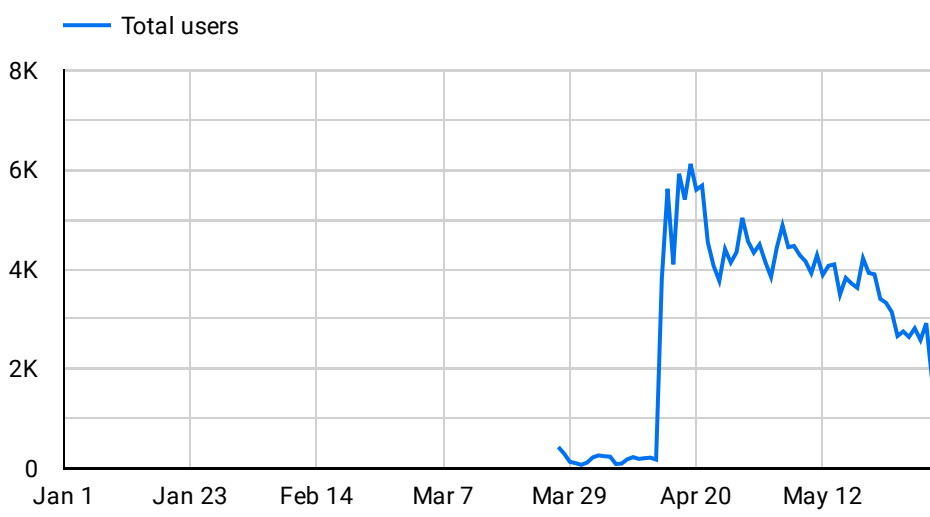
## Total users



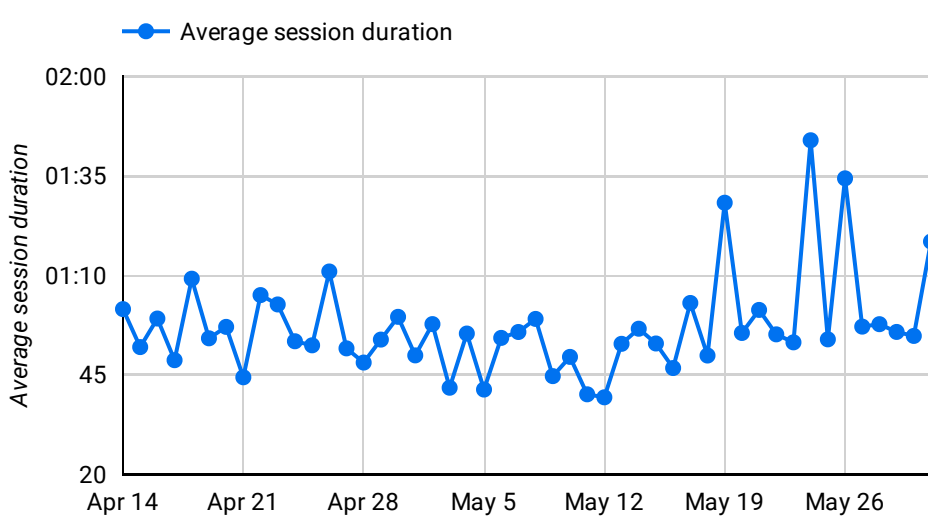
## Total new users



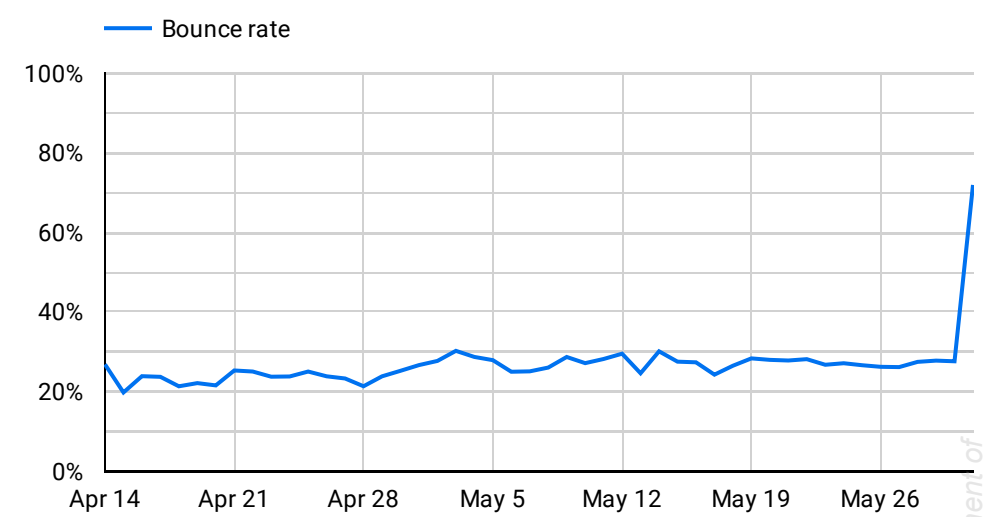
## Total new users - year to date



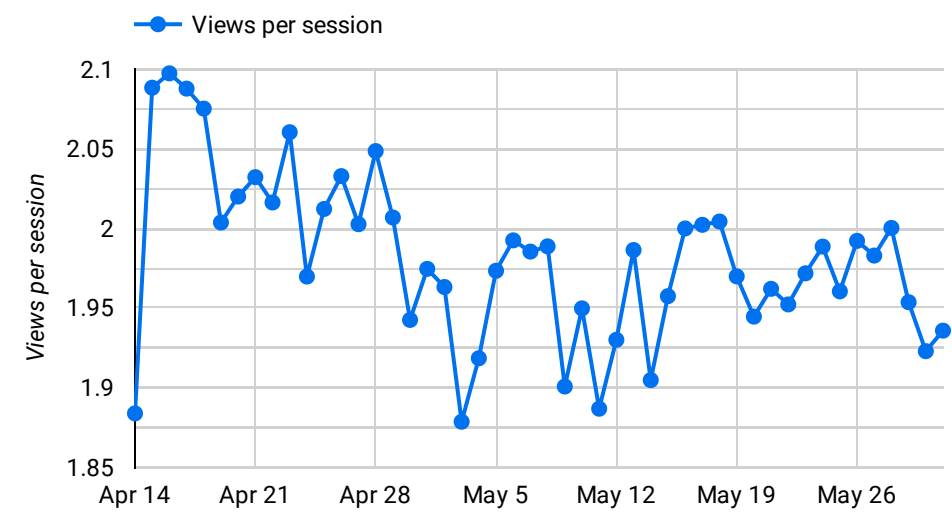
## Average session duration



## Bounce rate



## Average views per session



**From:** s22(1)(a)(ii)  
**Sent:** Tuesday, 21 May 2024 7:05 PM  
**To:** s22(1)(a)(ii); s22(1)(a)(ii)  
**Cc:** campaigns; CHARLES, Susan; s22(1)(a)(ii); Kathage, Tristan; s22(1)(a)(ii)  
**Subject:** Campaign dashboard - Week 5 reporting period 10 May - 17 May [SEC=OFFICIAL]  
**Attachments:** 24015 DOI Modern Cheaper to Run Cars Topline (Weeks 3-4) 240517 (1).pdf; Campaign - Social media overview 17 May 2024.docx; Modern,\_Cheaper-to-Run\_Cars\_Awareness\_Campaign\_statistics.pdf; New Vehicle Efficiency Standard - social listening May 11 to 17 2024.pptx; FW: Campaign dashboard - Week 4 reporting period 4 May - 10 May [SEC=OFFICIAL]  
**Categories:** s22(1)(a)

OFFICIAL

Hi s22(1)(a)(iii) and s22(1)(a)(ii)

Please see below the latest stats relating the New Vehicle Efficiency Standard Campaign, I understand you may not have received an update for week 4, which I've attached for your reference.

Any questions please reach out.

Many thanks,

s22(1)(a)

MODERN, CHEAPER-TO-RUN CARS CAMPAIGN  
Week 5 – Dashboard update

## 1. SUMMARY OVERVIEW

This week visitation to the Campaign website [cleanercars.gov.au](http://cleanercars.gov.au) remains consistent with last week. The Budget occurred throughout this reporting period and there are a number of other active government campaigns currently in the market which may be contributing to the stabilising of engagement with the website. On Thursday **16 May** the New Vehicle Efficiency Standard passed through the House of Representatives and the Senate, meaning that the Bill will continue progress to become legislation.

The Campaigns team has begun work on delivering the final part of the Campaign, the public relations phase, which will continue to build awareness and understanding for what a New Vehicle Efficiency Standard will mean for the public.

### **CLEANERCARS WEBSITE VISITS**

The cleanercars website has had **302,844** visits since the launch of the Campaign. The website is proving to be a useful resource to combat mis/disinformation around the policy, the Campaigns team continues to monitor social media commentary and emerging themes from public discussion to ensure that information on the FAQ page remains relevant and addresses public concern and discourse. As a result the team is working to optimise the website bringing important information on the FAQ page to the landing page.

Below is a table demonstrating website activity for the life of the campaign **(further details attached)**.



328,676

Total views

302,844

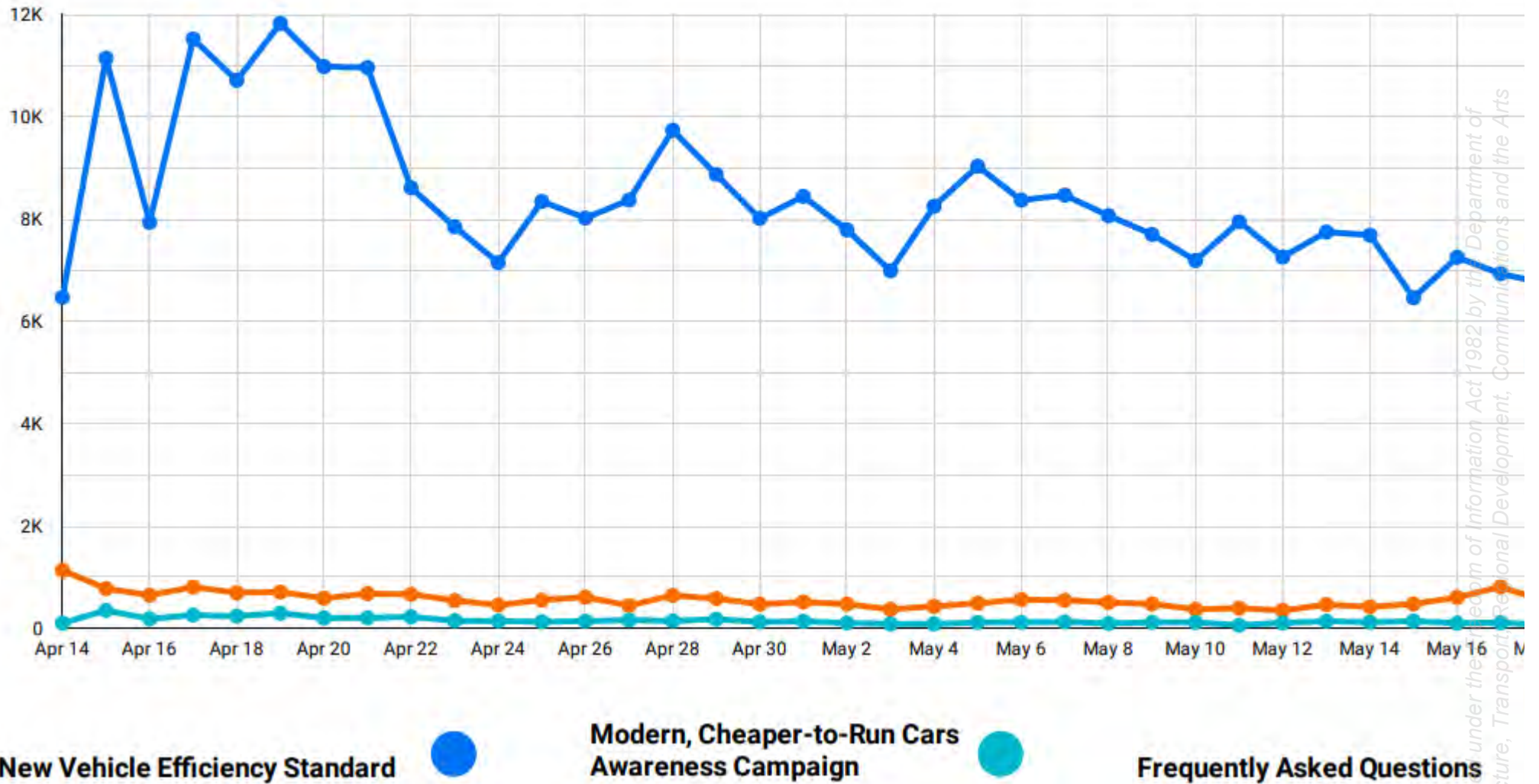
New Vehicle Efficiency Standard views

5432

Modern, Cheaper-to-Run Cars Awareness Campaign views


20400

Frequently Asked Questions views




Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

s47C, s47E(d)




*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

s47C, s47E(d)




*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

s47C, s47E(d)



*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

s47C, s47E(d)



### **3. MEDIA PLACEMENT**

All paid media is running.

### **4. MEDIA COMMENTARY**

Campaigns team are not aware of any specific media references relating to the Campaign from this week. There has been a spike in general media commentary regarding the policy due to the Budget and parliamentary debate.

## 5. PUBLIC RELATIONS AND COMMUNITY OUTREACH ACTIVITIES

Given the passage of legislation, the Campaigns team will now commence work on public relations and community outreach activities.

s47E(d)



If you have any questions at all, please do not hesitate in reaching out. The Campaigns team will continue to develop weekly dashboard updates.

Thanks,

s22(1)(a)

s22(1)(a)(ii)

s22(1)(a)(ii) • Campaigns • Communication and Change Branch •

People, Culture and Change Division

s22(1)(a)(ii) [@inrastructure.gov.au](mailto:s22(1)(a)(ii)@inrastructure.gov.au)

• M s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

OFFICIAL

# Modern, Cheaper-to-Run Cars Awareness Campaign - page views

from 14 April 2024 - to date

328,676

Total views

302,844

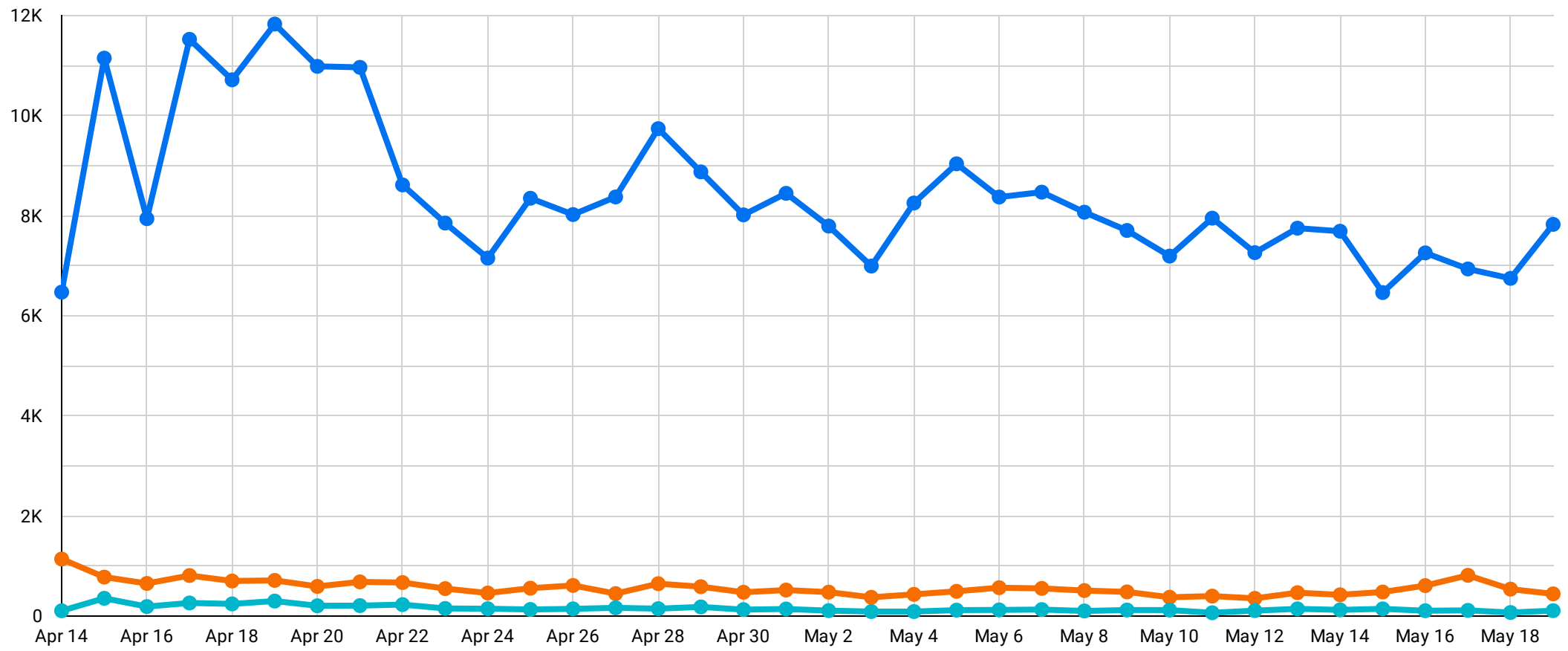
New Vehicle Efficiency Standard views

5432

Modern, Cheaper-to-Run Cars Awareness Campaign views

20400

Frequently Asked Questions views



## New Vehicle Efficiency Standard



Date	Views
May 19, 2024	7,828
May 18, 2024	6,749
May 17, 2024	6,937
May 16, 2024	7,258
May 15, 2024	6,465
May 14, 2024	7,691
May 13, 2024	7,752
May 12, 2024	7,263
May 11, 2024	7,952
May 10, 2024	7,194
May 9, 2024	7,706
May 8, 2024	8,071
May 7, 2024	8,472
May 6, 2024	8,374
May 5, 2024	9,038
May 4, 2024	8,255
May 3, 2024	6,995
May 2, 2024	7,794
May 1, 2024	8,448
Apr 30, 2024	8,018
Apr 29, 2024	8,877
Apr 28, 2024	9,741
Apr 27, 2024	8,376
Apr 26, 2024	8,024
Apr 25, 2024	8,350
Apr 24, 2024	7,154

## Modern, Cheaper-to-Run Cars Awareness Campaign



Date	Views
May 19, 2024	108
May 18, 2024	71
May 17, 2024	114
May 16, 2024	107
May 15, 2024	144
May 14, 2024	124
May 13, 2024	144
May 12, 2024	109
May 11, 2024	66
May 10, 2024	120
May 9, 2024	121
May 8, 2024	102
May 7, 2024	130
May 6, 2024	123
May 5, 2024	119
May 4, 2024	90
May 3, 2024	90
May 2, 2024	109
May 1, 2024	141
Apr 30, 2024	129
Apr 29, 2024	183
Apr 28, 2024	148
Apr 27, 2024	165
Apr 26, 2024	144
Apr 25, 2024	132
Apr 24, 2024	147

## Frequently Asked Questions



Date	Views
May 19, 2024	444
May 18, 2024	538
May 17, 2024	814
May 16, 2024	609
May 15, 2024	481
May 14, 2024	425
May 13, 2024	467
May 12, 2024	354
May 11, 2024	399
May 10, 2024	376
May 9, 2024	483
May 8, 2024	510
May 7, 2024	553
May 6, 2024	567
May 5, 2024	495
May 4, 2024	434
May 3, 2024	375
May 2, 2024	478
May 1, 2024	520
Apr 30, 2024	476
Apr 29, 2024	587
Apr 28, 2024	647
Apr 27, 2024	449
Apr 26, 2024	612
Apr 25, 2024	557
Apr 24, 2024	460

# Modern, Cheaper-to-Run Cars Awareness Campaign - additional info

from 14 April 2024 - to date

## Sessions by browser

Browser	Sessions
Safari (in-app)	69,107
Android Webview	39,557
Chrome	35,156
Safari	16,874
Edge	3,635
Samsung Internet	1,675
Firefox	676
Opera	194
Mozilla Compatible Agent	13
YaBrowser	7

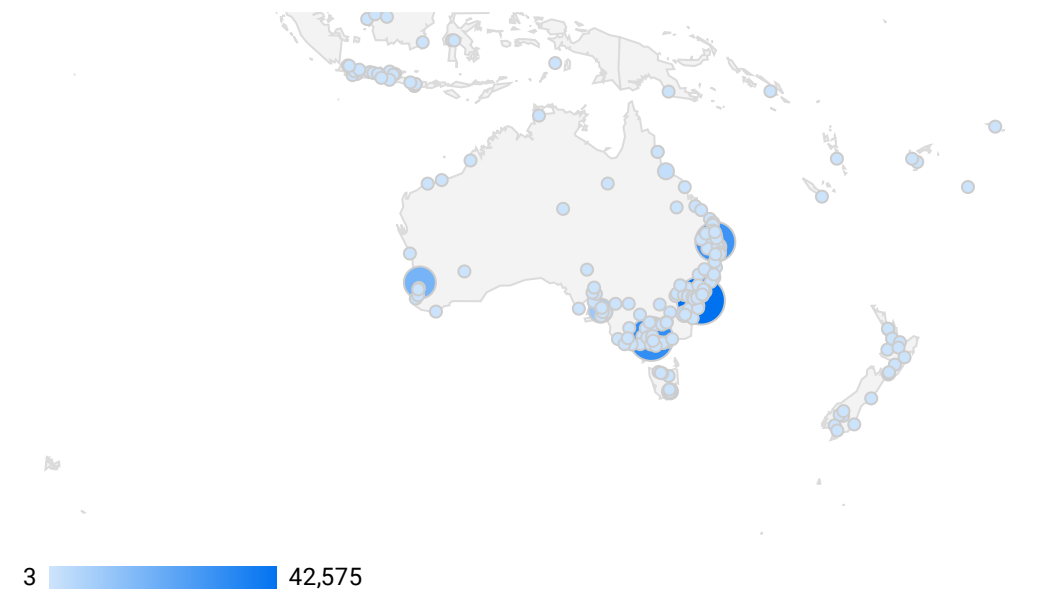
## Views by source

Session source	Views
fb	167,807
(direct)	80,711
google	44,955
m.facebook.com	27,075
l.facebook.com	3,049
bing	726
(not set)	681
4820671	574
t.co	465
dcceew.gov.au	329

## Sessions by device

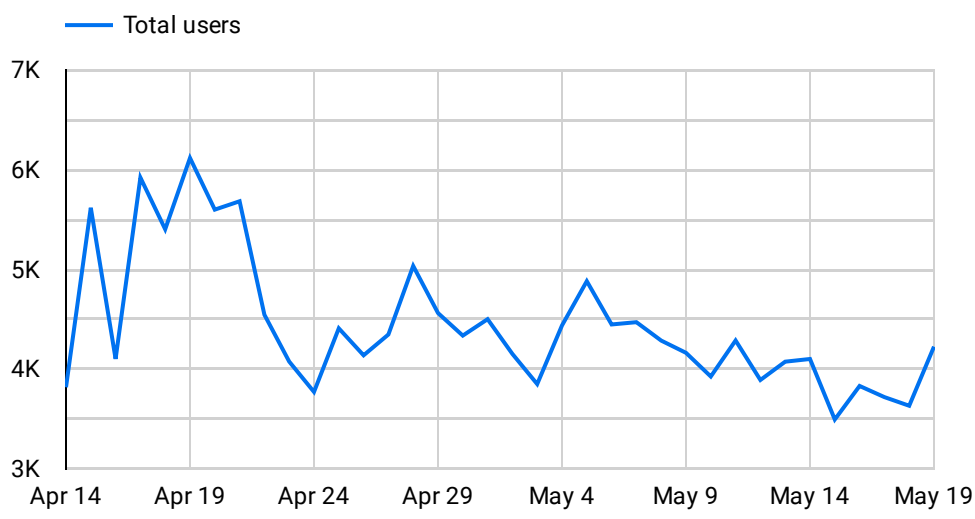
Device category	Sessions
mobile	130,225
desktop	21,101
tablet	12,183
smart tv	4

## Sessions by city (Australasia)

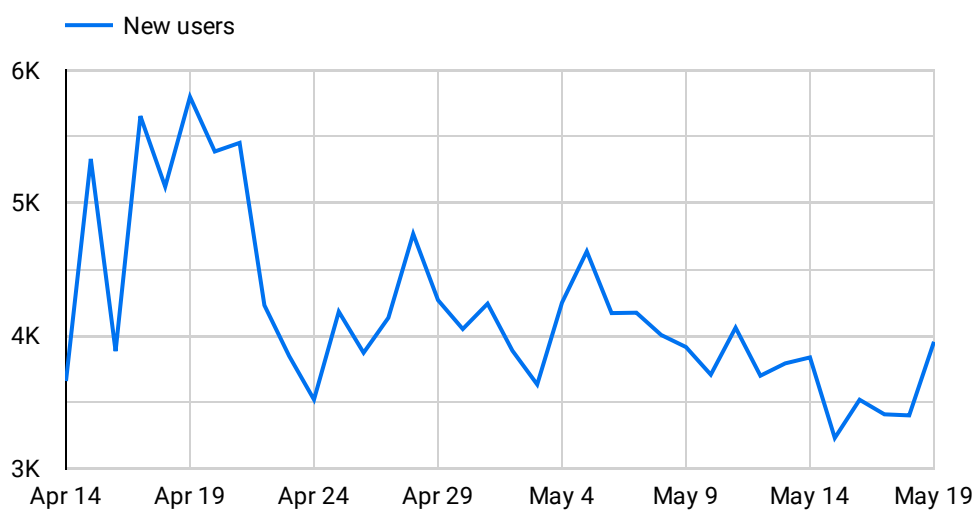


City	Sessions
Sydney	42,575
Melbourne	32,048
Brisbane	29,776
Perth	17,864
Adelaide	10,167
(not set)	6,862
Canberra	2,679
Townsville	2,024
Hobart	1,990
Gold Coast	1,461

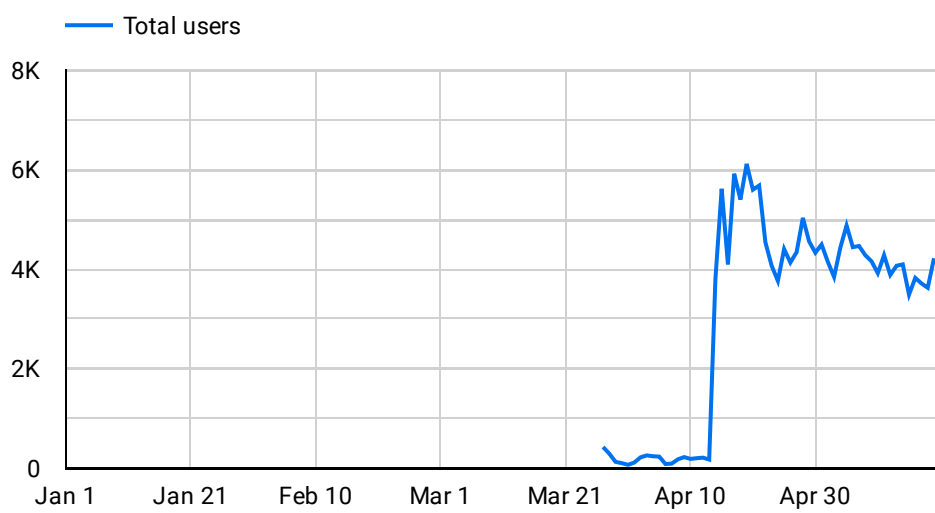
## Total users



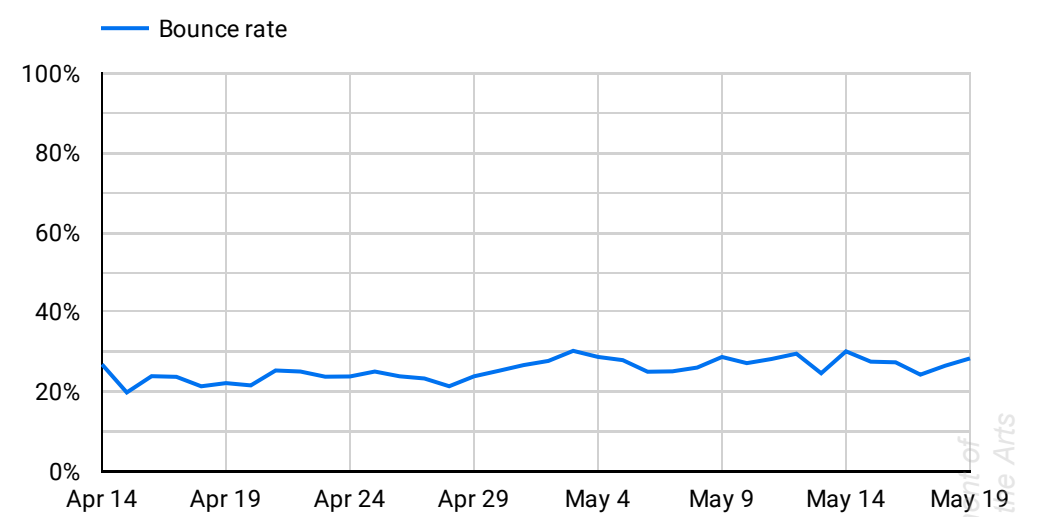
## Total new users



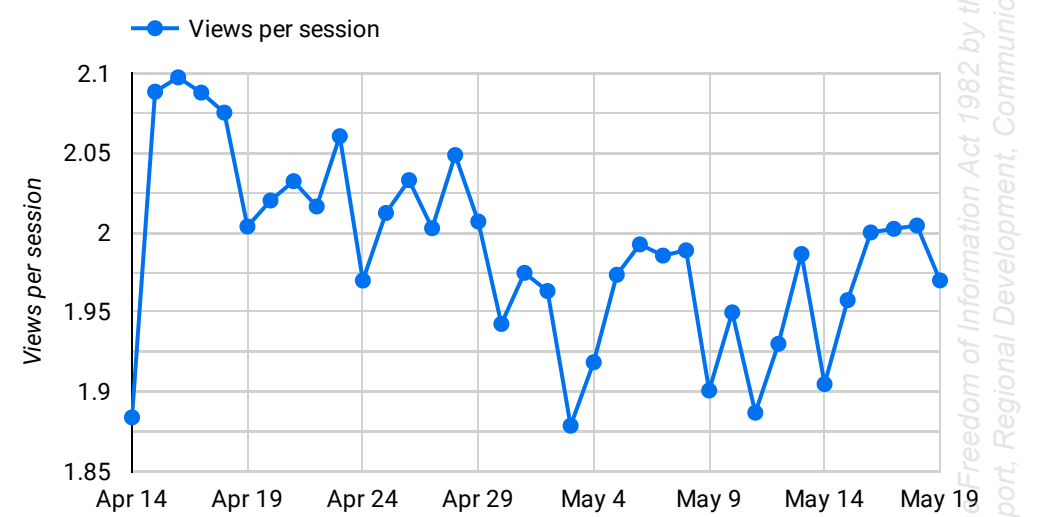
## Total new users - year to date



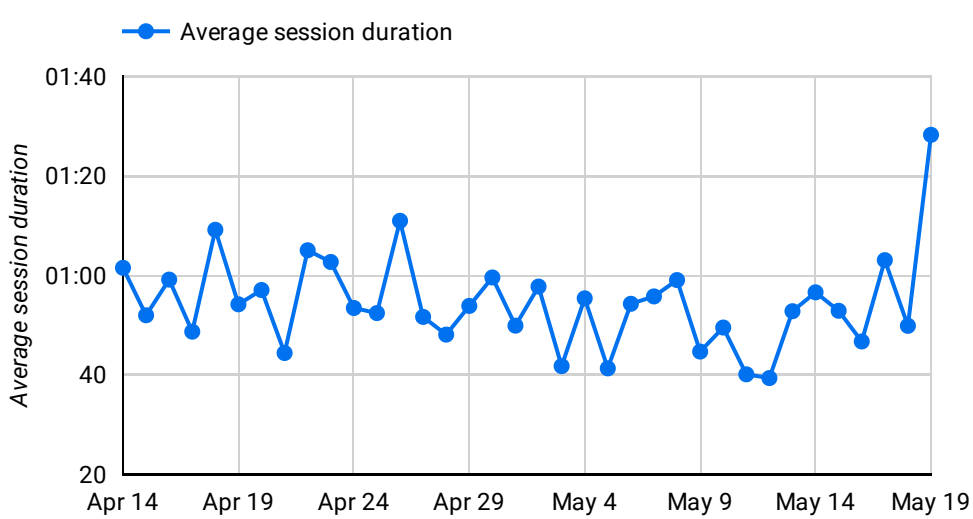
## Bounce rate



## Average views per session



## Average session duration





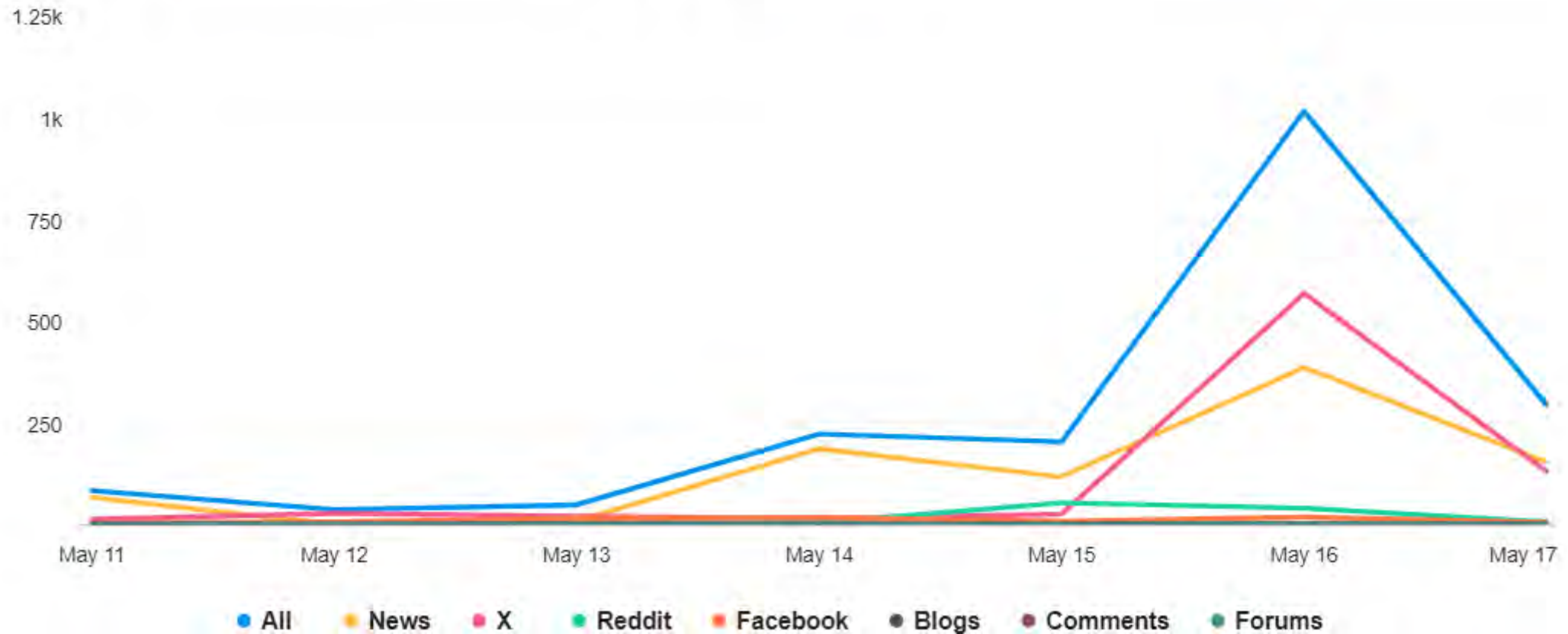
# New Vehicle Efficiency Standard

Social listening report – 11-17 May 2024


# Number of mentions, by source

**1.9k** ↑ 519%  
Previous period 307


**271** ↑ 519%  
Previous period 43



s47C, s47E(d)




s47C, s47E(d)




*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

s47C, s47E(d)



*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

s47C, s47E(d)



**From:** campaigns  
**Sent:** Tuesday, 21 May 2024 5:46 PM  
**To:** campaigns  
**Subject:** FW: Campaign dashboard - Week 4 reporting period 4 May - 10 May [SEC=OFFICIAL]  
**Attachments:** Modern,\_Cheaper-to-Run\_Cars\_Awareness\_Campaign\_statistics.pdf; Campaign - Social media overview 10 May 2024.docx; New Vehicle Efficiency Standard - social listening May 4 to 10 2024.pptx

**Importance:** High

OFFICIAL

MODERN, CHEAPER-TO-RUN CARS CAMPAIGN  
Week 4 – Dashboard update

## 1. SUMMARY OVERVIEW

This week visitation to the Campaign website [cleanercars.gov.au](http://cleanercars.gov.au) has dropped to the lowest for the Campaign period. The Campaign team is looking at ways to optimise information on the website and the performance of the social media post to continue to drive audiences to the page. Social media engagement continues to be significant, however external and internal moderators are actively working to combat misinformation and inappropriate comments posted.

## CLEANERCARS WEBSITE VISITS

The cleanercars website has had **248,015** visits since the launch of the Campaign. The website is proving to be a useful resource to combat mis/disinformation around the policy, the Campaigns team continues to monitor social media commentary and emerging themes from public discussion to ensure that information on the FAQ page remains relevant and addresses public concern and discourse. As a result the team is working to optimise the website bringing important information on the FAQ page to the landing page.

We've seen a tapering of visits this week, with the visit numbers being the lowest since the Campaign started.

Below is a table demonstrating website activity for the life of the campaign.

# Modern, Cheaper-to-Run Cars Awareness Campaign - page views

from 14 April 2024 - to date

248,015

Total views

228,248

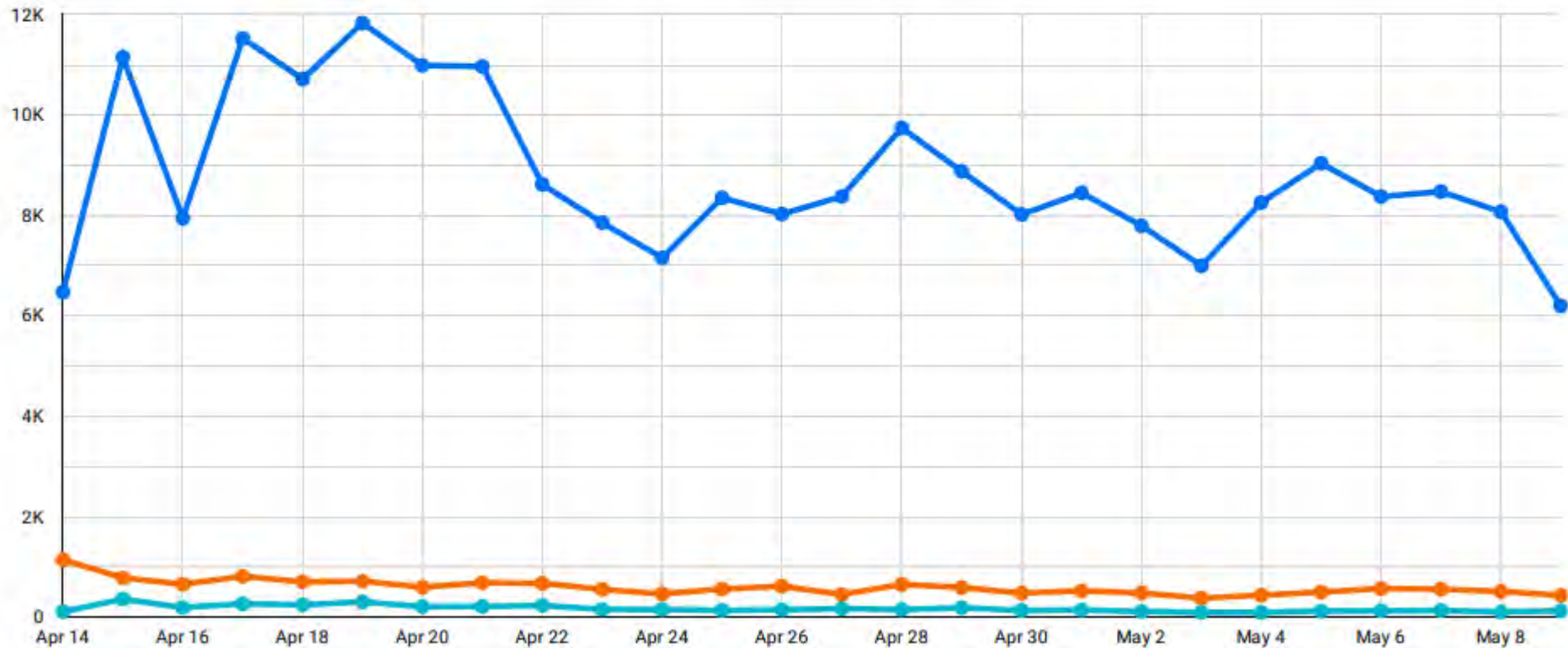
New Vehicle Efficiency Standard views

4326

Modern, Cheaper-to-Run Cars Awareness Campaign views

15441


Frequently Asked Questions views



## 2. SOCIAL MEDIA ENGAGEMENT




s47C, s47E(d)



*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

s47C, s47E(d)



Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

### 3. MEDIA PLACEMENT

All paid media is running. The Campaigns team is working with Universal McCann to optimise all social media post.

**4. MEDIA COMMENTARY**

Campaigns team are not aware of any specific media references from this week.

**5. PUBLIC RELATIONS AND COMMUNITY OUTREACH ACTIVITIES**

There are no planned public relations or community outreach activities, or development of additional information resources until after the passage of legislation.

**6. TRACKING AND EVALUATION**

No updates to the tracking and evaluation is available for this week, next update expected Friday 17 May.

If you have any questions at all, please do not hesitate in reaching out. The Campaigns team will continue to develop weekly dashboard updates.

s22(1)(a)(ii)   
 s22(1)(a)(ii) • Campaigns • Communication and Change Branch •   
 People, Culture and Change Division   
 s22(1)(a)(ii) @instructure.gov.au   
 • s22(1)(a)(ii)   
 GPO Box 594 Canberra, ACT 2601

OFFICIAL

OFFICIAL

# Modern, Cheaper-to-Run Cars Awareness Campaign - page views

from 14 April 2024 - to date

248,015

Total views

228,248

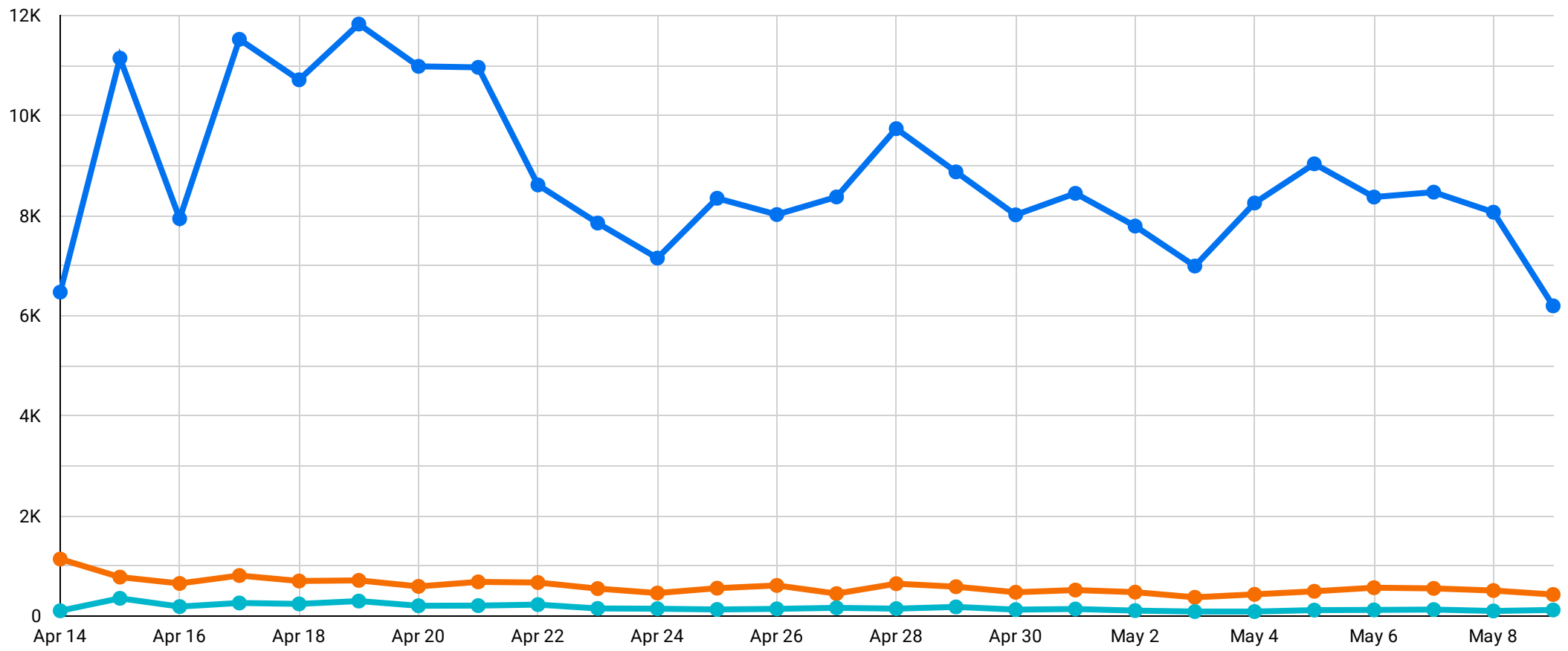
New Vehicle Efficiency Standard views

4326

Modern, Cheaper-to-Run Cars Awareness Campaign views

15441

Frequently Asked Questions views



## New Vehicle Efficiency Standard



Date	Views
May 9, 2024	6,199
May 8, 2024	8,071
May 7, 2024	8,472
May 6, 2024	8,374
May 5, 2024	9,038
May 4, 2024	8,255
May 3, 2024	6,995
May 2, 2024	7,794
May 1, 2024	8,448
Apr 30, 2024	8,018
Apr 29, 2024	8,877
Apr 28, 2024	9,741
Apr 27, 2024	8,376
Apr 26, 2024	8,024
Apr 25, 2024	8,350
Apr 24, 2024	7,154
Apr 23, 2024	7,854
Apr 22, 2024	8,616
Apr 21, 2024	10,966
Apr 20, 2024	10,986
Apr 19, 2024	11,831
Apr 18, 2024	10,717
Apr 17, 2024	11,526
Apr 16, 2024	7,942
Apr 15, 2024	11,150
Apr 14, 2024	6,474

## Modern, Cheaper-to-Run Cars Awareness Campaign



Date	Views
May 9, 2024	122
May 8, 2024	102
May 7, 2024	130
May 6, 2024	123
May 5, 2024	119
May 4, 2024	90
May 3, 2024	90
May 2, 2024	109
May 1, 2024	141
Apr 30, 2024	129
Apr 29, 2024	183
Apr 28, 2024	148
Apr 27, 2024	165
Apr 26, 2024	144
Apr 25, 2024	132
Apr 24, 2024	147
Apr 23, 2024	152
Apr 22, 2024	229
Apr 21, 2024	209
Apr 20, 2024	206
Apr 19, 2024	300
Apr 18, 2024	243
Apr 17, 2024	262
Apr 16, 2024	190
Apr 15, 2024	355
Apr 14, 2024	106

## Frequently Asked Questions



Date	Views
May 9, 2024	431
May 8, 2024	510
May 7, 2024	553
May 6, 2024	567
May 5, 2024	495
May 4, 2024	434
May 3, 2024	375
May 2, 2024	478
May 1, 2024	520
Apr 30, 2024	476
Apr 29, 2024	587
Apr 28, 2024	647
Apr 27, 2024	449
Apr 26, 2024	612
Apr 25, 2024	557
Apr 24, 2024	460
Apr 23, 2024	549
Apr 22, 2024	670
Apr 21, 2024	683
Apr 20, 2024	593
Apr 19, 2024	713
Apr 18, 2024	701
Apr 17, 2024	810
Apr 16, 2024	652
Apr 15, 2024	779
Apr 14, 2024	1,140

# Modern, Cheaper-to-Run Cars Awareness Campaign - additional info

from 14 April 2024 - to date

## Sessions by browser

Browser	Sessions
Safari (in-app)	53,478
Android Webview	30,844
Chrome	24,199
Safari	11,685
Edge	2,687
Samsung Internet	1,183
Firefox	491
Opera	140
Mozilla Compatible Agent	10
YaBrowser	6

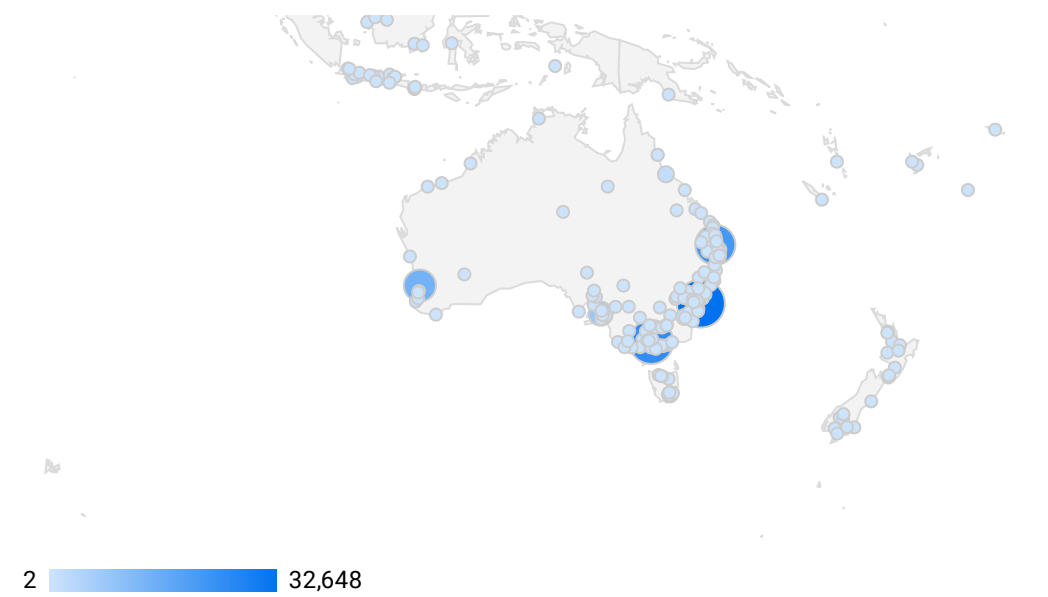
## Views by source

Session source	Views
fb	129,465
(direct)	57,068
google	30,514
m.facebook.com	23,058
l.facebook.com	2,729
(not set)	2,311
bing	464
t.co	274
ig	245
4820671	244

## Sessions by device

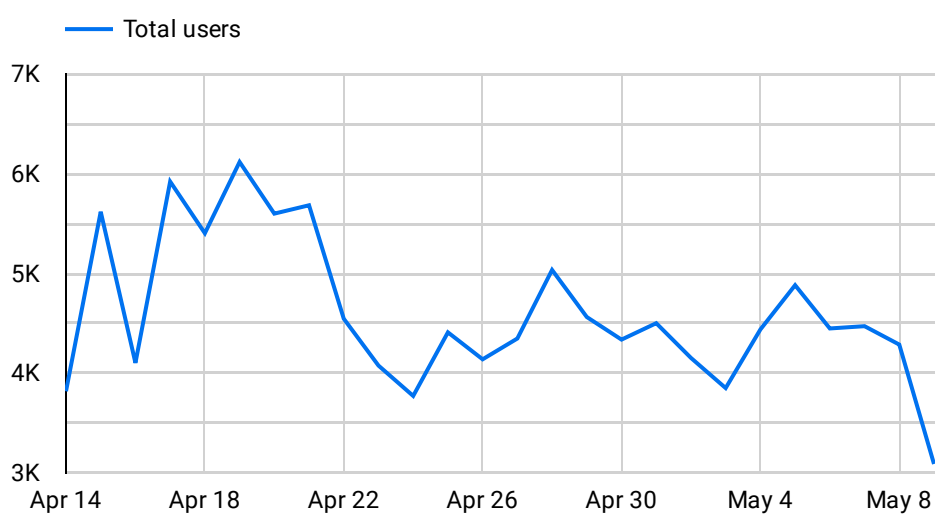
Device category	Sessions
mobile	98,883
desktop	15,496
tablet	9,552
smart tv	2

## Sessions by city (Australasia)

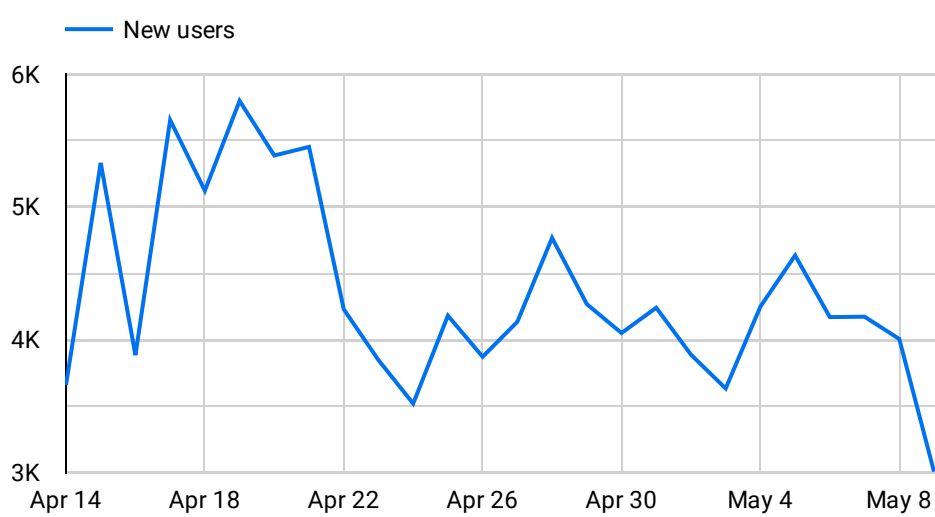


City	Sessions
Sydney	32,648
Melbourne	24,736
Brisbane	21,552
Perth	14,029
Adelaide	7,985
(not set)	4,866
Canberra	1,872
Townsville	1,474
Hobart	1,424
Gold Coast	1,020

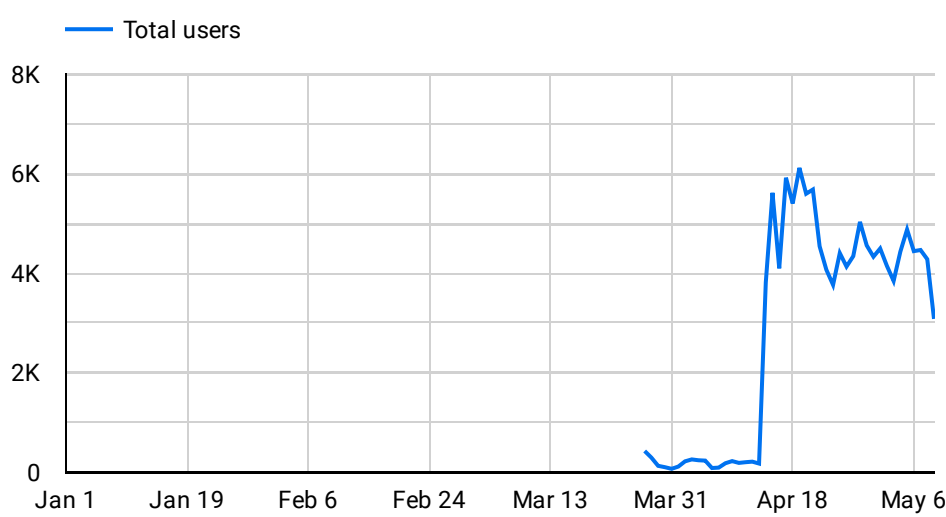
## Total users



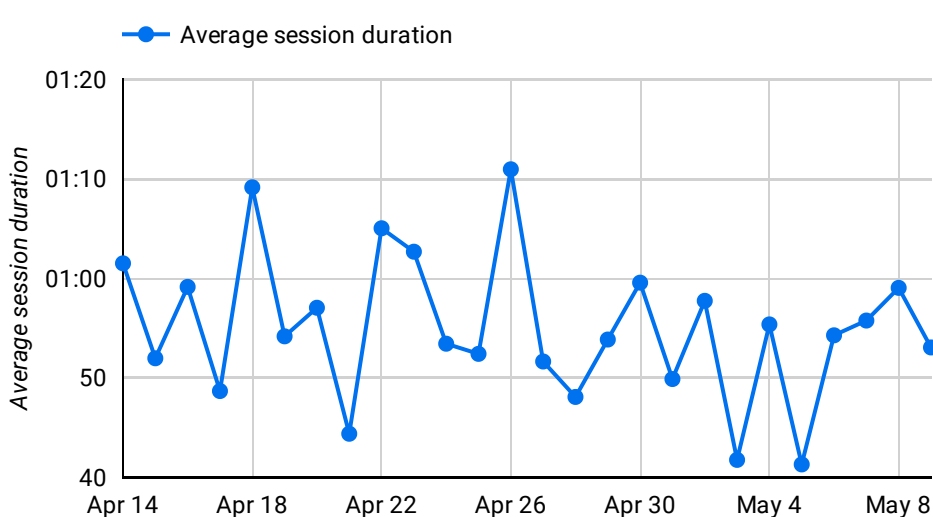
## Total new users



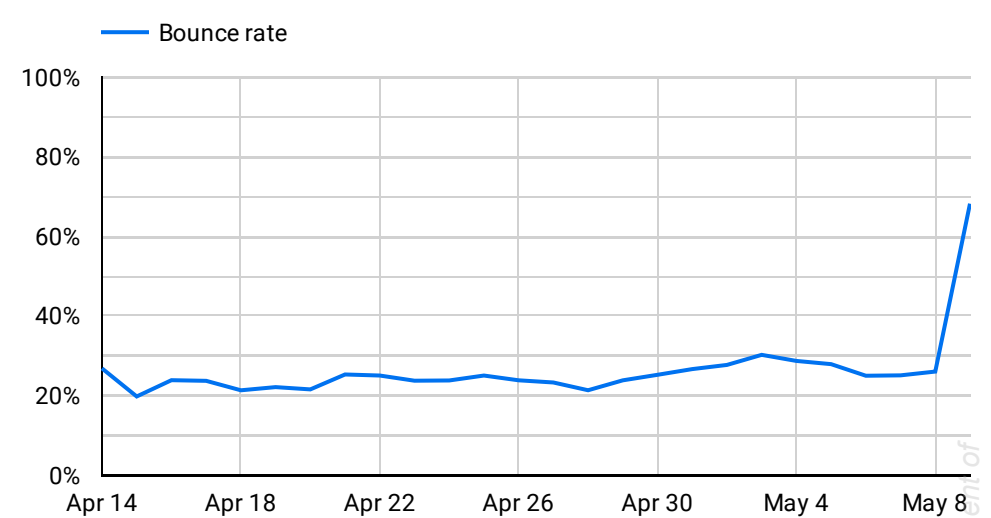
## Total new users - year to date



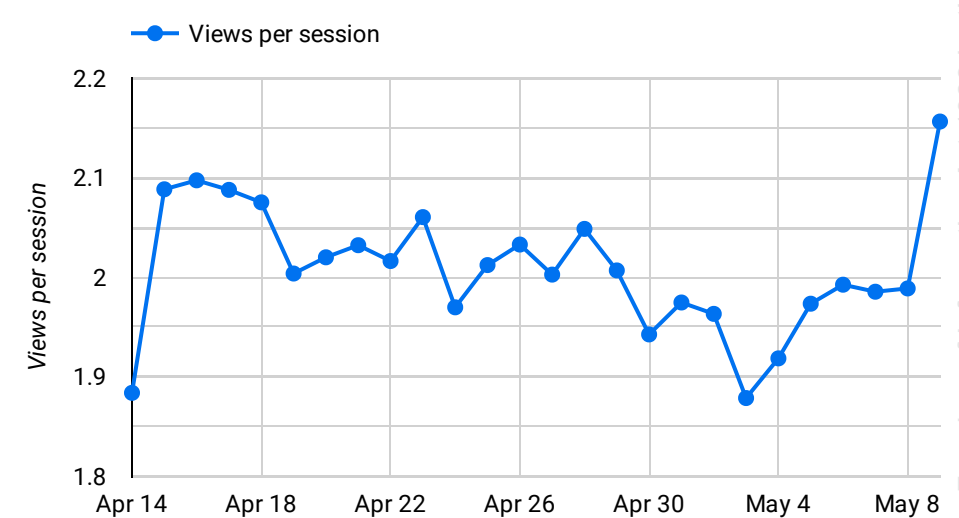
## Average session duration



## Bounce rate



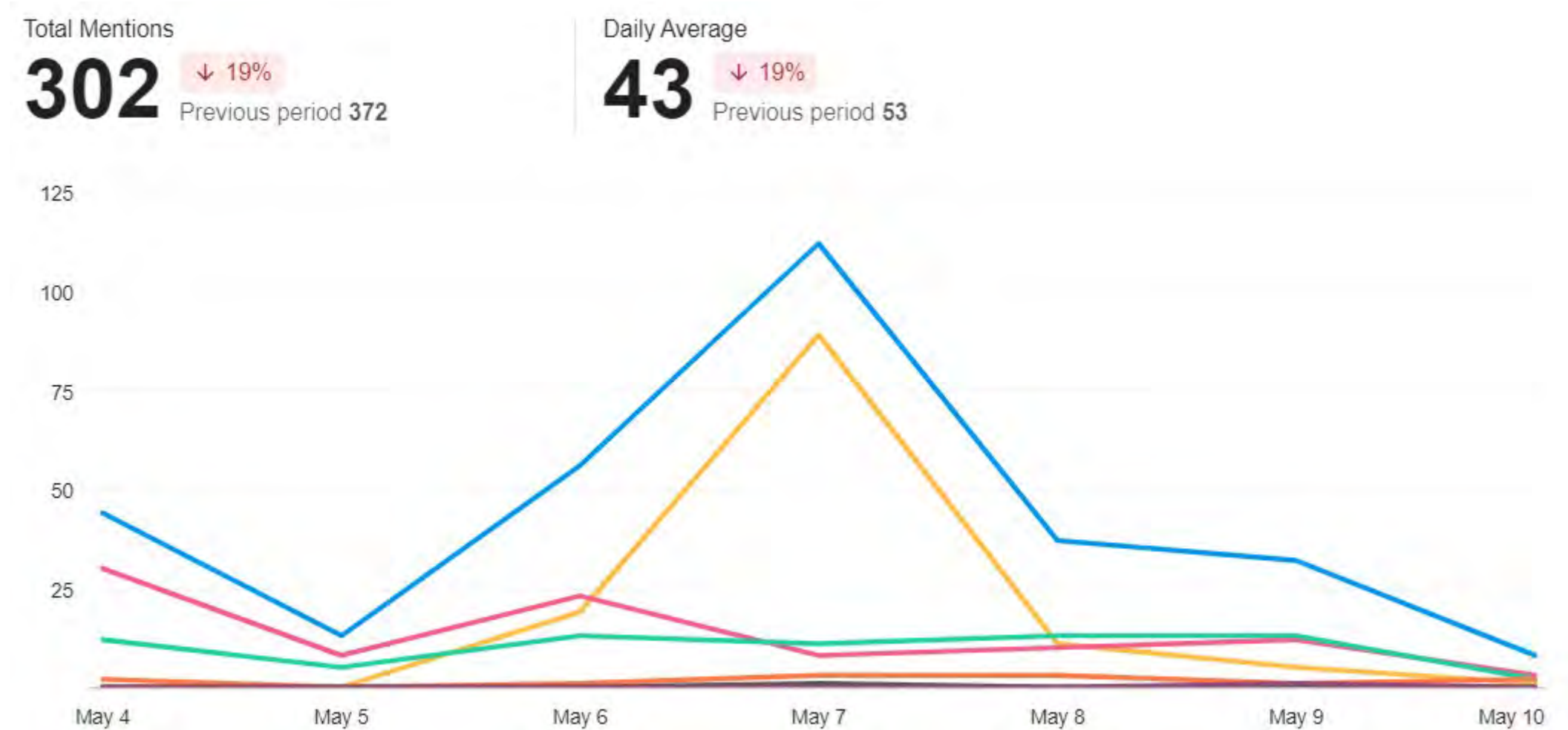
## Average views per session




# New Vehicle Efficiency Standard

Social listening report – 4-10 May 2024

# Number of mentions, by source




s47C, s47E(d)







s47C, s47E(d)



s47C, s47E(d)



s47C, s47E(d)



**From:** CHARLES, Susan  
**Sent:** Tuesday, 7 May 2024 4:44 PM  
**To:** Kathage, Tristan  
**Cc:** campaigns; [REDACTED]; [REDACTED]  
**Subject:** Campaign dashboard - Week 3 reporting period 27 April - 3 May [SEC=OFFICIAL]  
**Attachments:** New Vehicle Efficiency Standard - social listening Apr 27 to May 3 2024.pptx; Modern,\_Cheaper-to-Run\_Cars\_Awareness\_Campaign\_statistics.pdf; 24015 DOI Modern Cheaper to Run Cars Topline (Weeks 1-2) 240503.pdf; Campaign - Social media overview 3 May 2024.docx

**Importance:** High

**Categories:** [REDACTED]

OFFICIAL

MODERN, CHEAPER-TO-RUN CARS CAMPAIGN

Week 3 – Dashboard update

## 1. SUMMARY OVERVIEW

The Campaign website [cleanercars.gov.au](http://cleanercars.gov.au) continue to receive high user visitation, largely driven by social media advertising. This week is the first time since the Campaign began that mentions on social have decreased compared to the previous week. We also have seen a slight shift in sentiment this week with the social listening report showing sentiment is trending positive.

## CLEANERCARS WEBSITE VISITS

The Campaign continues to have a clear impact directing Australians to the cleanercars website for information about a New Vehicle Efficiency Standard. We have seen a slight tapering of user visits across all campaign sites (**Modern, Cheaper-to-Run Cars Awareness Campaign**, **FAQ** and **New Vehicle Efficiency Standard** sites) however they all still receive high website traffic, compared to dates prior to the campaign launching. Visits to the FAQ page remain steady with average user time spent on the site, **2 mins 18 secs** which is consistent with the previous week statistics. The cleanercars website has had **188,470** visits since the launch of the Campaign. The website is proving

to be a useful resource to combat mis/disinformation around the policy, the Campaigns team continues to monitor social media commentary and emerging themes from public discussion to ensure that information on the FAQ page remains relevant and addresses public concern and discourse.

Below is a table demonstrating website activity for the life of the campaign.

188,470

Total views

172,844

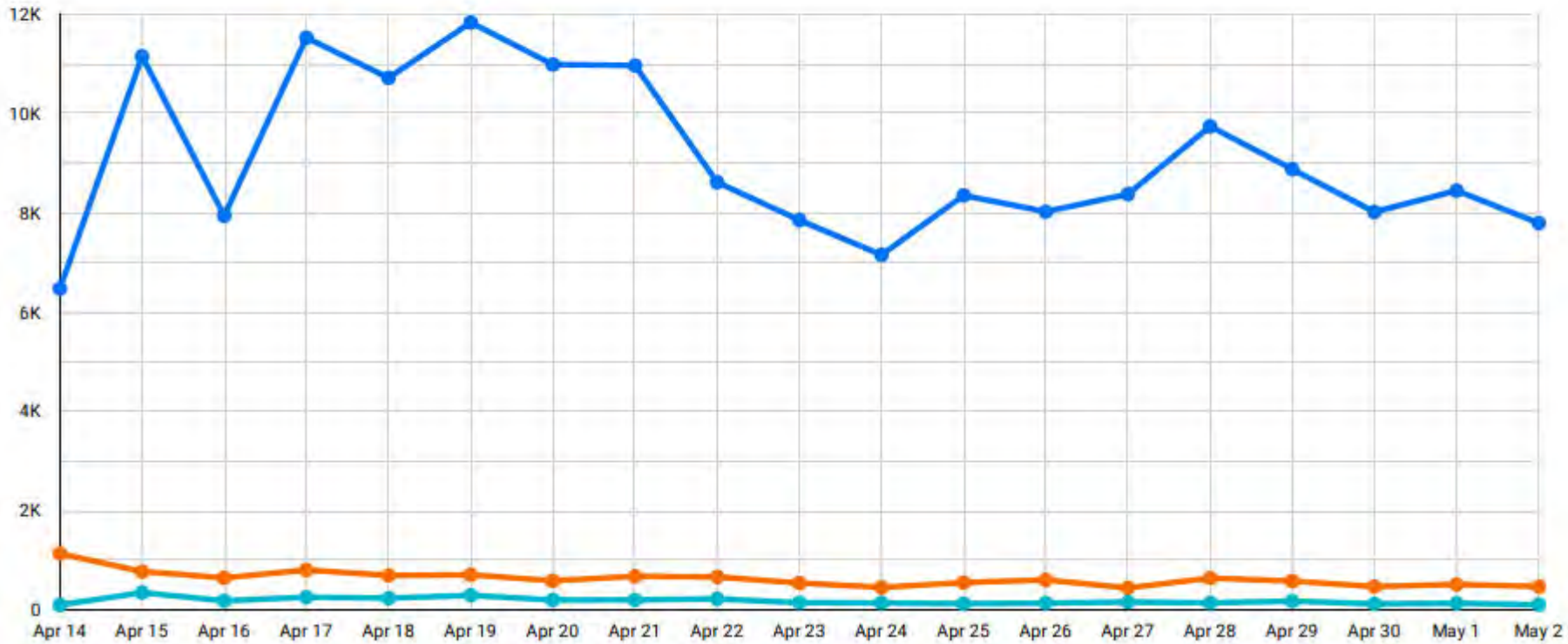
New Vehicle Efficiency Standard views

3550

Modern, Cheaper-to-Run Cars Awareness Campaign views


12076

Frequently Asked Questions views




s47C, s47E(d)

s47C, s47E(d)



*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

s47C, s47E(d)



*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

### 3. MEDIA PLACEMENT

All paid media is running. This week the Campaigns team worked closely with UM to optimise digital media placement, this meant some minor adjustments were made to social advertising for Pre-Roll activity on X. UM recommended pausing the 30 second creative as it wasn't achieving a \$0.29 Cost per 15 second view (CP15SV), the benchmark is \$0.09 for this format.

In Search advertising, the campaign is performing quite well, and is currently delivering an 11.64% click through rate (CTR), against the 7% benchmark, and a cost per click (CPC) of \$3.94, lower than our \$4.12 benchmark which is fantastic. UM conducted a search query report and have excluded certain search terms such as 'byd Australia,' 'tesla Australia,' 'rivian Australia,' and 'zeekr Australia.' The campaigns team will continue to work with UM to monitor the advertising and its performance.

### 4. MEDIA COMMENTARY

Campaigns team are not aware of any specific media references from this week.

### 5. PUBLIC RELATIONS AND COMMUNITY OUTREACH ACTIVITIES

There are no planned public relations or community outreach activities, or development of additional information resources until after the passage of legislation.

s47E(d)



If you have any questions at all, please do not hesitate in reaching out. The Campaigns team will continue to develop weekly dashboard updates.



# New Vehicle Efficiency Standard

Social listening report – 27 April – 3 May 2024

# Number of mentions, by source

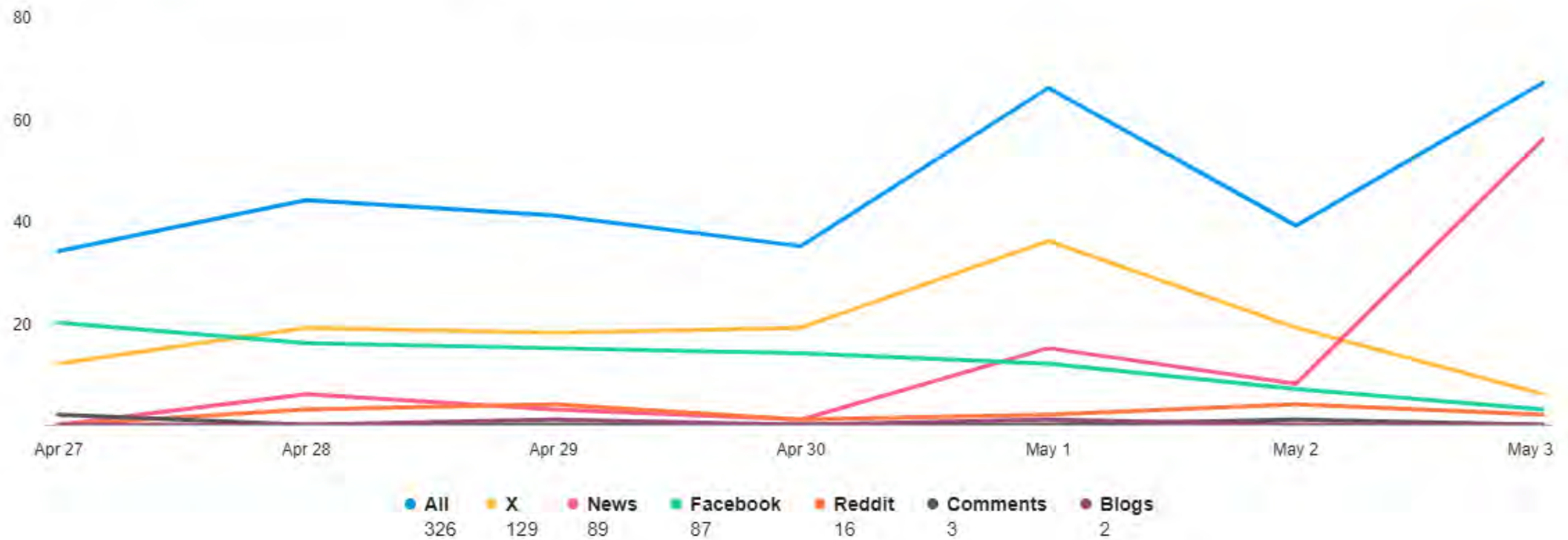
## Mentions Trend by Source Type ⓘ

Total Mentions

**326** ↓ 62%  
Previous period **864**

Daily Average

**46** ↓ 62%  
Previous period **123**




s47C, s47E(d)




*Released under the Freedom of Information Act, 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*


s47C, s47E(d)



s47C, s47E(d)



s47C, s47E(d)



# Modern, Cheaper-to-Run Cars Awareness Campaign - page views

from 14 April 2024 - to date

188,470

Total views

172,844

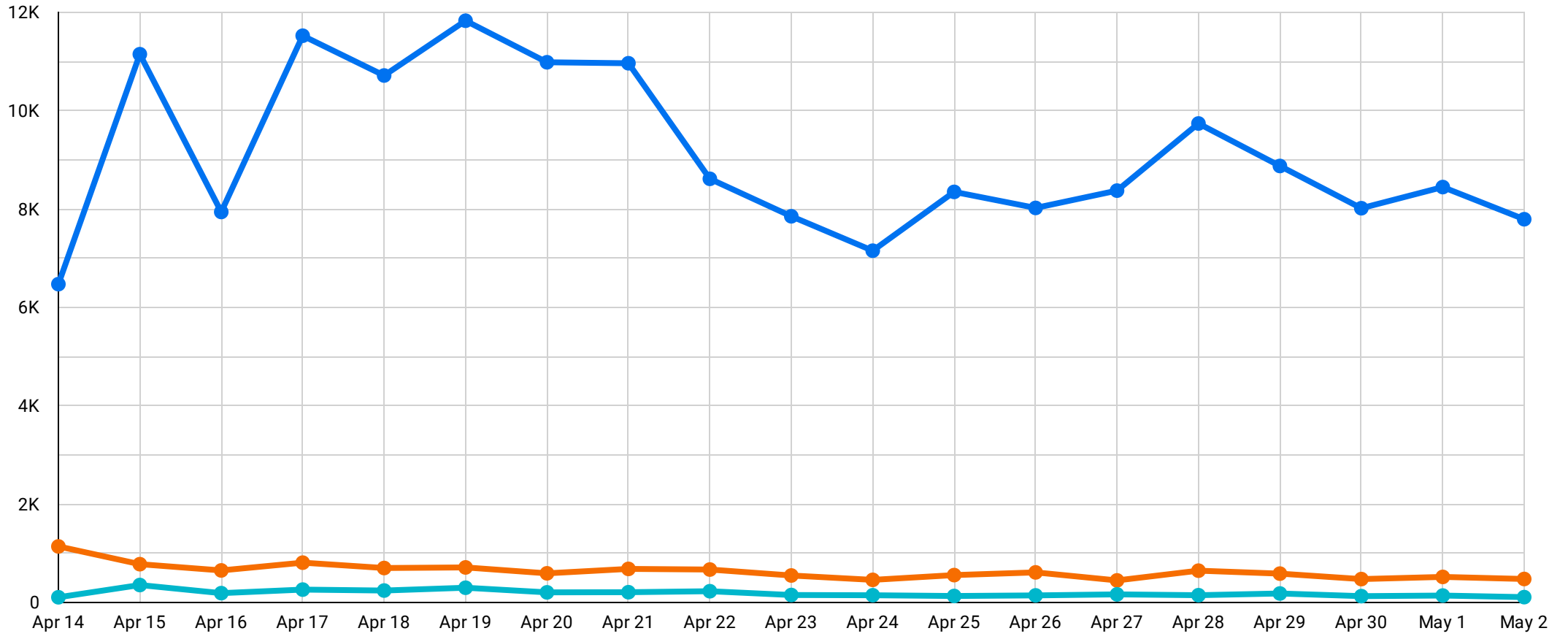
New Vehicle Efficiency Standard views

3550

Modern, Cheaper-to-Run Cars Awareness Campaign views

12076

Frequently Asked Questions views



## New Vehicle Efficiency Standard



Date	Views
May 2, 2024	7,794
May 1, 2024	8,448
Apr 30, 2024	8,018
Apr 29, 2024	8,877
Apr 28, 2024	9,741
Apr 27, 2024	8,376
Apr 26, 2024	8,024
Apr 25, 2024	8,350
Apr 24, 2024	7,154
Apr 23, 2024	7,854
Apr 22, 2024	8,616
Apr 21, 2024	10,966
Apr 20, 2024	10,986
Apr 19, 2024	11,831
Apr 18, 2024	10,717
Apr 17, 2024	11,526
Apr 16, 2024	7,942
Apr 15, 2024	11,150
Apr 14, 2024	6,474

## Modern, Cheaper-to-Run Cars Awareness Campaign



Date	Views
May 2, 2024	109
May 1, 2024	141
Apr 30, 2024	129
Apr 29, 2024	183
Apr 28, 2024	148
Apr 27, 2024	165
Apr 26, 2024	144
Apr 25, 2024	132
Apr 24, 2024	147
Apr 23, 2024	152
Apr 22, 2024	229
Apr 21, 2024	209
Apr 20, 2024	206
Apr 19, 2024	300
Apr 18, 2024	243
Apr 17, 2024	262
Apr 16, 2024	190
Apr 15, 2024	355
Apr 14, 2024	106

## Frequently Asked Questions



Date	Views
May 2, 2024	478
May 1, 2024	520
Apr 30, 2024	476
Apr 29, 2024	587
Apr 28, 2024	647
Apr 27, 2024	449
Apr 26, 2024	612
Apr 25, 2024	557
Apr 24, 2024	460
Apr 23, 2024	549
Apr 22, 2024	670
Apr 21, 2024	683
Apr 20, 2024	593
Apr 19, 2024	713
Apr 18, 2024	701
Apr 17, 2024	810
Apr 16, 2024	652
Apr 15, 2024	779
Apr 14, 2024	1,140

# Modern, Cheaper-to-Run Cars Awareness Campaign - additional info

from 14 April 2024 - to date

## Sessions by browser

Browser	Sessions
Safari (in-app)	41,904
Android Webview	24,227
Chrome	16,741
Safari	7,990
Edge	2,171
Samsung Internet	853
Firefox	384
Opera	92
Mozilla Compatible Agent	5
YaBrowser	4

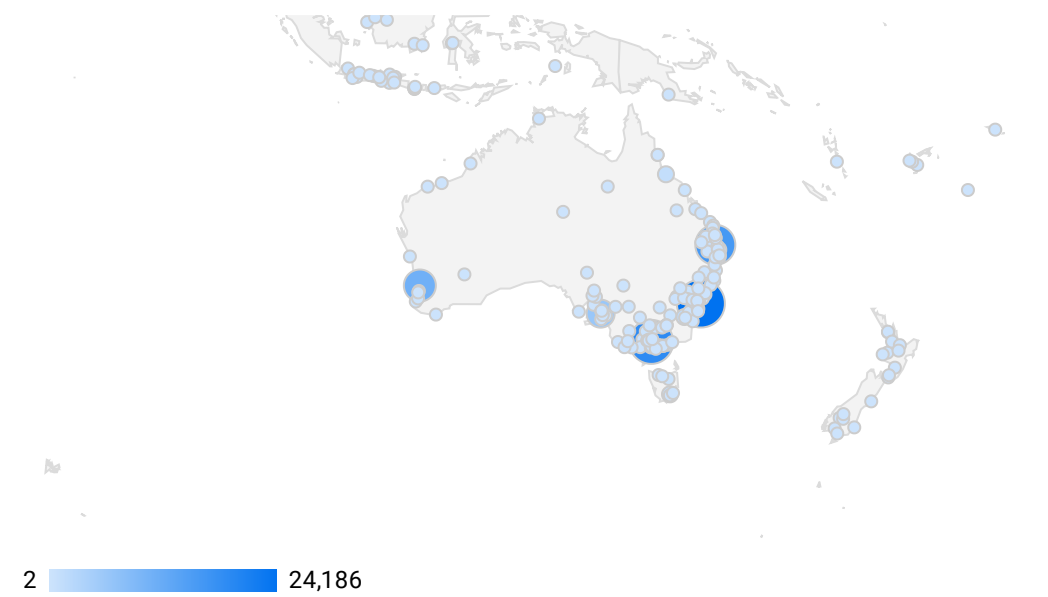
## Views by source

Session source	Views
fb	100,473
(direct)	39,452
google	22,852
m.facebook.com	20,612
l.facebook.com	2,524
(not set)	461
bing	357
instagram.com	206
ig	196
4820671	144

## Sessions by device

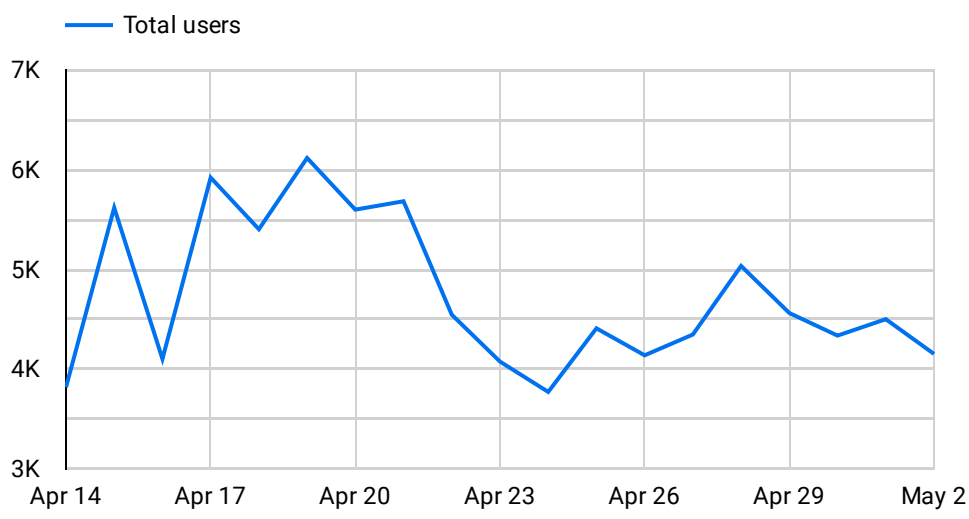
Device category	Sessions
mobile	73,366
desktop	12,127
tablet	7,647
smart tv	2

## Sessions by city (Australasia)

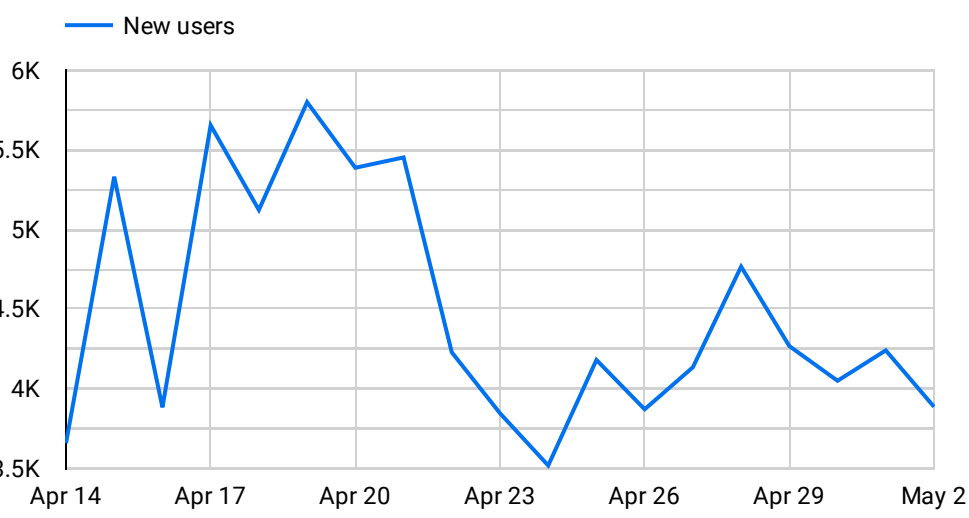


City	Sessions
Sydney	24,186
Melbourne	18,774
Brisbane	15,835
Perth	10,913
Adelaide	5,997
(not set)	3,785
Canberra	1,445
Townsville	1,125
Hobart	1,040
Gold Coast	760

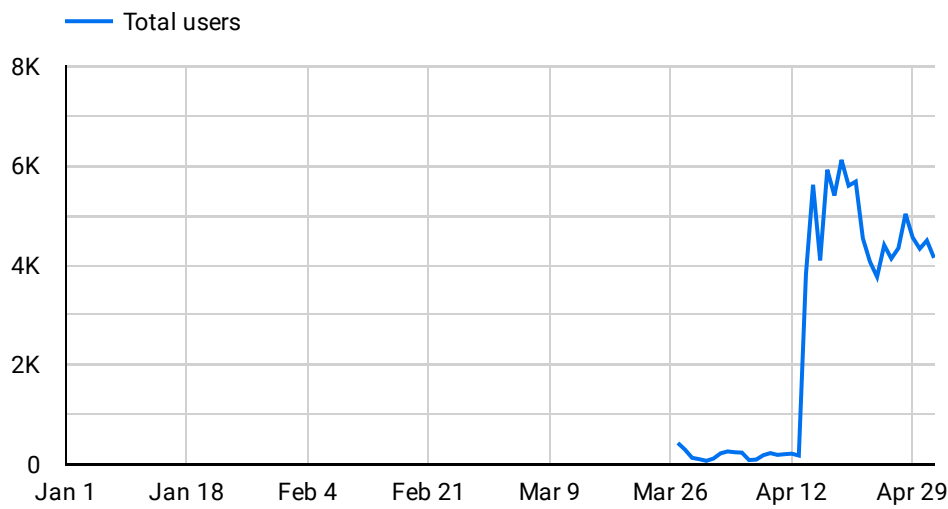
## Total users



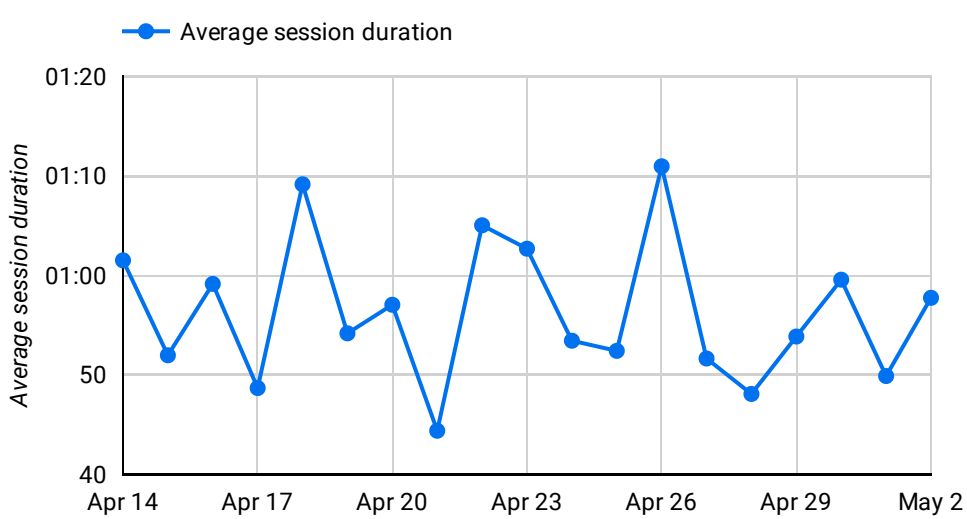
## Total new users



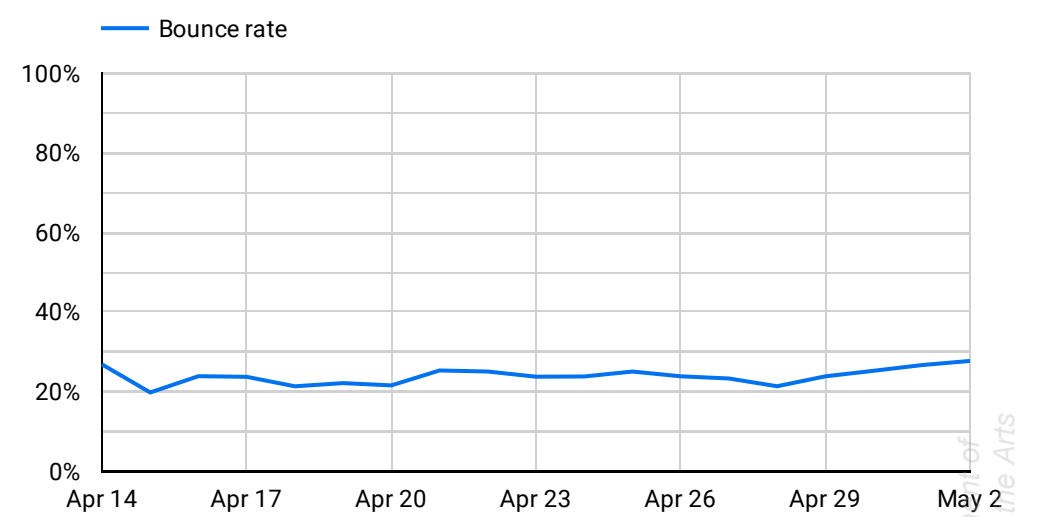
## Total new users - year to date



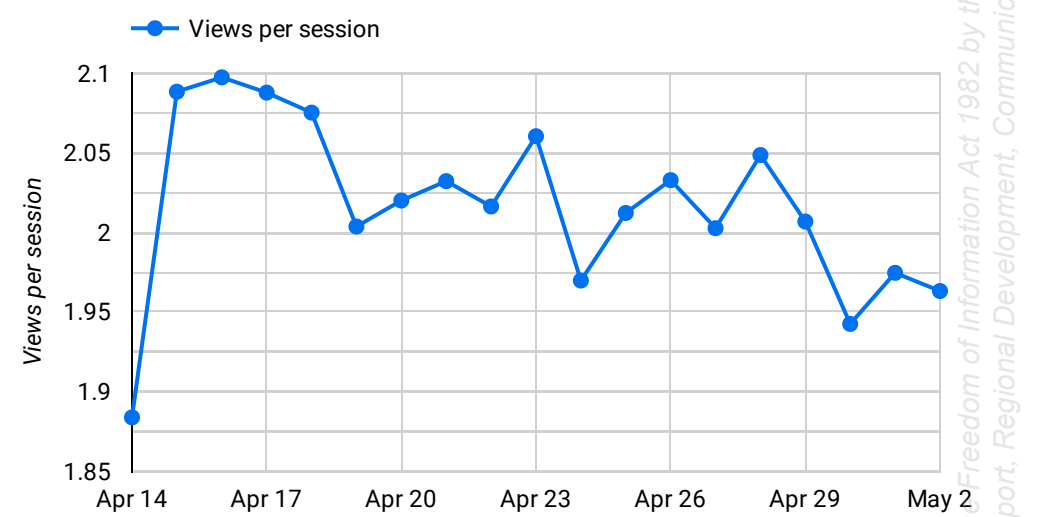
## Average session duration



## Bounce rate



## Average views per session





## SOCIAL MEDIA OVERVIEW – MODERN, CHEAPER-TO-RUN CARS AWARENESS CAMPAIGN

27 – 3 May 2024

---


### 1. Overview

Social media engagement continues to be significant. As of COB Friday 3 May 2024, total number of comments across all mainstream social ads were up to 11,119 total across X and Facebook, with 10,742 of those on Facebook.


Meta engagement continues to grow however we have noticed a considerable drop in activity across all platforms. Across meta advertising moderators have hidden 548 comments were hidden (mostly identified as abusive, inappropriate language or deliberate spreading of misinformation). Emoji sentiment on meta platform advertising indicates 9,274 negative <sup>s47E(d)</sup> [REDACTED], 3,357 positive <sup>s47E(d)</sup> [REDACTED] and activity on X (Twitter) posts have seen 379 likes and 88 shares.

CALD social media commentary on the paid assets is relatively quiet in comparison to the mainstream activities, with a total of 31 comments across all CALD posts. As of 3 May, there are currently 31 comments – the sentiment is still steadily neutral, 3 of the comments received are negative and the remaining 28 are neutral.


s47C, s47E(d)




s47C, s47E(d)




s47C, s47E(d)



s47C, s47E(d)



s47C, s47E(d)



**From:** CHARLES, Susan  
**Sent:** Monday, 29 April 2024 4:12 PM  
**To:** s22(1)(a)(ii)  
**Cc:** Kathage, Tristan; campaigns; s22(1)(a)(ii)  
**Subject:** Modern, Cheaper-to-run cars campaign dashboard - Week 2 [SEC=OFFICIAL]  
**Attachments:** Modern,\_Cheaper-to-Run\_Cars\_Awareness\_Campaign\_statistics.pdf; New Vehicle Efficiency Standard - social listening Apr 19 to 26 2024.pptx; Campaign - Social media overview 26 April 2024.docx

**Importance:** High

**Categories:** s22(1)(a)(ii)

OFFICIAL

## MODERN, CHEAPER-TO-RUN CARS CAMPAIGN

### Week 2 – Dashboard update

#### 1. SUMMARY OVERVIEW

The Campaign continues to drive significant traffic to the [cleanercars.gov.au](https://cleanercars.gov.au) website (social media advertising has driven the majority of traffic to the website) and continues to attract significant social media commentary, s47C. After a week of overall positive sentiment outside of the Campaign's activities (noted through our social listening reports, we are beginning to see a significant shift in negative sentiment (details below).

#### 2. CLEANERCARS WEBSITE VISITS

The cleanercars website has had **124,404** visits since the launch of the Campaign. Updated website FAQ content, addressing some of the key themes coming through the Campaign's social media commentary has informed an increased reference to this page, where we continue to see the longest average visits for the website, at the moment average user time on that page equals **2 mins 56 secs**. Visits to the FAQ page have significantly increased this week with **8,307 users** visit the page to seek further information, this is **2,236 more users** than the previous week.

Below is a table demonstrating website activity for the life of the campaign, you will note a decline in website visit since the launch, however there was a small uptick in visits on April 25 which may correlate with the public holiday meaning more people had time to complete desktop research.

# Modern, Cheaper-to-Run Cars Awareness Campaign - page views

from 14 April 20:

124,404

Total views

113,566

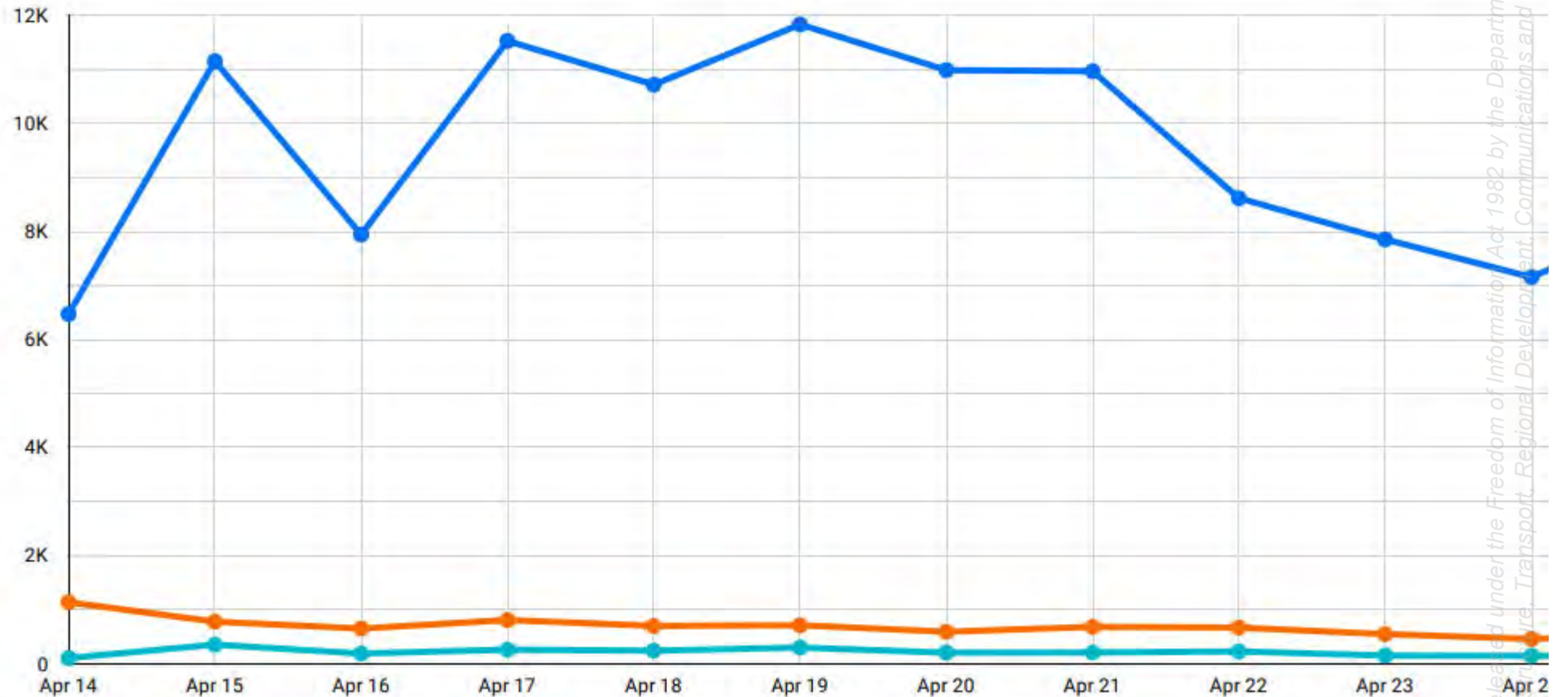
New Vehicle Efficiency Standard views

2531

Modern, Cheaper-to-Run Cars Awareness Campaign views


8307

Frequently Asked Questions views



Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts


s47C, s47E(d)



*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*



s47C, s47E(d)



#### 4. MEDIA PLACEMENT

All paid media is running. We received an update on the Out of Home placements for the campaign which includes channels such as large format digital billboards, static advertising at petrol pumps, service stations and other advertising placements across the country. I've included photos below to give an sampler of Out of Home advertising to date.

# Out of Home

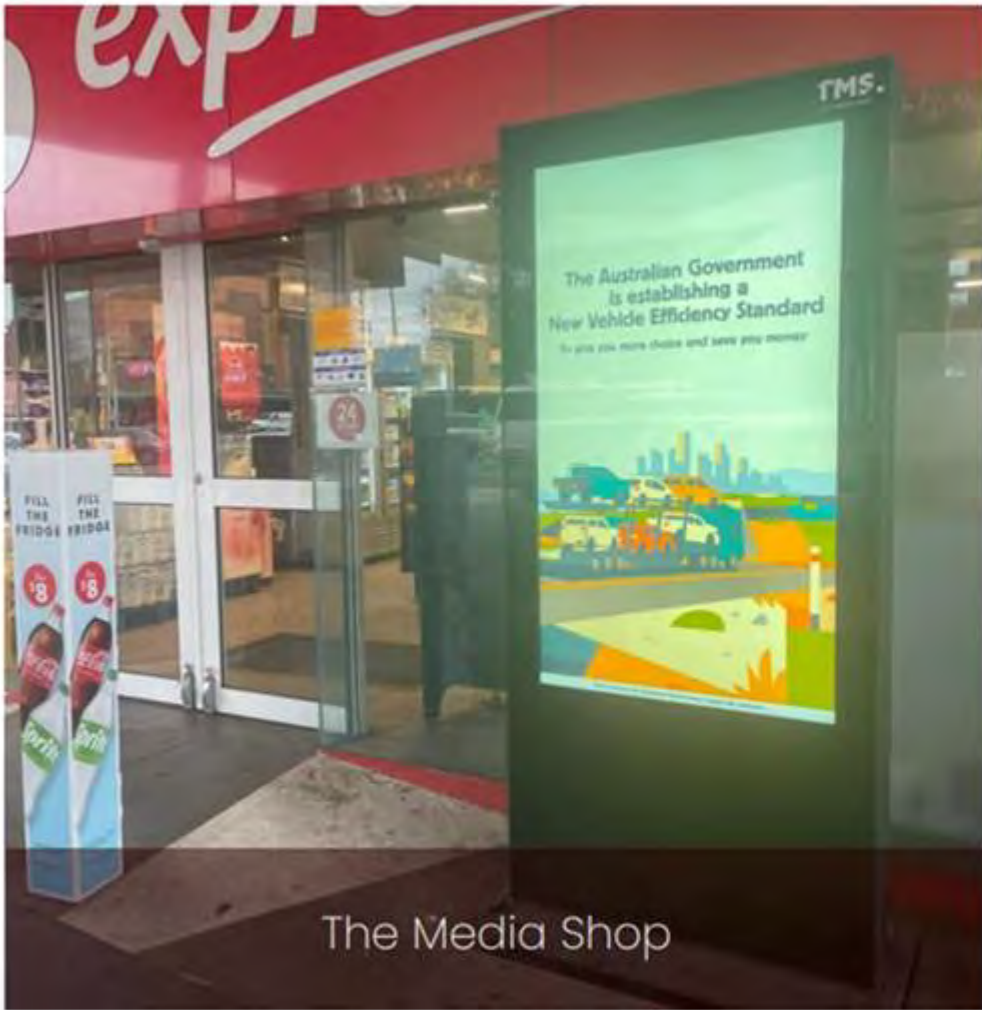


QMS Digital Large Format Billboard

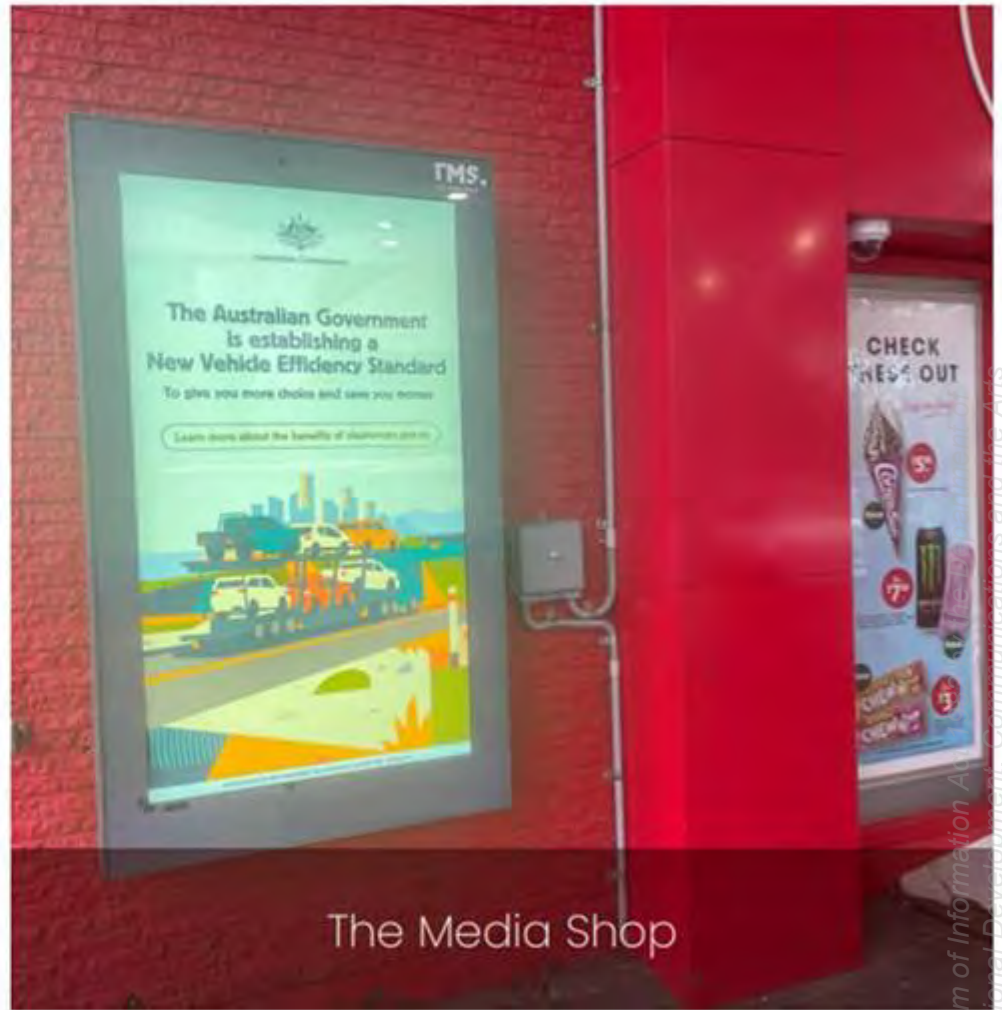


QMS Digital Large Format Billboard

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts



The Media Shop



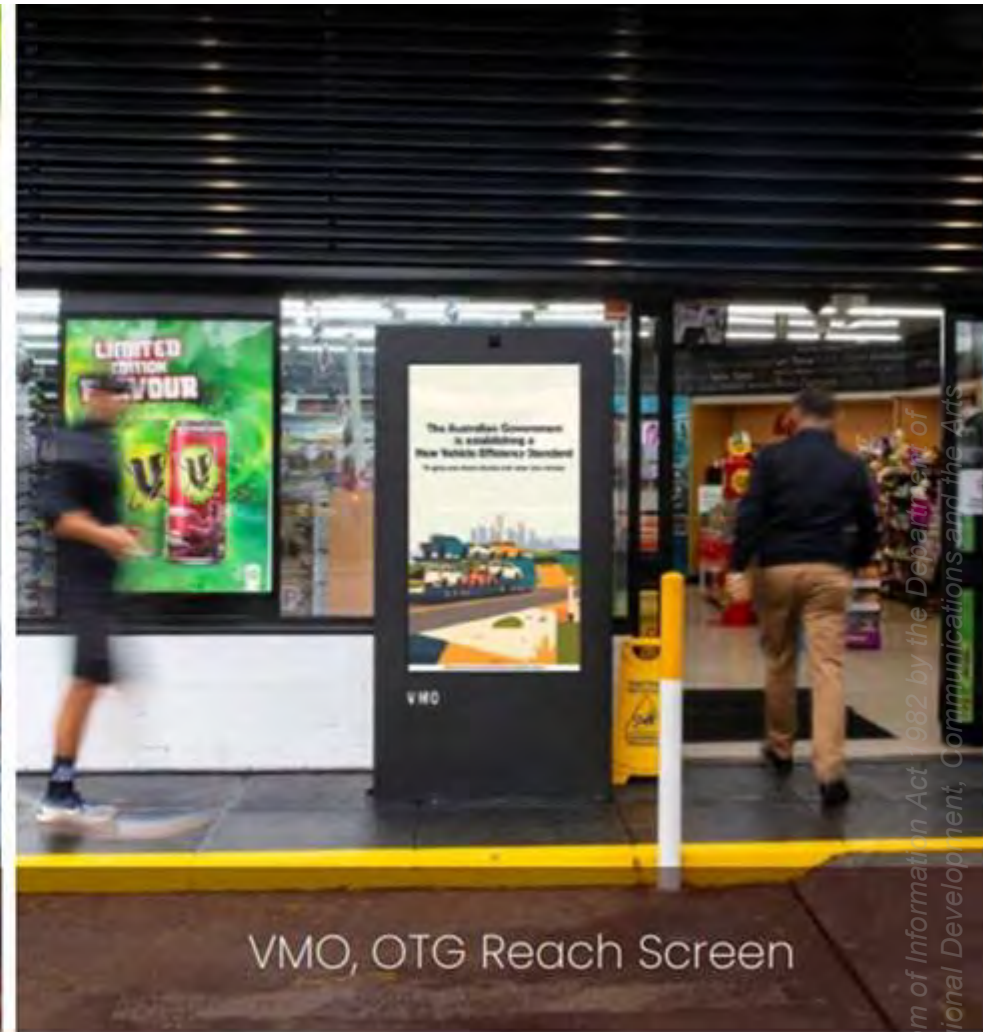
The Media Shop



Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts



VMO, OTG TV Screen



VMO, OTG Reach Screen

## 5. MEDIA COMMENTARY

While the department has been contacted by a media outlet salesperson requesting information about the advertising placement process, we are not aware of any Campaign specific media references.

## 6. PUBLIC RELATIONS AND COMMUNITY OUTREACH ACTIVITIES

There are no planned public relations or community outreach activities, or development of additional information resources until after the passage of legislation.

If you have any questions at all, please do not hesitate in reaching out. The Campaigns team will continue to develop weekly dashboard updates.

Regards  
Susan

**Susan Charles**

Assistant Secretary  
Communication and Change  
People, Culture and Change  
s22(1)(a)(ii) @infrastructure.gov.au  
P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)  
GPO Box 594 Canberra, ACT 2601

**Department of Infrastructure, Transport, Regional Development, Communications and the Arts**  
**CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS**



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.  
I recognise and respect their continuing connection to the land, waters and communities.  
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

OFFICIAL

# Modern, Cheaper-to-Run Cars Awareness Campaign - page views

from 14 April 2024 - to date

124,404

Total views

113,566

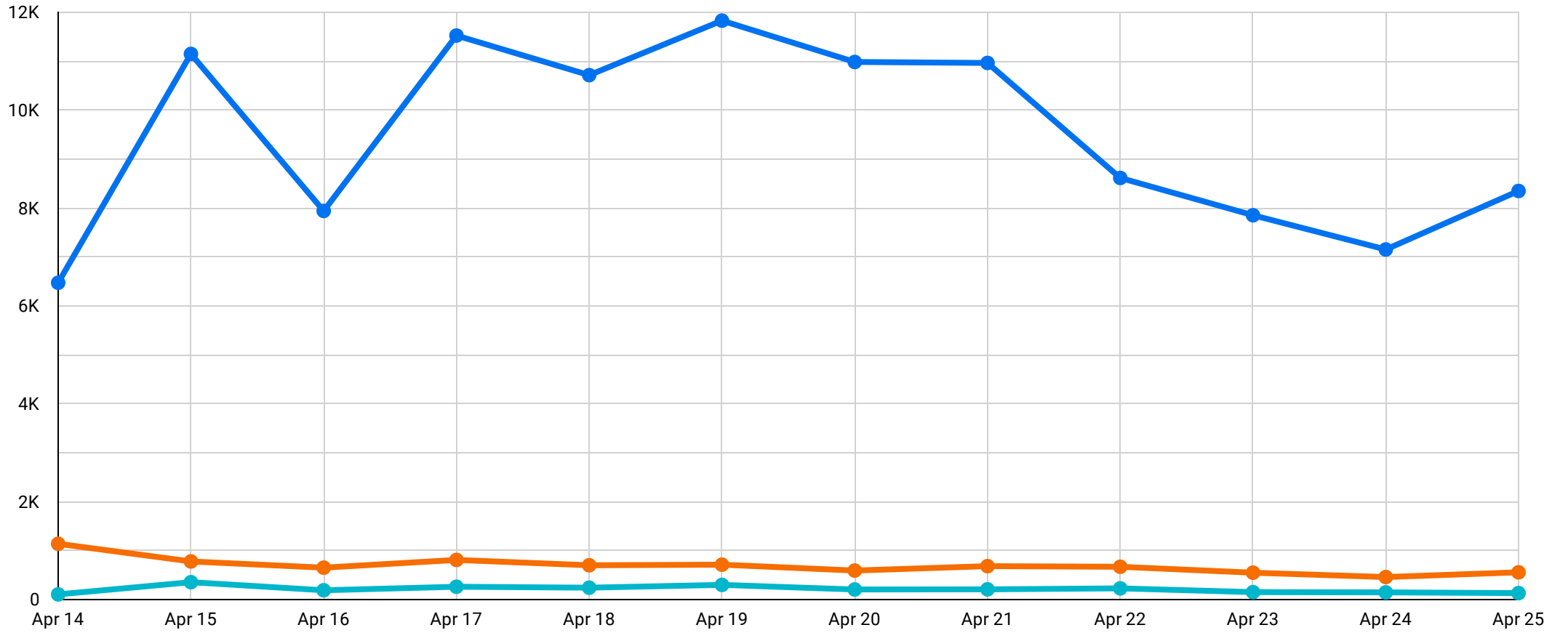
New Vehicle Efficiency Standard views

2531

Modern, Cheaper-to-Run Cars Awareness Campaign views

8307

Frequently Asked Questions views



## New Vehicle Efficiency Standard



Date	Views
Apr 25, 2024	8,350
Apr 24, 2024	7,154
Apr 23, 2024	7,854
Apr 22, 2024	8,616
Apr 21, 2024	10,966
Apr 20, 2024	10,986
Apr 19, 2024	11,831
Apr 18, 2024	10,717
Apr 17, 2024	11,526
Apr 16, 2024	7,942
Apr 15, 2024	11,150
Apr 14, 2024	6,474

## Modern, Cheaper-to-Run Cars Awareness Campaign



Date	Views
Apr 25, 2024	132
Apr 24, 2024	147
Apr 23, 2024	152
Apr 22, 2024	229
Apr 21, 2024	209
Apr 20, 2024	206
Apr 19, 2024	300
Apr 18, 2024	243
Apr 17, 2024	262
Apr 16, 2024	190
Apr 15, 2024	355
Apr 14, 2024	106

## Frequently Asked Questions



Date	Views
Apr 25, 2024	557
Apr 24, 2024	460
Apr 23, 2024	549
Apr 22, 2024	670
Apr 21, 2024	683
Apr 20, 2024	593
Apr 19, 2024	713
Apr 18, 2024	701
Apr 17, 2024	810
Apr 16, 2024	652
Apr 15, 2024	779
Apr 14, 2024	1,140

# Modern, Cheaper-to-Run Cars Awareness Campaign - additional info

from 14 April 2024 - to date

## Sessions by browser

Browser	Sessions
Safari (in-app)	27,592
Android Webview	16,272
Chrome	10,521
Safari	4,839
Edge	1,616
Samsung Internet	541
Firefox	252
Opera	58
YaBrowser	4
(not set)	2

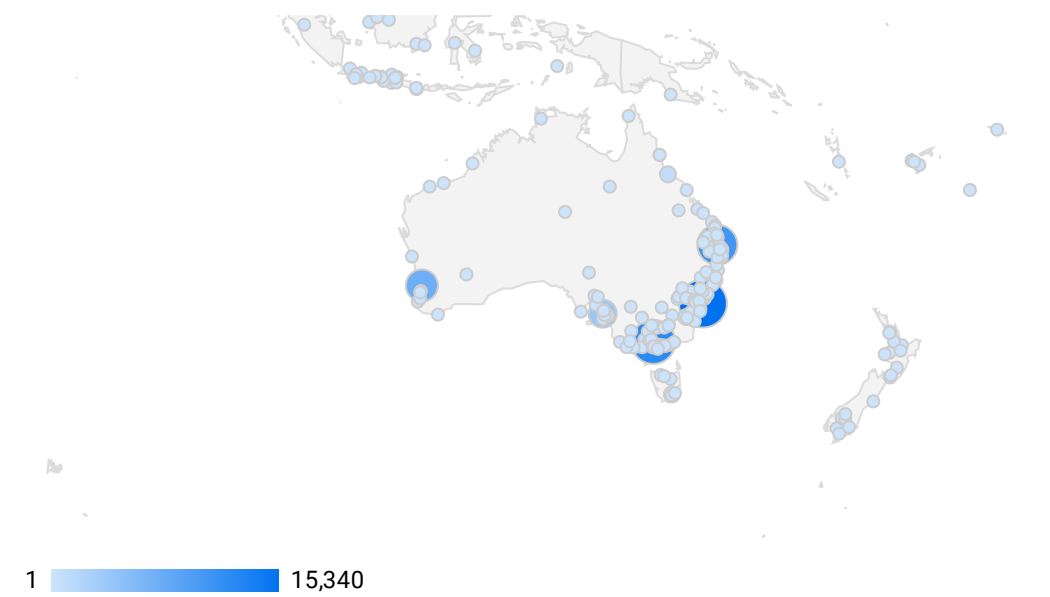
## Views by source

Session source	Views
fb	62,779
(direct)	25,113
m.facebook.com	17,717
google	14,662
l.facebook.com	2,332
(not set)	343
bing	207
ig	196
instagram.com	174
connect.internal.dotars.gov.au	103

## Sessions by device

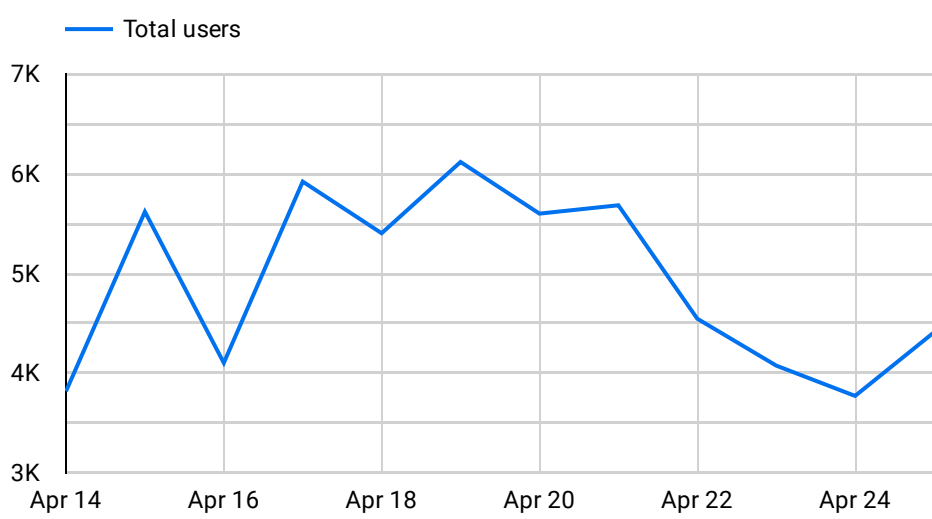
Device category	Sessions
mobile	48,396
desktop	8,380
tablet	5,458
smart tv	2

## Sessions by city (Australasia)

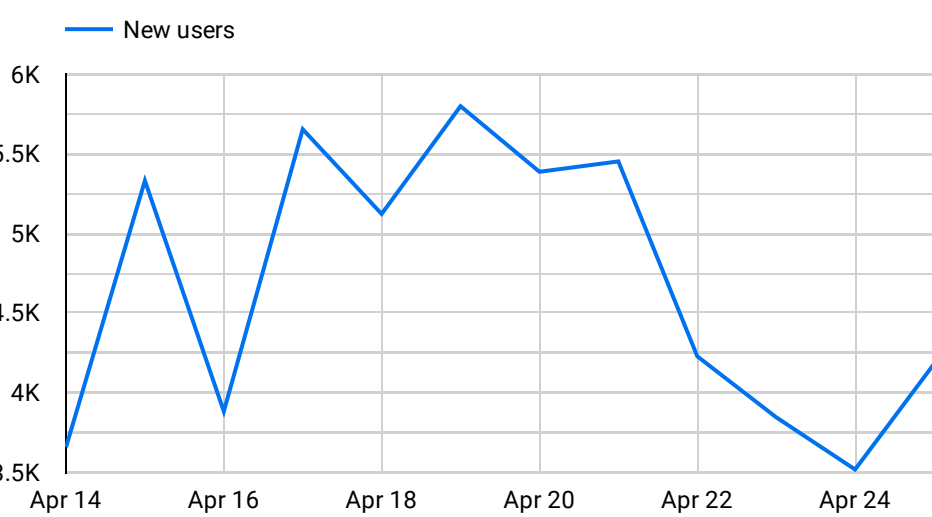


City	Sessions
Sydney	15,340
Melbourne	12,018
Brisbane	10,487
Perth	7,140
Adelaide	3,936
(not set)	2,431
Canberra	1,028
Townsville	753
Hobart	683
Gold Coast	503

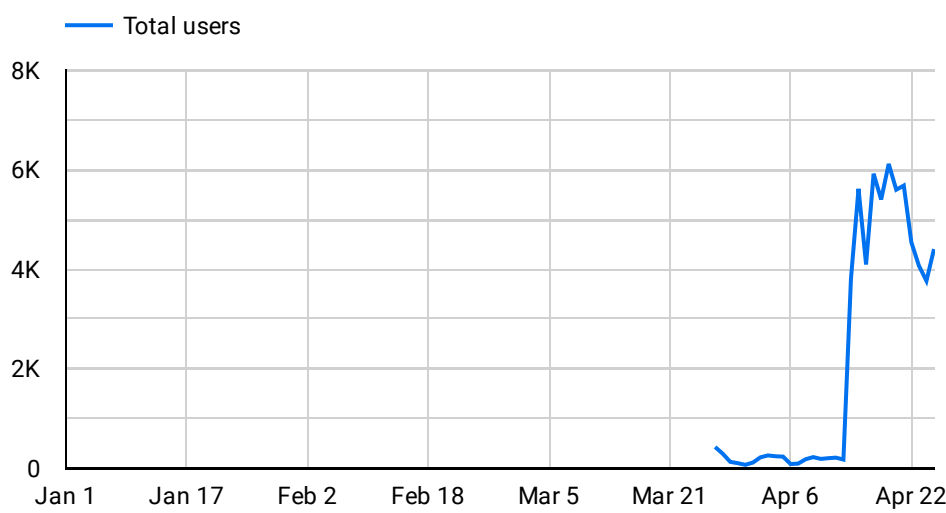
## Total users



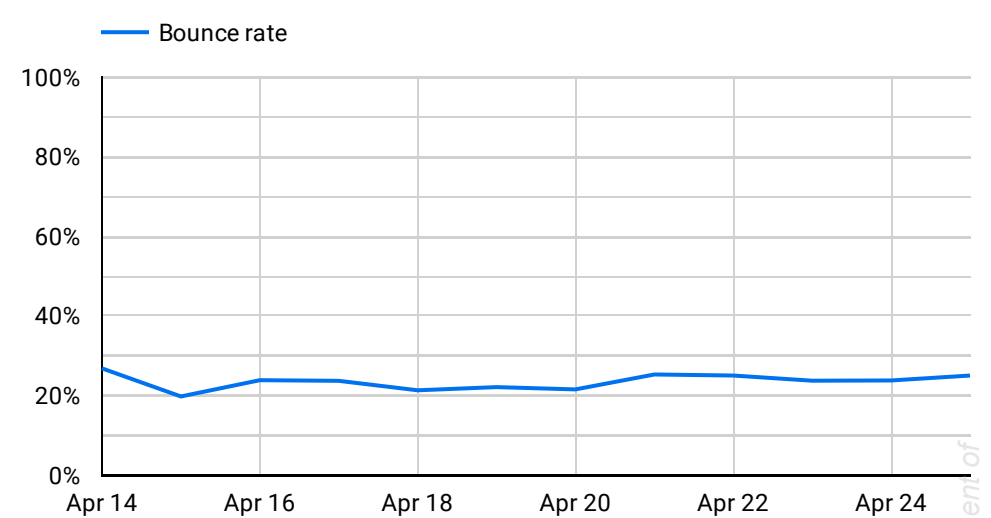
## Total new users



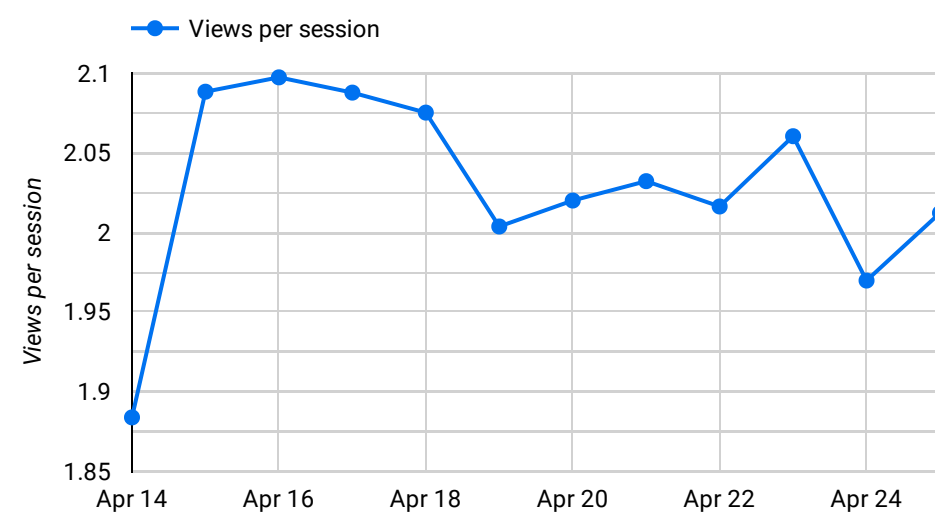
## Total new users - year to date



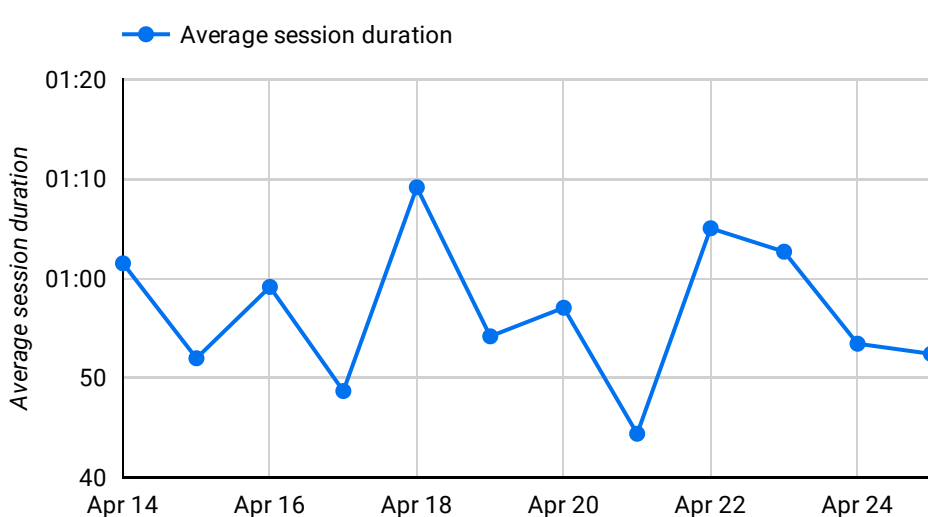
## Bounce rate



## Average views per session



## Average session duration





# New Vehicle Efficiency Standard

Social listening report – 19-26 April 2024

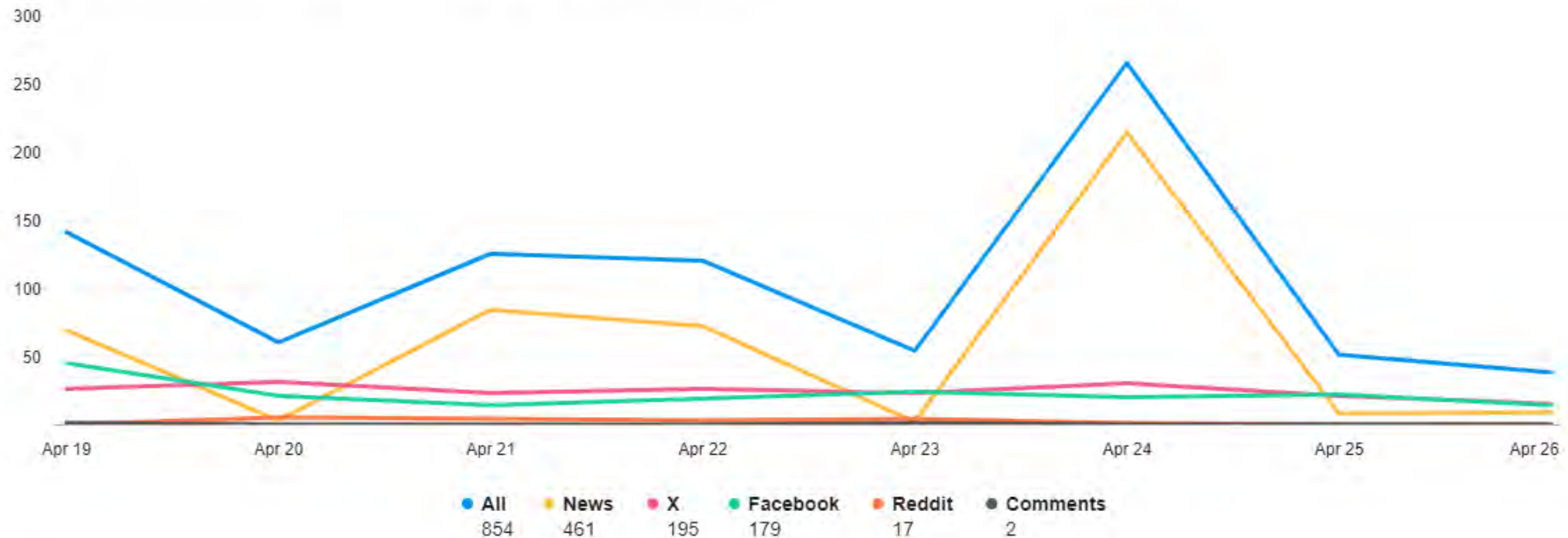
# Number of mentions, by source

Total Mentions


**854** ↑ 45%  
Previous period **587**

Daily Average

**106** ↑ 45%  
Previous period **73**



s47C, s47E(d)




s47C, s47E(d)




*Released under the Freedom of Information Act, 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

s47C, s47E(d)



s47C, s47E(d)



## SOCIAL MEDIA OVERVIEW – MODERN, CHEAPER-TO-RUN CARS AWARENESS CAMPAIGN

14 – 16 APRIL 2024

---


### 1. Overview

As of midday Friday 26 April 2024 there have been **8393** comments for the Campaign's mainstream and First Nations paid advertising across both Meta (Facebook) and X (Twitter).


Meta engagement continues to grow with **5114 comments** in total on the posts, **445 comments** were hidden (mostly identified as abusive, inappropriate language or deliberate spreading of misinformation).

Emoji sentiment on meta platform advertising indicates **4,991** negative <sup>s47E(d)</sup> [REDACTED], **1,710** positive <sup>s47E(d)</sup> [REDACTED] and activity on X (Twitter) posts have seen **143 likes** and **19 shares**.

s47C, s47E(d)




s47C, s47E(d)







s47C, s47E(d)




s47C, s47E(d)



s47C, s47E(d)



s47C, s47E(d)



**From:** CHARLES, Susan  
**Sent:** Wednesday, 24 April 2024 12:05 PM  
**To:** s22(1)(a)(ii)  
**Cc:** Kathage, Tristan; Houghton, Rachel; s22(1)(a)(ii); campaigns  
**Subject:** MODERN, CHEAPER-TO-RUN CARS CAMPAIGN dashboard - Week 1 [SEC=OFFICIAL]  
**Attachments:** New Vehicle Efficiency Standard - social listening Apr 12 to 18 2024.pptx; Modern,\_Cheaper-to-Run\_Cars\_Awareness\_Campaign\_statistics.pdf; Campaign - Social media overview 19 April 2024.docx

**Importance:** High

**Categories:** s22(1)(a)(ii)

OFFICIAL

Hi s22(1)(a)(ii)

Below is a summary of how the campaign is tracking week 1.

MODERN, CHEAPER-TO-RUN CARS CAMPAIGN  
Week 1 – Dashboard update

## 1. SUMMARY OVERVIEW

The Campaign launched on Sunday 14 April 2024 with all assets going live except CALD social and digital, which occurred Wednesday 17 April. The department was alerted to an error in creative dispatched for some OOH and the gif Facebook advertisement, which was acknowledged by our creative agency and corrected on Tuesday 16 April.

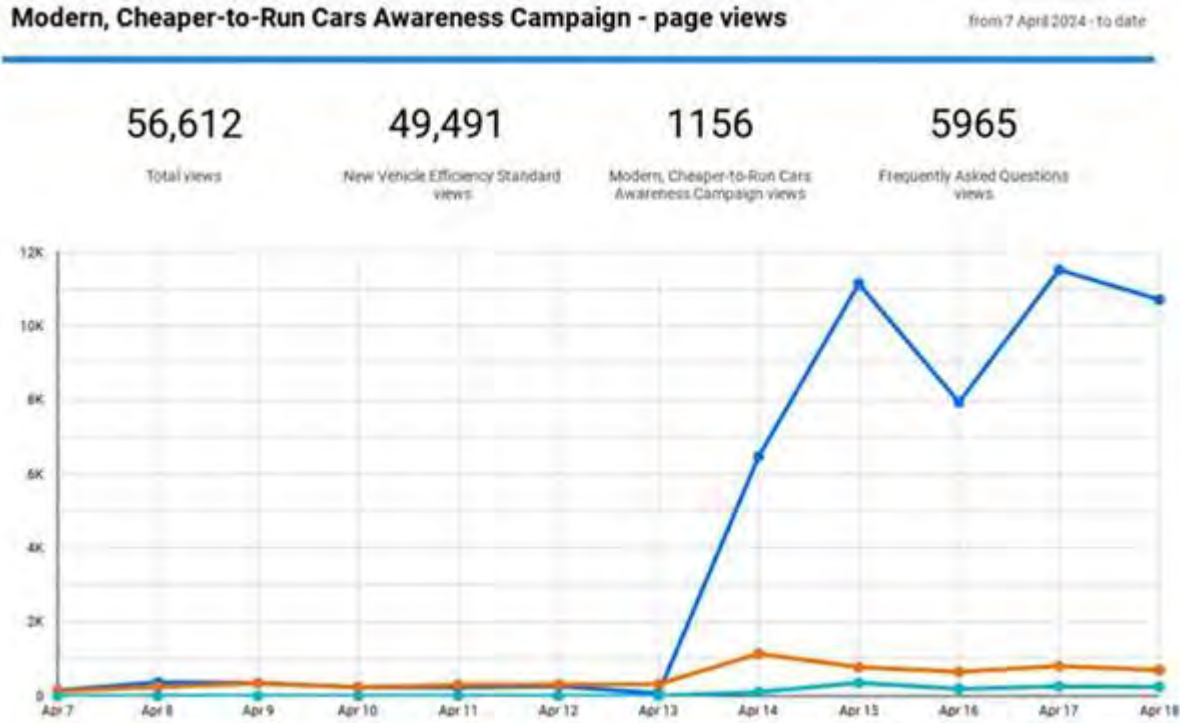
The Campaign has driven significant traffic to the cleanercars.gov.au website with social media advertising driving the majority of traffic to the website.

## 2. CLEANERCARS WEBSITE VISITS

The cleanercars website has had **89,534** visits since the launch of the Campaign. On 14 April 2024, Campaign launch day, we saw a 9018% increase in visits to the cleanercars website compared the same 7 days prior.

By far, the majority of visits are being driven through Facebook, followed by direct google searches. Predominantly through mobile devices. Please refer attached report for further information.

Social moderation is referring increasing people to the FAQ page on the website, where we are seeing the longest average visits for the website. We've had a big jump in visits to the FAQ page in recent days – with **6,071** seeking further information.



s47C, s47E(d)

s47C, s47E(d)

**4. MEDIA PLACEMENT**

All paid media is running. The department has requested a minor increase in paid social moderation through the media buy to enable moderation support. This has not changed the media budget.

**5. MEDIA COMMENTARY**

We are not aware of any Campaign specific media activities.

If you have any questions at all, please do not hesitate in reaching out.

Regards  
Susan

**Susan Charles**

Assistant Secretary

Communication and Change

s22(1)(a)(ii) [@infrastructure.gov.au](mailto:s22(1)(a)(ii)@infrastructure.gov.au)

P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL

# New Vehicle Efficiency Standard

Social listening report – 12-18 April 2024



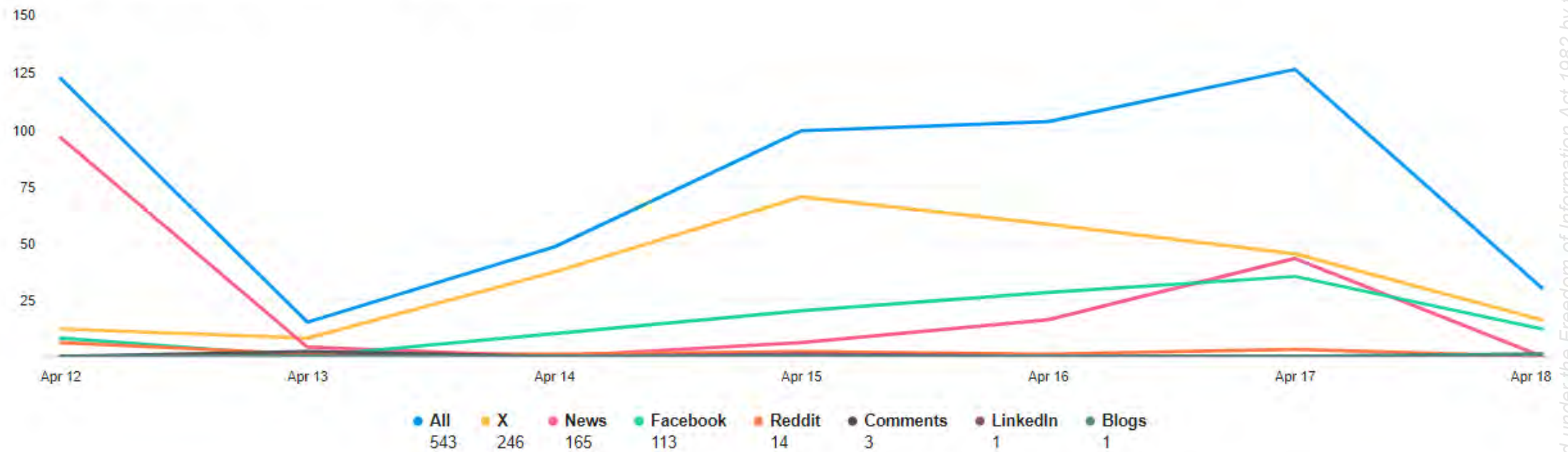
# Number of mentions, by source

Total Mentions


**543** ↑ 35%  
Previous period 402

Daily Average


**77** ↑ 35%  
Previous period 57




s47C, s47E(d)




s47C, s47E(d)



s47C, s47E(d)



s47C, s47E(d)



# Modern, Cheaper-to-Run Cars Awareness Campaign - page views

from 14 April 2024 - to date

89,534

Total views

81,592

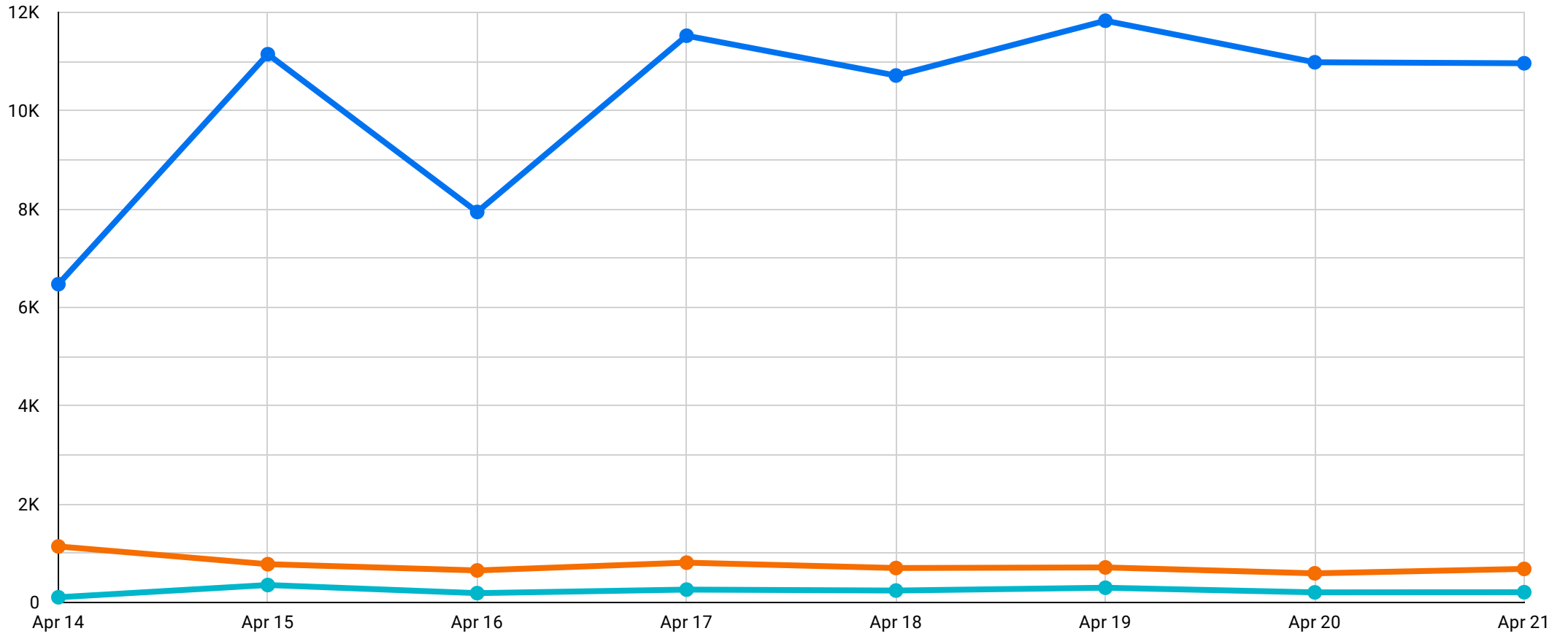
New Vehicle Efficiency Standard views

1871

Modern, Cheaper-to-Run Cars Awareness Campaign views

6071

Frequently Asked Questions views



## New Vehicle Efficiency Standard



Date	Views
Apr 21, 2024	10,966
Apr 20, 2024	10,986
Apr 19, 2024	11,831
Apr 18, 2024	10,717
Apr 17, 2024	11,526
Apr 16, 2024	7,942
Apr 15, 2024	11,150
Apr 14, 2024	6,474

## Modern, Cheaper-to-Run Cars Awareness Campaign



Date	Views
Apr 21, 2024	209
Apr 20, 2024	206
Apr 19, 2024	300
Apr 18, 2024	243
Apr 17, 2024	262
Apr 16, 2024	190
Apr 15, 2024	355
Apr 14, 2024	106

## Frequently Asked Questions



Date	Views
Apr 21, 2024	683
Apr 20, 2024	593
Apr 19, 2024	713
Apr 18, 2024	701
Apr 17, 2024	810
Apr 16, 2024	652
Apr 15, 2024	779
Apr 14, 2024	1,140

# Modern, Cheaper-to-Run Cars Awareness Campaign - additional info

from 14 April 2024 - to date

## Sessions by browser

Browser	Sessions
Safari (in-app)	19,608
Android Webview	11,926
Chrome	7,117
Safari	3,292
Edge	1,151
Samsung Internet	399
Firefox	188
Opera	46
YaBrowser	4
(not set)	2

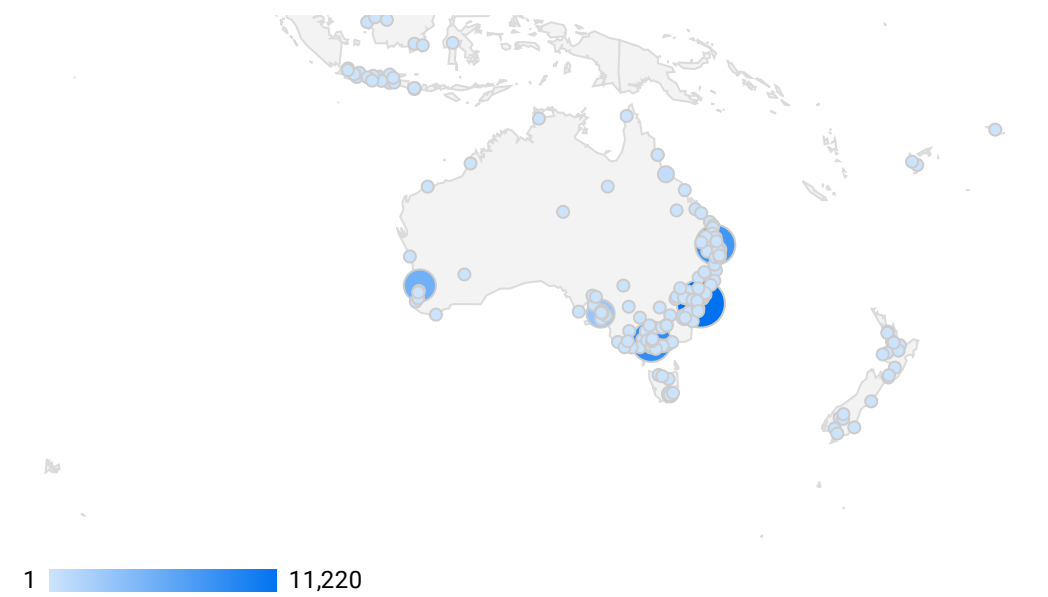
## Views by source

Session source	Views
fb	42,275
(direct)	17,803
m.facebook.com	16,077
google	9,798
l.facebook.com	2,206
(not set)	273
ig	196
instagram.com	161
bing	123
twitter.com	79

## Sessions by device

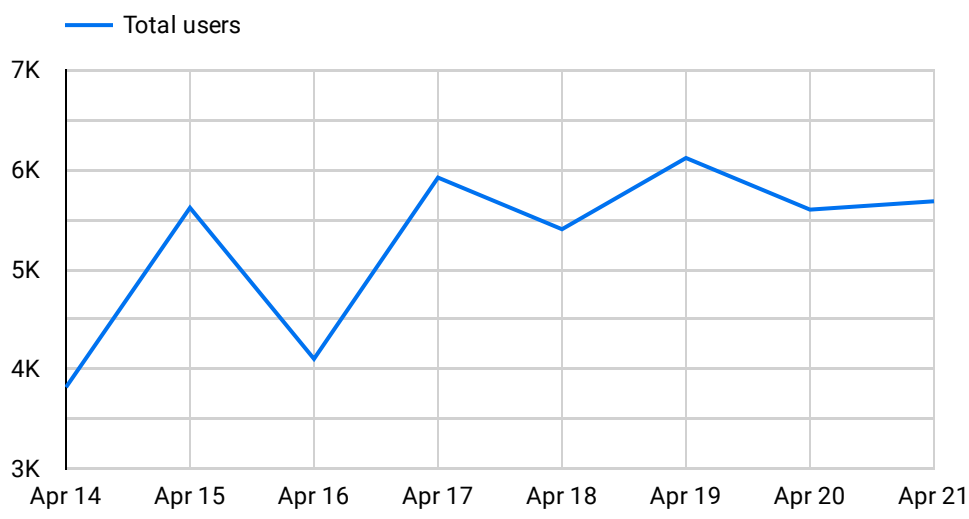
Device category	Sessions
mobile	33,797
desktop	5,945
tablet	4,286
smart tv	2

## Sessions by city (Australasia)

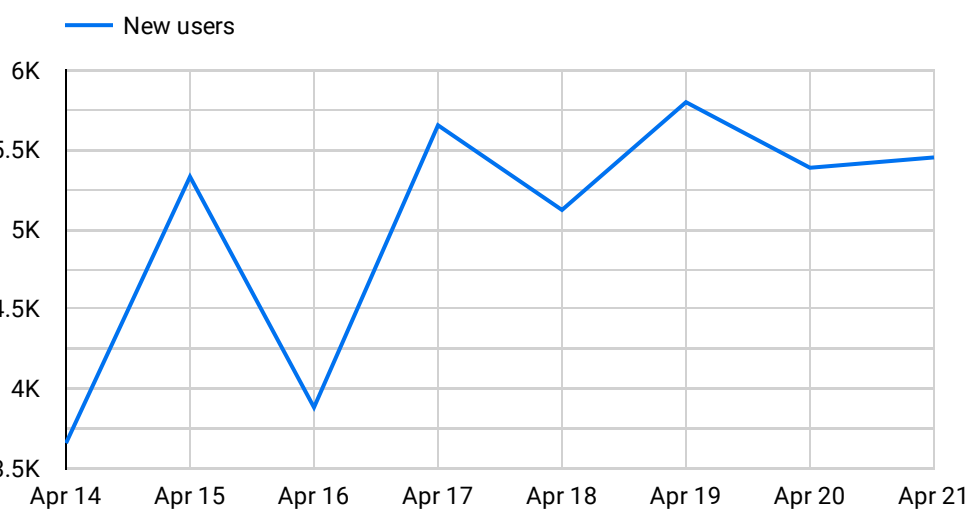


City	Sessions
Sydney	11,220
Melbourne	8,395
Brisbane	7,578
Perth	5,064
Adelaide	2,867
(not set)	1,756
Canberra	728
Townsville	550
Hobart	506
Gold Coast	354

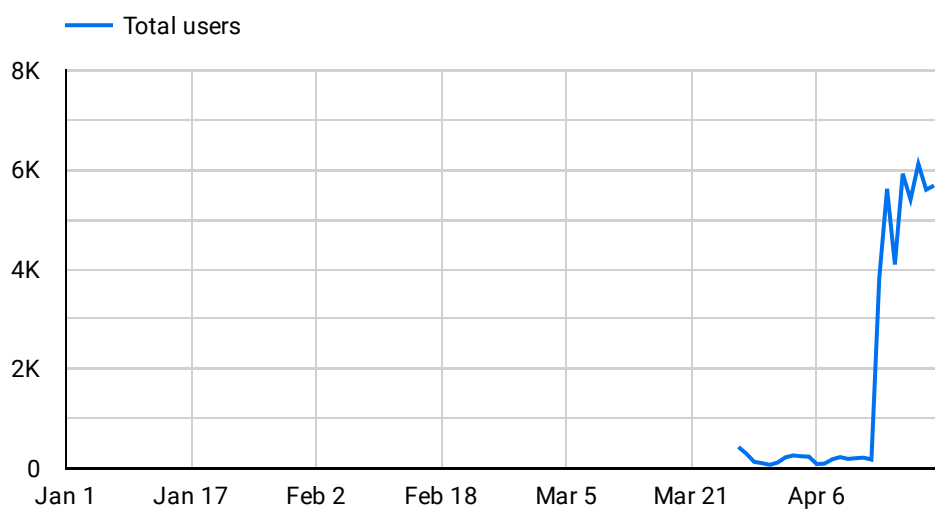
## Total users



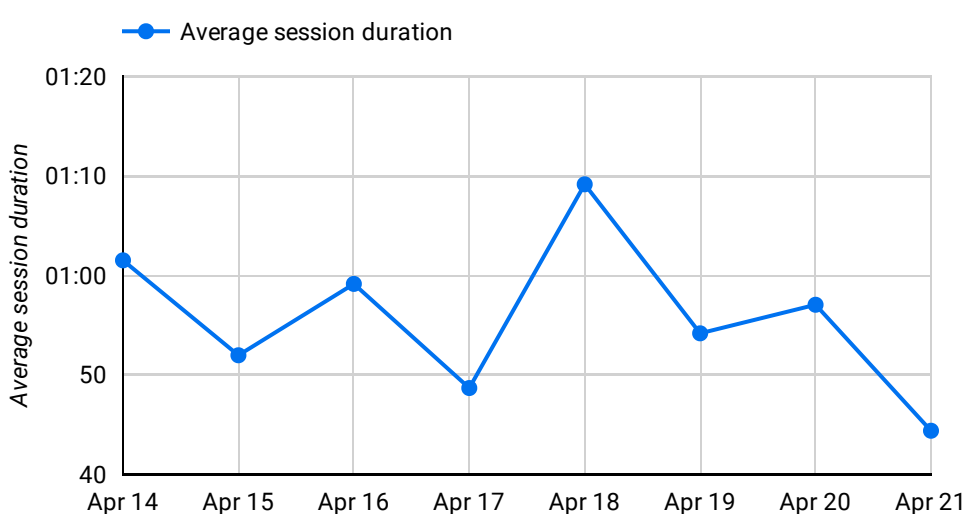
## Total new users



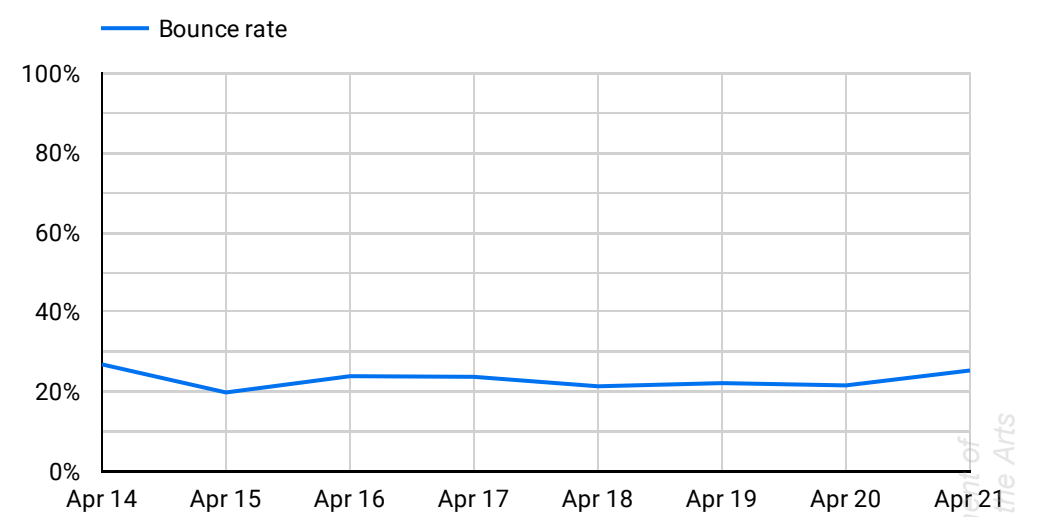
## Total new users - year to date



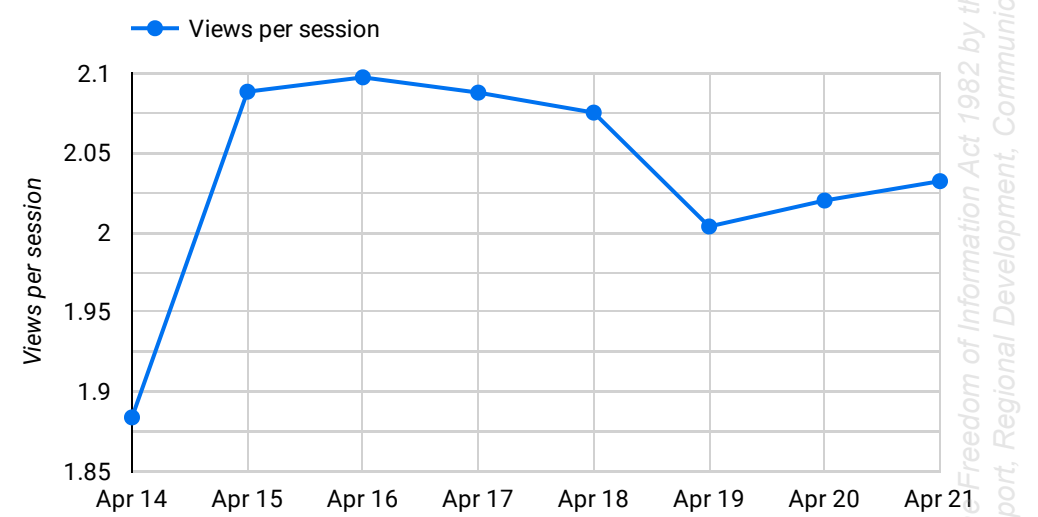
## Average session duration



## Bounce rate



## Average views per session



## SOCIAL MEDIA OVERVIEW – MODERN, CHEAPER-TO-RUN CARS AWARENESS CAMPAIGN

14 – 16 APRIL 2024


---

### 1. Overview

As of midday Friday 19 April 2024 there have been **4,430** comments for the Campaign's paid social.


**Emoji sentiment** – 2,068 negative s47E(d) , 678 positive s47E(d)

s47C, s47E(d)







s47C, s47E(d)




s47C, s47E(d)




s47C, s47E(d)




s47C, s47E(d)




s47C, s47E(d)




s47C, s47E(d)



s47C, s47E(d)



s47C, s47E(d)





**From:** s22(1)(a)(ii)  
**Sent:** Thursday, 18 April 2024 5:36 PM  
**To:** s22(1)(a)(ii); s47F; CAB: s47F; WhereTo Research; s47F; CultureVerse; s47F; UIM; s47F; 33 Creative; s47F; UIM: s47F; 33 Creative; s47F; ThinkHQ; s47F; CultureVerse; s47F; CultureVerse; s47F; Clemenger BBDO; s47F; 33 Creative; s47F; ThinkHQ; s47F; CAB: s47F; CAB: s47F; UIM: s47F; ThinkHQ; s47F; Hall & Partners; s47F; WhereTo Research; s47F; Hall & Partners; s47F; CAB: s47F; Clemenger BBDO; s47F; ThinkHQ; s47F; WhereTo Research; s47F; Kathage, Tristan; s47F; s22(1)(a)(ii)  
**Cc:** campaigns; s22(1)(a)(ii); CHARLES, Susan; Strategic Communication  
**Subject:** Benchmark research - Modern, Cheaper-to-Run Cars Campaign [SEC=OFFICIAL]  
**Attachments:** 24015 DOI Modern Cheaper to Run Cars - Benchmark Topline 240410.pdf  
**Categories:** s22(1)(a)(ii)

OFFICIAL

Good afternoon all

Please find attached the benchmark testing report for the New Vehicle Efficiency Standard Campaign for your information, which reinforces the need to communicate given low levels of awareness and misinformation. This benchmark activity occurred prior to the launch of the Campaign.

Tracking research has commenced and we will provide further updates about this.

The insights in this report are confidential. Please seek approval from the Campaign team should you wish to share any content in this report.

Thankyou.

s22(1)(a)(ii)  
 s22(1)(a)(ii) • Communication and Change Branch •  
 People, Culture and Change Division  
 s22(1)(a)(ii) @communications.gov.au  
 P: 02 6136 s22(1)(a)(ii) M s22(1)(a)(ii)  
 GPO Box 594 Canberra, ACT 2601

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

Department of Infrastructure, Transport, Regional Development, Communications and the Arts  
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

[infrastructure.gov.au](http://infrastructure.gov.au)



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.  
I recognise and respect their continuing connection to the land, waters and communities.  
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

OFFICIAL

*Released under the Freedom of Information Act 1982 by the Department of  
Infrastructure, Transport, Regional Development, Communications and the Arts*

**From:** CHARLES, Susan  
**Sent:** Wednesday, 17 April 2024 8:25 AM  
**To:** s22(1)(a)(ii)  
**Cc:** campaigns; Kathage, Tristan; STAGG, Paula; Houghton, Rachel  
**Subject:** Campaign social media and website performance - day 3 [SEC=OFFICIAL]  
**Attachments:** Modern\_Cheaper-to-Run\_Cars\_Awareness\_Campaign\_cleanercars website statistics-20240407-20240415.pdf; Campaign - Social media overview 16 April 2024.docx

**Importance:** High

**Categories:** s22(1)(a)(ii)

OFFICIAL

Hi s22(1)(a)(ii)

As mentioned in our conversation late yesterday, attached is an overview of the Modern, Cheaper-to-Run Campaign paid social media activity, which commenced Sunday 14 April.

In summary:

- We are seeing a significant volume of engagement through our paid channels, which are linked to the department's platforms.
  - As of 5.30pm yesterday (16 April) we have had 2699 comments for the Campaign's paid social.
  - Through the moderation process, we have hidden comments that are considered defamatory or abusive, or intentionally spreading misinformation.
  - We have 5 Meta/FB ads running across different demographics (with the ability for public commentary which cannot be turned off), Instagram (no commentary for the stories view) and X/Twitter.
  - The Campaign is attracting a wide range of social commentary about government and other policies/programs, far beyond the NVES.
- s47C
- NVES related themes include:
  - Types of vehicles part of the Standard
  - Incorrect assumption NVES only relates to EVs
  - References to ute
- A number of non-NVES related themes include:

- Battery safety and infrastructure
- Petrol quality and electric grid management and impacts
- Costs – car purchase and fuel
- Performance of fuel efficient cars
- Incorrect assumptions NVES relates to quality of fuel or new fuel taxes
- Vehicle performance of fuel efficient cars
- Cost of living
- Referendum comparisons
- Personal political views

Some examples of the above commentary have been screenshot and added to the attached report.

We have however noted **some positive comments** related to access to better vehicles in comparison and bringing Australia in line with the rest of the world – but it's not a balanced engagement at this stage.

I've also attached web statistics for the cleanercars.gov.au website – in 3 days, we have had 14,767 views. For perspective, we had 151 views a week earlier. The campaign specific page has had 461 views to date.

We will be updating the FAQ section of the cleanercars.gov.au website where possible to direct people to, noting we are receiving a significant number of comments which are far broader than the campaign or not related to matters such as car standards, fuel etc.

Happy to provide a more thorough update in the week. The team are working hard to manage the incoming commentary.

Please call if you have any questions.

Regards  
Susan

### Susan Charles

Assistant Secretary

Communication and Change

s22(1)(a)(ii) [@infrastructure.gov.au](mailto:susan.charles@infrastructure.gov.au)

P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL

# Modern, Cheaper-to-Run Cars Awareness Campaign - page views

from 7 April 2024 - to date

19,767

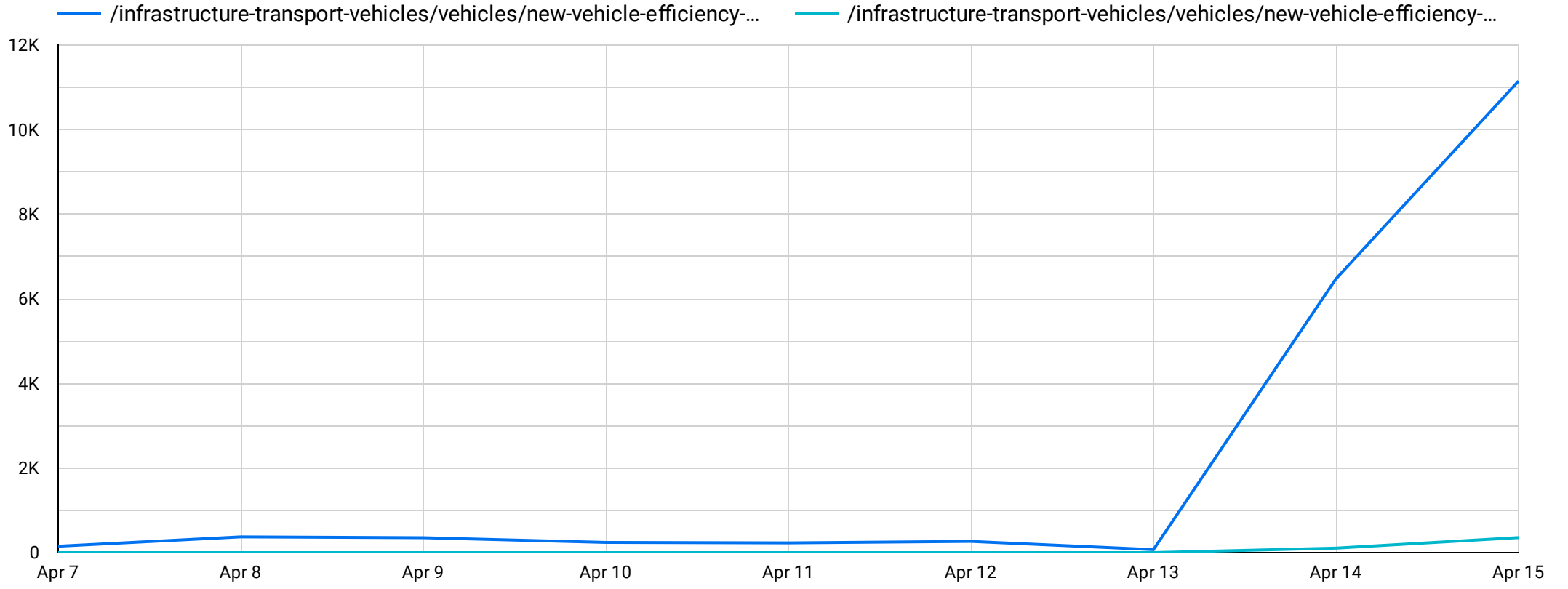
Total views

19,306

New Vehicle Efficiency Standard views

461

Modern, Cheaper-to-Run Cars Awareness Campaign views



## New Vehicle Efficiency Standard

Date ▾	Views
Apr 15, 2024	11,150
Apr 14, 2024	6,474
Apr 13, 2024	71
Apr 12, 2024	265
Apr 11, 2024	230
Apr 10, 2024	241
Apr 9, 2024	352
Apr 8, 2024	372
Apr 7, 2024	151

## Modern, Cheaper-to-Run Cars Awareness Campaign

Date ▾	Views
Apr 15, 2024	355
Apr 14, 2024	106

# Modern, Cheaper-to-Run Cars Awareness Campaign - additional info

from 7 April 2024 - to date

## Sessions by browser

Browser	Sessions
Safari (in-app)	4,484
Android Webview	2,471
Chrome	1,572
Safari	706
Edge	461
Samsung Internet	97
Firefox	82
Opera	9

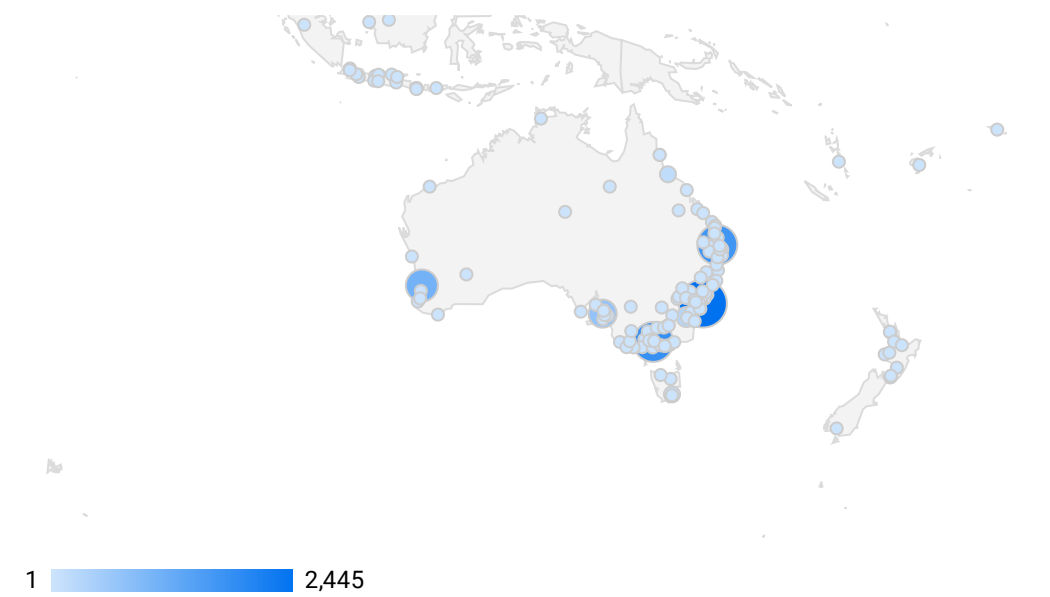
## Views by source

Session source	Views
m.facebook.com	10,880
(direct)	3,452
google	3,262
l.facebook.com	1,485
bing	124
instagram.com	117
(not set)	74
twitter.com	58
connect.internal.dotars.gov.au	41
dcceew.gov.au	33

## Sessions by device

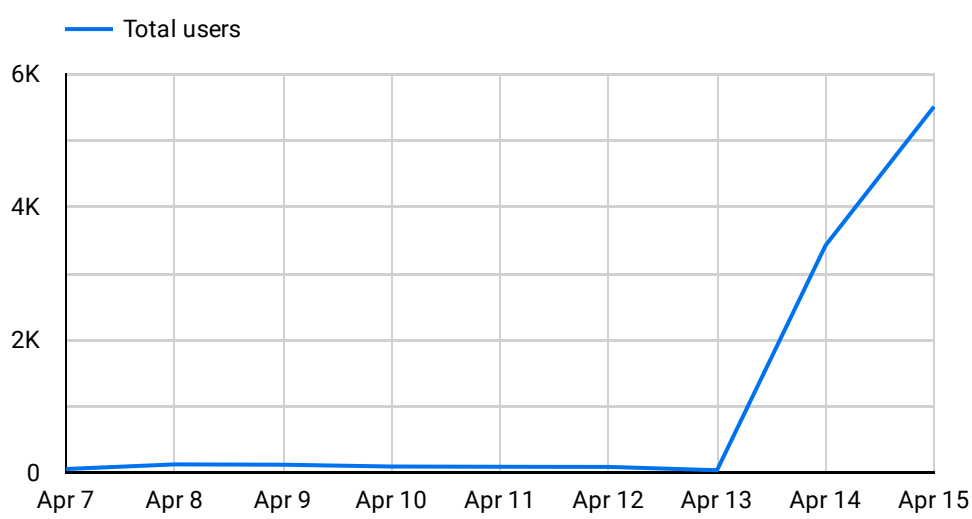
Device category	Sessions
mobile	7,132
desktop	1,629
tablet	1,166

## Sessions by city (Australasia)

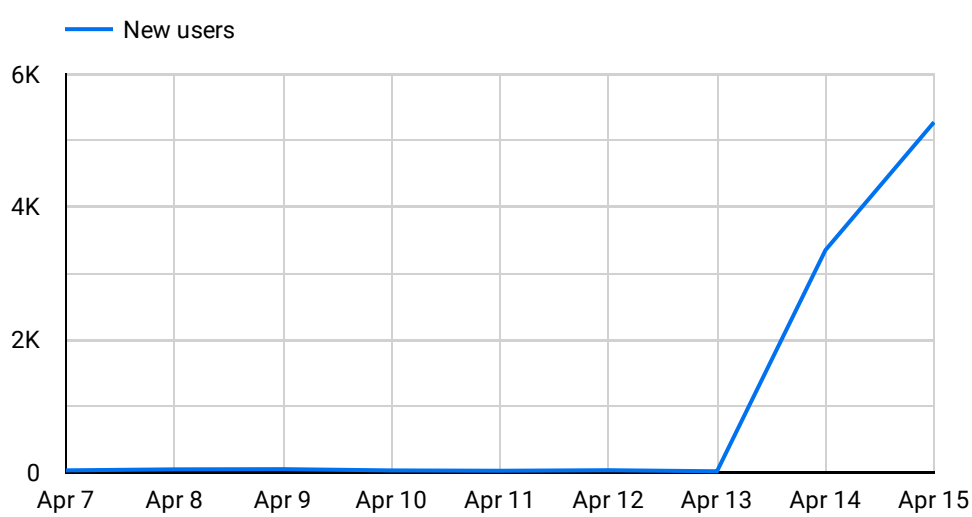


City	Sessions
Sydney	2,445
Melbourne	1,792
Brisbane	1,670
Perth	1,064
Adelaide	684
(not set)	434
Canberra	279
Townsville	142
Hobart	115
Gold Coast	70

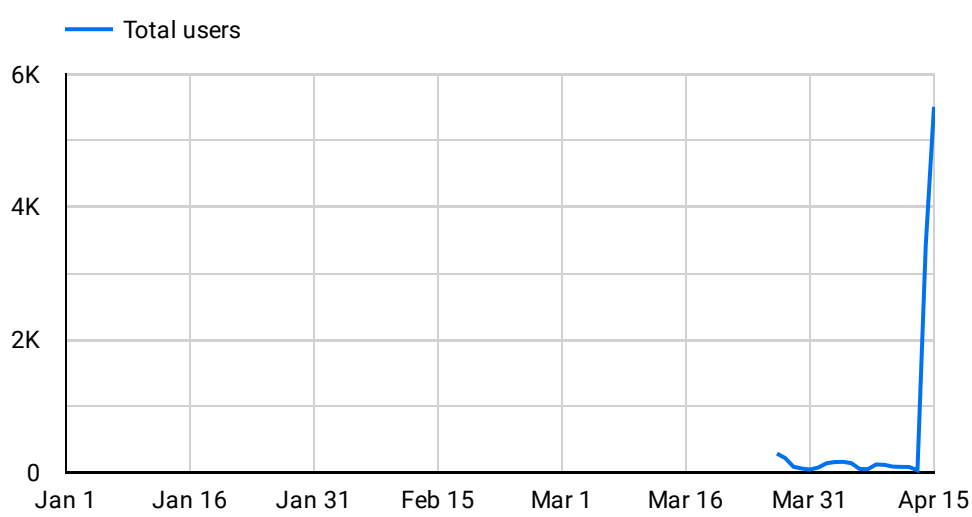
## Total users



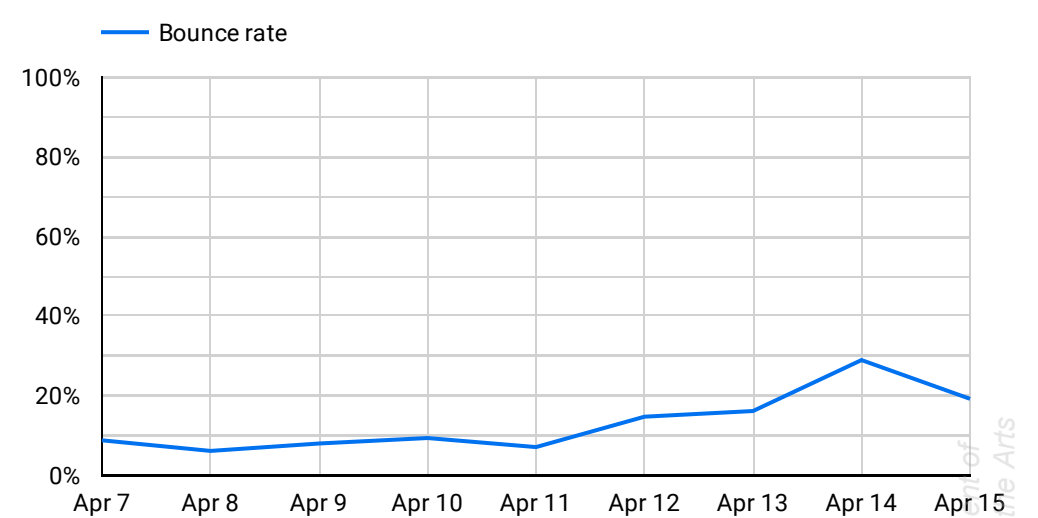
## Total new users



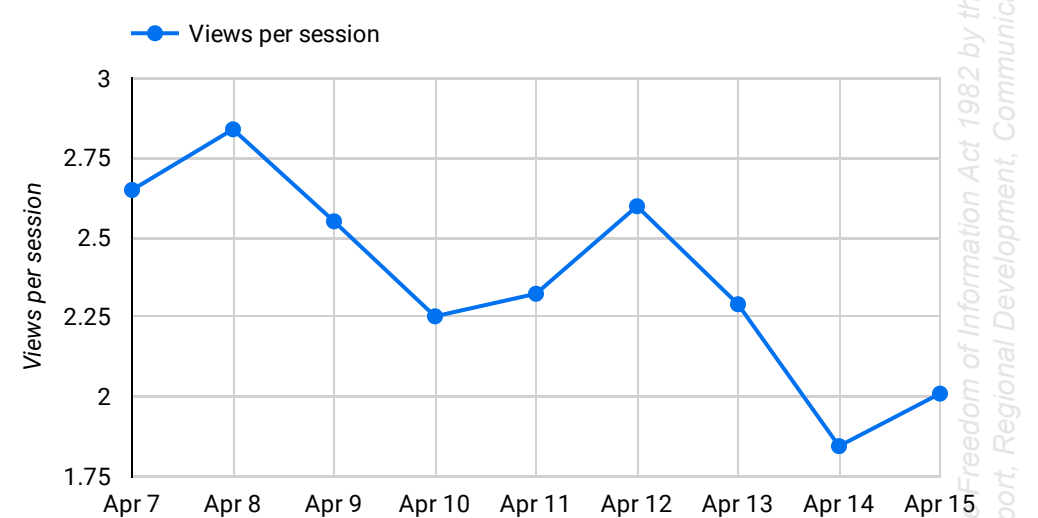
## Total new users - year to date



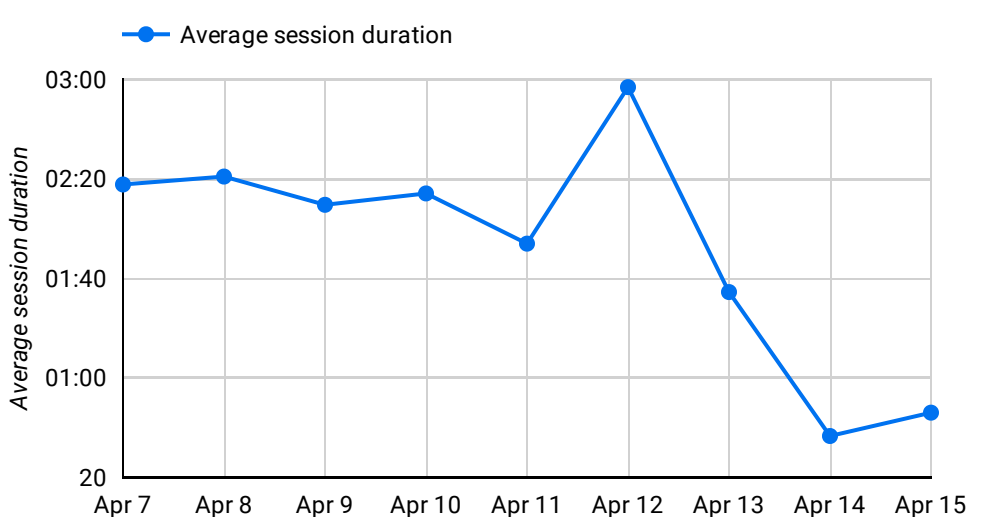
## Bounce rate



## Average views per session



## Average session duration



**From:** CHARLES, Susan  
**Sent:** Tuesday, 16 April 2024 5:37 PM  
**To:** [REDACTED]  
**Cc:** campaigns  
**Subject:** UPDATE: Campaign dispatch errors [SEC=OFFICIAL]

**Importance:** High

**Categories:** [REDACTED]

OFFICIAL

Hi [REDACTED]

As you are aware, there has been error with the dispatch of creative from the creative agency to the media outlet. Upon investigation, it has been identified that some incorrect versions of the Modern, Cheaper-to-Run Cars Campaign creative went live. This only affected out-of-home (OOH) and Meta (Facebook specifically).

[REDACTED]

All files that had an error (missing the word 'Standard') have now been changed over with the media outlets acknowledging receipt of the correct version.

I can now confirm the correct social GIFs for FB (running with static and 2 x video versions) have been provided [REDACTED] and the correct creative and moderation links for FB are now live again. I can also confirm the correct digital OOH assets [REDACTED] have been provided [REDACTED] and the OOH panel creative has replaced and is 'live'.

As these assets are digital which makes the updating relatively immediate. The last of which occurred around 4.00pm this afternoon.

[REDACTED] are conducting an internal review of their processes [REDACTED] [REDACTED] has confirmed if there are any financial impacts, they will cover this cost in full.

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

My team are extremely disappointed this has occurred. I have also let Department of Finance know and it is my understanding that they will also be informing Minister Gallagher.

Please let me know if you have any other questions.

Regards  
Susan

**Susan Charles**

Assistant Secretary

Communication and Change

s22(1)(a)(ii) [@infrastructure.gov.au](mailto:susan.charles@infrastructure.gov.au)

P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL



**From:** CHARLES, Susan  
**Sent:** Friday, 12 April 2024 3:30 PM  
**To:** s22(1)(a)(ii)  
**Cc:** DLO CKing; s22(1)(a)(ii); campaigns; s22(1)(a)(ii)  
**Subject:** Modern, Cheaper-to-Run Cars Awareness Campaign certification confirmation [SEC=OFFICIAL]  
**Attachments:** Signed - Chief Executive Certification Statement.pdf; Final advertising materials.docx

**Importance:** High

**Categories:** s22(1)(a)(ii)

OFFICIAL

Good afternoon s22(1)(a)(ii)

I am writing to confirm that the Modern, Cheaper-to-Run Cars Awareness Campaign will be launching **Sunday 14 April 2024**.

As you are aware, non-corporate Commonwealth entities under the Public Governance, Performance and Accountability Act 2013 (PGPA Act) must comply with the *Australian Government Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* (Guidelines). In addition to review at key stages by the Government Communications Subcommittee and the Independent Communications Committee, adherence includes a formal approval to launch by the responsible Minister and the Accountable Authority's certification that the campaign complies with the Guidelines and relevant Government policies.

On the 28 March 2024, the Minister provided approval to launch and all media placements to be booked for 14 April 2024.

On the 9 April 2024, informed by a comprehensive certification package which included legal and procurement assurance, Secretary of the department, Mr Jim Betts signed the Chief Executive Certification Statement (attached), completing the process to ensure the campaign is live on 14 April. In accordance with the Guidelines, this certification will be published on the Department of Infrastructure, Transport, Regional Development, Communications and the Arts website when the Campaign launches. This is the final step required for the Campaign to launch on 14 April 2024.

Attached, is a selection of creative assets for your reference. As discussed, these materials will be available on the cleanercars.gov.au website from 14 April 2024. Ahead of this launch, we appreciate the materials not your noting and not distributed widely.

I would appreciate if you could inform Minister King that the Secretary has provided campaign certification and that all approvals to launch have now been given.

Any questions or concerns please don't hesitate to contact me.

Thanks

Susan

**Susan Charles**

Assistant Secretary

Communication and Change

s22(1)(a)(ii) [@infrastructure.gov.au](mailto:s22(1)(a)(ii)@infrastructure.gov.au)

P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL

# Accountable Authority (Chief Executive) Certification for Government Advertising Campaign

## Certification statement—Modern, Cheaper-to-Run Cars Awareness Campaign (the Campaign)

I certify that the Modern, Cheaper-to-Run Awareness Campaign (the Campaign) complies with the Australian Government *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* (Guidelines).

This certification takes into consideration the Report of the Independent Communications Committee. It also takes into consideration advice and evidence provided by officials within the Department of Infrastructure, Transport, Regional Development, Communications and the Arts with responsibility for the design, development and implementation of the Campaign.

Jim Betts

Mr Jim Betts

Secretary

Department of Infrastructure, Transport, Regional Development, Communications and the Arts

9 April 2024

**Principle 1: Relevant to government responsibilities**

In demonstrating compliance with this principle considerations include:

- The subject matter of the Campaign directly relates to the Government's responsibilities

The policy or program is underpinned by:

- legislative authority; or  
 appropriation of the Parliament; or  
 a Cabinet Decision which is intended to be implemented during the current Parliament.

Suitable uses for government Campaigns include to:

- inform the public of new, existing or proposed government policies, or policy revisions;  
 provide information on government programs or services or revisions to programs or services to which the public are entitled;  
 inform consideration of issues;  
 disseminate scientific, medical or health and safety information; or  
 provide information on the performance of government to facilitate accountability to the public.

**Principle 2: Presented in an objective, fair and accessible manner**

In demonstrating compliance with this principle considerations include:

- The recipient of the information can distinguish between facts, comment, opinion and analysis.
- Information presented as fact, is accurate and verifiable.
- The basis of factual comparisons is clear and does not mislead the recipient about the situation.
- Pre-existing policies, products, services and activities are not presented as new.
- Special attention has been paid to communicating with any information disadvantaged individuals or groups identified as being within the target audience. Particular attention has been paid to meeting the information needs of Indigenous Australians, the rural community, people with disability and those for whom English is not a convenient language in which to receive information.
- Imagery used in the campaign appropriately reflects the diverse range of Australians. Where it is consistent with campaign objectives this includes the realistic portrayal of the full participation of women, Indigenous and culturally and linguistically diverse communities and people with disability.
- Campaign materials were tested with target audiences to indicate they are engaging and perform well against their objectives.

**Principle 3: Objective and not directed at promoting party political interests**

In demonstrating compliance with this principle considerations include:

- Language used in the Campaign is objective and free of political argument.
- The Campaign must not try to foster a positive impression of a particular political party or promote party political interests.
- The Campaign:
  - does not mention the party in Government by name;
  - does not directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
  - does not include party-political slogans or images;
  - has not been designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; and
  - does not refer or link to the websites of politicians or political parties.

**Principle 4: Justified and undertaken in an efficient, effective and relevant manner**

In demonstrating compliance with this principle considerations include:

- The Campaign was instigated on the basis of a demonstrated need, target recipients are clearly identified and the campaign has been informed by appropriate research and/or evidence.
- Campaign information clearly and directly affects the interests of recipients.
- The medium and volume of the advertising activities is cost effective and justifiable within the budget allocated to the campaign.
- Distribution of unsolicited materials will be carefully controlled.
- The Campaign will be evaluated to determine effectiveness.

**Principle 5: Campaigns must comply with legal requirements and procurement policies and procedures.**

- The manner of presentation and the delivery of the Campaign complies with all relevant laws including:
  - laws with respect to broadcasting and media;
  - privacy laws;
  - intellectual property laws;
  - electoral laws;
  - trade practices and consumer protection laws; and
  - workplace relations laws.
  
- Procurement policies and procedures for the tendering and commissioning of services and the employment of suppliers were followed, and there is a clear audit trail regarding decision making.



Australian Government

Department of Infrastructure, Transport,  
Regional Development, Communications and the Arts

## Final advertising material

### Film – 30 seconds

- <https://communicationsgovau.app.box.com/s/87ryox7bmukq72xd22zn5c57lh79kxsg>

### Film – 15 seconds

- <https://communicationsgovau.app.box.com/s/hugyl1ag0b5g85v4igthl8irop9yev2>

### Film – 10 seconds

- <https://communicationsgovau.app.box.com/s/c4irnxrrdzqyz5oaqgs4sg4dyba11lec>

### Radio – 30 seconds

- <https://communicationsgovau.app.box.com/s/w3rcer1w6j0ncdn0qyxuuhzvsjwnw9bx>

### Radio – 15 seconds

- <https://communicationsgovau.app.box.com/s/nu8wf2z8nidsxc635kww4e73ap7el8y2>

### OOH static portrait

- <https://communicationsgovau.app.box.com/s/upo0h4t538goq83prk9ivg0ez2fqo5ni>

### OOH video portrait – 7 seconds

- <https://communicationsgovau.app.box.com/s/g8wnhi2dsy894re2flbx9499cj4bmbhj>

### OOH static landscape

- <https://communicationsgovau.app.box.com/s/zwas3vkd9o7g34ff62zy9tj0yi8qommo>

### OOH video landscape – 7.5 seconds

- <https://communicationsgovau.app.box.com/s/uu7cabvxyt0xwjzutdkwqb9pujftbd8>

### OOH video double landscape – 7.5 seconds

- <https://communicationsgovau.app.box.com/s/vyb5q6xtjwd5z3ingajrddyhv2m6zf08h>

### Spotify companion banner

- <https://communicationsgovau.app.box.com/s/a20oaghv7hnyaw9rcuvxm2w5d63qaijj>



**OFFICIAL**

## First Nations

### [First Nations Radio – 30 seconds](#)

- <https://communicationsgovau.app.box.com/s/e9qf2tsjg5qxz2amt4sql3o8gairjy5p>

## Culturally and Linguistically Diverse (CALD)

### [Translated CALD asset script](#)

- <https://communicationsgovau.app.box.com/s/1hcgsn734n5goo12t0ntgq41h9ro4czt>

*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

**OFFICIAL**

**From:** s22(1)(a)(ii)  
**Sent:** Friday, 12 April 2024 3:39 PM  
**To:** s22(1)(a)(ii); s22(1)(a)(ii); s22(1)(a)(ii)@dcceew.gov.au; s22(1)(a)(ii)@dcceew.gov.au  
**Cc:** CHARLES, Susan; campaigns; s22(1)(a)(ii); Kathage, Tristan  
**Subject:** Pre-launch campaign information - Modern, Cheaper-to-Run Cars Campaign [SEC=OFFICIAL]

**Importance:** High

**Categories:** s22(1)(a)(ii)

OFFICIAL

Thanks all for the discussion yesterday about the Modern, Cheaper-to-Run Cars Campaign ahead of Sunday's launch.

As promised, please find a link to the Campaign's key creative materials below, noting caution in distributing widely ahead of Sunday's launch:

- [30 sec TVC](#)
- [30 sec radio](#)
- [OOH static – landscape](#)

All of the Campaign materials will be available (and downloadable) via [cleanercars.gov.au](https://cleanercars.gov.au) from 6am on Sunday morning and we encourage you to direct others there where possible.

Below is also our TV script, which is broadly aligned across all products to provide further insight into the broad messaging being used throughout the Campaign, ahead of the passage of legislation:

*Right now, car manufacturers send their most efficient new cars to countries that have fuel efficiency standards.  
 To bring us in line with the rest of the world, the Australian Government is establishing a New Vehicle Efficiency Standard.  
 It means more new cars will be designed to be more efficient, whether they're diesel, electric, hybrid or petrol.  
 Giving you more choice and saving you money.  
 Find out more at [cleanercars.gov.au](https://cleanercars.gov.au)*

The Campaign will be in market until 30 June 2024, with advertisements seen on TV, radio, out-of-home (including fuel bowsers, rest rooms and billboards), social and digital platforms (including audio streaming). Search engine optimisation and paid social media moderation will also support the Campaign.

Below we have pulled out some key TV viewing spots for the first week of the Campaign to note:

#### **SYDNEY**

- Sun 18:00 Seven News
- Sun 20:40 60 Minutes
- Sun 19:00 Farmer Wants a Wife
- Mon/Tues 18:00 Nine News
- Fri 19:00 BH&G

#### **MELBOURNE**

- Sun 18:00 Nine News
- Sun 19:00 BH&G
- Mon 19:30 Farmer Wants a Wife
- Tues 21:00 Farmer Wants a Wife
- Wed 18:00 Seven News / Nine News
- Wed 19:30 Gordon Ramseys Food Stars

#### **BRISBANE**

- Sun 18:00 Seven News
- Sun 19:00 Farmer Wants a Wife
- Mon 18:00 Nine News
- Wed 18:30 Gordon Ramsey's Food Stars

#### **ADELAIDE**

- Sun 18:00 Seven News
- Mon 18:00 Seven News
- Mon 19:00 A Current Affair
- Fri 19:30 Ready Steady Cook

#### **PERTH**

- Sun 19:00 Farmer Wants a Wife
- Mon 19:00 A Current Affair
- Mon 19:30 Lego Masters
- Wed 18:00 Seven News
- Wed 19:30 1% Club UK

- Thurs/Fri 18:00 Seven News

**NNSW**

- Sun 18:00 Nine News
- Sun 19:30 I'm a Celebrity Get Me Out of Here
- Sun 18:30 The Project
- Mon 19:30 Lego Masters
- Tues 19:30 I'm a Celebrity Get Me Out of Here

**SNSW**

- Sun 18:00 Nine News
- Mon 19:30 Farmer Wants a Wife
- Mon 19:30 Lego Masters
- Mon 20:30 Paramedics
- Tues 19:30 Farmer Wants a Wife

**Following the launch**

s47(1)(b) [Redacted]

s47E(d) [Redacted]

As occurs following the launch of Campaigns, the department will reach out to a range of relevant departments and agencies seeking assistance in amplifying the Campaign through their own channels.

s22(1)(a)(ii) [Redacted], I understand you have spoken with s22(1)(a)(ii) [Redacted], who has provided some Campaign overview points, should you be asked. Otherwise, please direct questions about the department to [media@infrastructure.gov.au](mailto:media@infrastructure.gov.au).

Kind regards

s22(1)(a)(ii) [Redacted]  
s22(1)(a)(ii) [Redacted] • Communication and Change Branch •

People, Culture and Change Division  
s22(1)(a)(ii) [Redacted] @communications.gov.au

P: 02 6136 s22(1)(a)(ii) [Redacted] M s22(1)(a)(ii) [Redacted]  
GPO Box 594 Canberra, ACT 2601

Released under the Freedom of Information Act 1982  
Infrastructure, Transport, Regional Development, Communications and the Arts  
Department of

Department of Infrastructure, Transport, Regional Development, Communications and the Arts  
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

[infrastructure.gov.au](http://infrastructure.gov.au)



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.  
I recognise and respect their continuing connection to the land, waters and communities.  
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

OFFICIAL

*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

**From:** s22(1)(a)(ii)  
**Sent:** Sunday, 4 February 2024 6:45 PM  
**To:** CHARLES, Susan  
**Cc:** campaigns; s22(1)(a)(ii); s22(1)(a)(ii)  
**Subject:** FW: PDMS - MS24-000111 - Modern, Cheaper-to-Run Cars Awareness Campaign [~~SEC=PROTECTED, CAVEAT=SH:CABINET~~]  
**Attachments:** Fwd: s47C MS 24000111 [SEC=OFFICIAL]

~~PROTECTED, SH:CABINET~~

Hi Susan

In addition the emails below and initial phone conversations with Minister King's DLO s22(1)(a)(ii), I left phone messages for him on Thursday and Friday chasing the signed MinSub for the Modern, Cheaper-to-Run Cars Awareness Campaign's s47C submission.

I may need your assistance in escalating this with s22(1)(a)(ii) from here (noting Monday he will be focused on the launch of the New Vehicle Efficiency Standard in Sydney).

Cheers

s22(1)(a)(ii)  
 s22(1)(a)(ii) • Communication and Change Branch •  
 s22(1)(a)(ii) @communications.gov.au  
 P: 02 6136 s22(1)(a)(ii) M s22(1)(a)(ii)

~~PROTECTED, SH:CABINET~~

**From:** s22(1)(a)(ii)  
**Sent:** Wednesday, 31 January 2024 4:40 PM  
**To:** DLO CKing  
**Cc:** CHARLES, Susan ; campaigns ; s22(1)(a)(ii)  
**Subject:** FW: PDMS - MS24-000111 - Modern, Cheaper-to-Run Cars Awareness Campaign [~~SEC=PROTECTED, CAVEAT=SH:CABINET~~]

~~PROTECTED, SH:GABINET~~

Hi <sup>s22(1)(a)</sup>  
<sub>(iii)</sub>

Just following up on our earlier discussion regarding <sup>s47C</sup> and send back to the department through PDMS.

Australian Government Campaigns are regularly audited for adherence to governance processes and against the *Australian Government Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities (Guidelines)*. <sup>s47C</sup>, the above Ministerial Submission brief seeks the Minister's approval <sup>s47C</sup> and we require her signed approval response to adhere to the campaign governance process.

I appreciate your assistance with this.

I've cc'd in Susan Charles should you have any further questions.

Regards

<sup>s22(1)(a)(ii)</sup>  
<sup>s22(1)(a)(ii)</sup> • Communication and Change Branch •  
<sup>s22(1)(a)(ii)</sup> [@communications.gov.au](mailto:communications.gov.au)  
P: 02 6136 <sup>s22(1)(a)(ii)</sup> M <sup>s22(1)(a)(ii)</sup>

~~PROTECTED, SH:GABINET~~

**From:** <sup>s22(1)(a)(ii)</sup>  
**Sent:** Wednesday, 31 January 2024 1:08 PM  
**To:** DLO CKing <[dlo.cking@mo.infrastructure.gov.au](mailto:dlo.cking@mo.infrastructure.gov.au)>  
**Cc:** campaigns <[campaigns@communications.gov.au](mailto:campaigns@communications.gov.au)>; <sup>s22(1)(a)(ii)</sup> <[@infrastructure.gov.au](mailto:infrastructure.gov.au)>  
**Subject:** RE: PDMS - MS24-000111 - Modern, Cheaper-to-Run Cars Awareness Campaign [~~SEC=PROTECTED, CAVEAT=SH:GABINET~~]

~~PROTECTED, SH:GABINET~~

Hi <sup>s22(1)(a)</sup>  
<sub>(iii)</sub>

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

As discussed, following up on the MS 24000111 signed MinSub for PDMS.

We have s22(1)(a)(ii) email (attached) s47C, but we need a copy of the approved signed minute from the Minister to come back to us.

Cheers

s22(1)(a)(ii)  
s22(1)(a)(ii) • Communication and Change Branch •  
s22(1)(a)(ii) @communications.gov.au  
P: 02 6136 s22(1)(a)(ii) M s22(1)(a)(ii)

~~PROTECTED, SH:GABINET~~

**From:** DLO CKing s22(1)(a)(ii) @mo.infrastructure.gov.au>  
**Sent:** Monday, 22 January 2024 9:54 AM  
**To:** s22(1)(a)(ii) @COMMUNICATIONS.gov.au>  
**Cc:** DLO CKing <dlo.cking@mo.infrastructure.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @communications.gov.au>; CHARLES, Susan s22(1)(a)(ii) @infrastructure.gov.au>  
**Subject:** RE: PDMS - MS24-000111 - Modern, Cheaper-to-Run Cars Awareness Campaign [SEC=PROTECTED, CAVEAT=SH:GABINET]

~~PROTECTED, SH:GABINET~~

Hi s22(1)(a)

I have prepared this brief for s22(1)(a)(iii) and the Minister's consideration.

It is at the top of the pile for approval early this afternoon.

Regards,

s22(1)(a)(ii)  
Departmental Liaison Officer • Office of the Hon Catherine King MP  
Minister for Infrastructure, Transport, Regional Development and Local Government

P 02 6277 s22(1)(a)(ii) M s22(1)(a)(ii)

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts



**From:** s22(1)(a)(ii) <[redacted]@COMMUNICATIONS.gov.au>  
**Sent:** Monday, 22 January 2024 8:56 AM  
**To:** s22(1)(a)(ii) <[redacted]@MO.infrastructure.gov.au>  
**Cc:** DLO CKing <dlo.cking@mo.infrastructure.gov.au>; s22(1)(a)(ii) <[redacted]@infrastructure.gov.au>; s22(1)(a)(ii) <[redacted]@communications.gov.au>; CHARLES, Susan <[redacted]@infrastructure.gov.au>  
**Subject:** PDMS - MS24-000111 - Modern, Cheaper-to-Run Cars Awareness Campaign [SEC=PROTECTED, CAVEAT=SH:CABINET]  
**Importance:** High

~~PROTECTED, SH:CABINET~~

Good morning s22(1)(a)(iii) – just letting you know we had to reassign s47C [redacted] to a different MinSub number (MS24-000111). All of the attached documents in this MinSub are what you viewed and approved this weekend. This is coming through now for the minister’s urgent approval. Once you have briefed the Minister, we would value a discussion about next steps and update you on yesterday’s research sessions. Cheers

s22(1)(a)(ii) [redacted] • Communication and Change Branch •  
 People, Culture and Change Division  
 s22(1)(a)(ii) <[redacted]@communications.gov.au>  
 P: 02 6136 4100 M: s22(1)(a)(ii) [redacted]  
 GPO Box 594 Canberra, ACT 2601

**Department of Infrastructure, Transport, Regional Development, Communications and the Arts**  
**CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS**



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live. I recognise and respect their continuing connection to the land, waters and communities. I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

~~PROTECTED, SH:CABINET~~

~~PROTECTED, SH:CABINET~~

s22(1)(a)(ii)



OFFICIAL

**From:** s22(1)(a)(ii) <[redacted]@MO.infrastructure.gov.au>  
**Date:** Monday, 22 January 2024 at 9:04:07 am  
**To:** s22(1)(a)(ii) <[redacted]@COMMUNICATIONS.gov.au>  
**Cc:** s22(1)(a)(ii) <[redacted]@infrastructure.gov.au>  
**Subject:** s47C MS 24000111 [SEC=OFFICIAL]

OFFICIAL

s47C

Thanks  
s22(1)(a)(ii)

s22(1)(a)(ii) | **Senior Adviser | Transport**  
Office of the Hon Catherine King MP  
Minister for Infrastructure, Transport, Regional Development and Local Government  
Member for Ballarat  
s22(1)(a)(ii) <[redacted]@MO.infrastructure.gov.au>  
**M** s22(1)(a)(ii) <[redacted]>  
Suite MG.46, Parliament House, Canberra, ACT 2600

OFFICIAL

**From:** CHARLES, Susan  
**Sent:** Friday, 5 April 2024 11:54 AM  
**To:** s22(1)(a)(ii)  
**Cc:** s22(1)(a)(ii)  
**Subject:** RE: NVES Comms Campaign [SEC=OFFICIAL]

OFFICIAL

Thanks s22(1)(a)(ii)

That was my understanding also - only the comms/media staff. We did speak with s22(1)(a)(ii). I think it may just be a misunderstanding.

Leave it with me.

Cheers  
Susan

**Susan Charles**

Assistant Secretary  
Communication and Change  
s22(1)(a)(ii) @infrastructure.gov.au  
P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL

---

**From:** s22(1)(a)(ii) @MO.infrastructure.gov.au>  
**Sent:** Friday, 5 April 2024 11:43 AM  
**To:** CHARLES, Susan s22(1)(a)(ii) @infrastructure.gov.au>  
**Cc:** s22(1)(a)(ii) @MO.infrastructure.gov.au>  
**Subject:** NVES Comms Campaign [SEC=OFFICIAL]

OFFICIAL

Hi Susan,  
s47C

between s47C and our Comms staff s22(1)(a)(ii) )

I assume that was the update on the Campaign. For clarity it's a meeting

Thanks  
s22(1)(a)  
(ii)

s22(1)(a)(ii) | **Senior Adviser | Transport**

Office of the Hon Catherine King MP  
Minister for Infrastructure, Transport, Regional Development and Local Government  
Member for Ballarat

s22(1)(a)(ii) [@MO.infrastructure.gov.au](mailto:s22(1)(a)(ii)@MO.infrastructure.gov.au)

**M** s22(1)(a)(ii)  
Suite MG.46, Parliament House, Canberra, ACT 2600

OFFICIAL

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

**From:** CHARLES, Susan  
**Sent:** Wednesday, 3 April 2024 1:32 PM  
**To:** s22(1)(a)(ii); Kathage, Tristan; s22(1)(a)(ii)  
**Subject:** RE: NVES Comms Campaign Q+A [SEC=OFFICIAL]

OFFICIAL

Yes we can – I will get a meeting set up in the diaries for next week.

**Susan Charles**

Assistant Secretary  
Communication and Change  
s22(1)(a)(ii) @infrastructure.gov.au  
P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL

**From:** s22(1)(a)(ii) @MO.infrastructure.gov.au>  
**Sent:** Wednesday, 3 April 2024 1:23 PM  
**To:** CHARLES, Susan s22(1)(a)(ii) @infrastructure.gov.au>; Kathage, Tristan s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @MO.infrastructure.gov.au>  
**Subject:** Re: NVES Comms Campaign Q+A [SEC=OFFICIAL]

OFFICIAL

Thanks. s47C media team has also asked for a brief s47C Can we find a time next week for a s47C meeting?

OFFICIAL

**From:** "CHARLES, Susan" s22(1)(a)(ii) @infrastructure.gov.au>  
**Date:** Wednesday, 3 April 2024 at 11:10:24 am

To: [redacted] s22(1)(a)(ii) @MO.infrastructure.gov.au>, "Kathage, Tristan" [redacted] s22(1)(a)(ii) @infrastructure.gov.au>  
Subject: RE: NVES Comms Campaign Q+A [SEC=OFFICIAL]

OFFICIAL

Can do

**Susan Charles**

Assistant Secretary  
Communication and Change  
[redacted] s22(1)(a)(ii) @infrastructure.gov.au  
P +61 2 6136 [redacted] s22(1)(a)(ii) • M [redacted] s22(1)(a)(ii)

OFFICIAL

From: [redacted] s22(1)(a)(ii) @MO.infrastructure.gov.au>  
Sent: Tuesday, 2 April 2024 11:43 AM  
To: CHARLES, Susan [redacted] s22(1)(a)(ii) @infrastructure.gov.au>; Kathage, Tristan [redacted] s22(1)(a)(ii) @infrastructure.gov.au>  
Subject: NVES Comms Campaign Q+A [SEC=OFFICIAL]

OFFICIAL

Hi Susan  
In preparation for the launch of the campaign can you please draft up some Q&As around the campaign, importance, reason etc.?

Thanks  
[redacted] s22(1)(a)(ii)  
[redacted] s22(1)(a)(ii) | Senior Adviser | Transport  
Office of the Hon Catherine King MP  
Minister for Infrastructure, Transport, Regional Development and Local Government  
Member for Ballarat  
[redacted] s22(1)(a)(ii) @MO.infrastructure.gov.au  
M [redacted] s22(1)(a)(ii)  
Suite MG.46, Parliament House, Canberra, ACT 2600

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

**From:** CHARLES, Susan  
**Sent:** Thursday, 28 March 2024 12:52 PM  
**To:** s22(1)(a)(ii)  
**Cc:** DLO CKing; s22(1)(a)(ii); campaigns  
**Subject:** RE: NVES campaign - approval to launch 14 April [SEC=PROTECTED]  
**Categories:** s22(1)(a)(ii)

~~PROTECTED~~

Hi s22(1)(a)(ii)

I don't really have any options to bring this forward.

There are two things to consider:

The first being the fact that I only have 4 working days to ensure we complete all the compliance and certification requirements – which is cutting it fine.

Secondly, s47 G(1) have advised that there would be little value for money in bring it forward a couple of days as any optimal media slots have already been taken.

Happy to discuss further if needed.

Susan

**Susan Charles**

Assistant Secretary

Communication and Change

s22(1)(a)(ii) @infrastructure.gov.au

P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

~~PROTECTED~~

**From:** s22(1)(a)(ii)@MO.infrastructure.gov.au>  
**Sent:** Thursday, 28 March 2024 12:35 PM  
**To:** CHARLES, Susan s22(1)(a)(ii)@infrastructure.gov.au>  
**Cc:** DLO CKing <dlo.cking@mo.infrastructure.gov.au>; s22(1)(a)(ii)@COMMUNICATIONS.gov.au>; campaigns <campaigns@communications.gov.au>  
**Subject:** RE: NVES campaign - approval to launch 14 April [SEC-PROTECTED]

~~PROTECTED~~

Thanks...will facilitate signature. Can your remind me if we have options to start sooner?

s22(1)(a)(ii)

~~PROTECTED~~

**From:** CHARLES, Susan s22(1)(a)(ii)@infrastructure.gov.au>  
**Sent:** Thursday, 28 March 2024 11:32 AM  
**To:** s22(1)(a)(ii)@MO.infrastructure.gov.au>  
**Cc:** DLO CKing <dlo.cking@mo.infrastructure.gov.au>; s22(1)(a)(ii)@COMMUNICATIONS.gov.au>; campaigns <campaigns@communications.gov.au>  
**Subject:** NVES campaign - approval to launch 14 April [SEC-PROTECTED]  
**Importance:** High

~~PROTECTED~~

Hi s22(1)(a)(ii)

Please find attached ministerial submission seeking approval to launch the Modern, Cheaper-to-Run Cars Awareness Campaign on 14 April 2024. s47C

We will now get the up to the office in the PDMS.

Any questions – please call.

Regards  
Susan



**Susan Charles**

Assistant Secretary

Communication and Change

s22(1)(a)(ii) @infrastructure.gov.au

P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

~~PROTECTED~~

**From:** s22(1)(a)(ii)  
**Sent:** Monday, 25 March 2024 5:49 PM  
**To:** s22(1)(a)(ii)  
**Cc:** Kathage, Tristan; s22(1)(a)(ii); campaigns  
**Subject:** RE: Radio ad played, Modern Cheaper-to-Run Cars awareness campaign [SEC=OFFICIAL]  
**Categories:** s22(1)(a)(ii)

OFFICIAL

Ok thanks

OFFICIAL

**From:** s22(1)(a)(ii) @communications.gov.au>  
**Sent:** Monday, 25 March 2024 5:36 PM  
**To:** s22(1)(a)(ii) @MO.infrastructure.gov.au>  
**Cc:** Kathage, Tristan s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @COMMUNICATIONS.gov.au>; campaigns <campaigns@communications.gov.au>  
**Subject:** FW: Radio ad played, Modern Cheaper-to-Run Cars awareness campaign [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a)(ii),

Further to the below, I can now confirm that after investigating the issue s47G(1)(a) has advised that the radio ad ran s47G(1)(a) this morning, 25th March 2024 (not Sunday morning as indicated earlier). No other radio spots appeared.

s47G(1)(a) has sent a letter of apology to the department. To ensure no further issues, they have individually contacted s47G(1)(a) and the other 29 represented regional stations to confirm no other spots or discrepancies.

If you have any questions or require any further information, please let me know.

s22(1)(a)(ii)

s22(1)(a)(ii)

Director – Strategic Communication and Digital Production

Communication and Change Branch

P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL

**From:** s22(1)(a)(ii)

**Sent:** Monday, 25 March 2024 10:57 AM

**To:** s22(1)(a)(ii) @MO.infrastructure.gov.au>

**Cc:** Kathage, Tristan s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @COMMUNICATIONS.gov.au>; campaigns <campaigns@communications.gov.au>

**Subject:** Radio ad played, Modern Cheaper-to-Run Cars awareness campaign [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a)(ii)

I'm emailing to let you know we've become aware this morning that the radio ad for the Modern, Cheaper-to-Run Cars Awareness campaign was played on Sunday morning. At this stage we are aware that it was played on s47G(1)(a) radio station at 6:03am and 6:59am.

s47G(1)(a) will shortly provide us with more information, which I will pass on to you.

s22(1)(a)(ii)

s22(1)(a)(ii)

Director, Strategic Communication and Digital Production

Communication and Change Branch

People, Culture and Change Division

s22(1)(a)(ii) @Communications.gov.au

P +61 2 6136 4172 • M s22(1)(a)(ii)  
GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications and the Arts  
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.  
I recognise and respect their continuing connection to the land, waters and communities.  
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

OFFICIAL

*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

**From:** s22(1)(a)(ii)  
**Sent:** Friday, 22 March 2024 10:34 AM  
**To:** campaigns; s22(1)(a)(ii)  
**Subject:** FW: NVES TVC link [SEC=OFFICIAL]  
**Categories:** s22(1)(a)(ii)

OFFICIAL

FYI below.

s22(1)(a)(ii)  
s22(1)(a)(ii) • Communication and Change Branch •  
s22(1)(a)(ii) @communications.gov.au  
P: 02 6136 s22(1)(a)(ii) M s22(1)(a)(ii)

OFFICIAL

**From:** PURVIS-SMITH, Marisa s22(1)(a)(ii) @infrastructure.gov.au>  
**Sent:** Friday, 22 March 2024 10:30 AM  
**To:** s22(1)(a)(ii) @MO.infrastructure.gov.au>  
**Cc:** s22(1)(a)(ii) @COMMUNICATIONS.gov.au>; s22(1)(a)(ii) @communications.gov.au>  
**Subject:** FW: NVES TVC link [SEC=OFFICIAL]

OFFICIAL

s22(1)(a)(ii)  
Below is the TV link.  
s22(1)(a)(ii) s22(1)(a) or s22(1)(a)(ii) can be contacted – I have copied them in on the email and s22(1)(a)(ii) contact details are below.  
Regards

Marisa

OFFICIAL

**From:** s22(1)(a)(ii) @communications.gov.au>  
**Sent:** Friday, 22 March 2024 10:27 AM  
**To:** PURVIS-SMITH, Marisa s22(1)(a)(ii) @infrastructure.gov.au>  
**Cc:** s22(1)(a)(ii) @COMMUNICATIONS.gov.au>  
**Subject:** NVES TVC link [SEC=OFFICIAL]

OFFICIAL

OFFICIAL

OFFICIAL

Hi Marisa,

Please find below a link to the 30" TVC for the Modern, Cheaper-to-Run Cars Awareness Campaign:

[Film 30 seconds - captioned.mp4 | Powered by Box](#)

I will reach out to s22(1)(a)(ii) so that he has my details along with s22(1)(a)(ii)

s22(1)(a)(ii)

s22(1)(a)(ii)

Director, Strategic Communication and Digital Production  
 Communication and Change Branch  
 People, Culture and Change Division  
 s22(1)(a) @Communications.gov.au  
 P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)  
 GPO Box 594 Canberra, ACT 2601

Department of Infrastructure, Transport, Regional Development, Communications and the Arts  
CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS

[infrastructure.gov.au](http://infrastructure.gov.au)



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.  
I recognise and respect their continuing connection to the land, waters and communities.  
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

OFFICIAL

OFFICIAL

OFFICIAL

**From:** s22(1)(a)(ii)  
**Sent:** Tuesday, 12 March 2024 8:02 PM  
**To:** s22(1)(a)(ii)  
**Cc:** CHARLES, Susan; campaigns; s22(1)(a)(ii); DLO CKing; Solomon, Joseph; Kathage, Tristan  
**Subject:** RE: For approval: Condensed PDMS timeframe for launch of the Modern, Cheaper-to-Run Cars Awareness Campaign [SEC=OFFICIAL]

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**Categories:** s22(1)(a)(ii)

OFFICIAL

Thanks s22(1)(a)  
Condensed timeframe approved

OFFICIAL

**From:** s22(1)(a)(ii) @COMMUNICATIONS.gov.au>  
**Sent:** Tuesday, 12 March 2024 6:28 PM  
**To:** s22(1)(a)(ii) @MO.infrastructure.gov.au>  
**Cc:** CHARLES, Susan s22(1)(a)(ii) @infrastructure.gov.au>; campaigns <campaigns@communications.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>; DLO CKing <dlo.cking@mo.infrastructure.gov.au>  
**Subject:** For approval: Condensed PDMS timeframe for launch of the Modern, Cheaper-to-Run Cars Awareness Campaign [SEC=OFFICIAL]  
**Importance:** High

OFFICIAL

Good evening s22(1)(a)(ii)



**We are seeking your approval for a condensed approval timeframe by the Minister for MS24-0004441 – Launch of the Modern, Cheaper-to-Run Cars Awareness Campaign.**

This MinSub is expected to come through PDMS to the Minister on Wednesday 20 March and is due back to the department midday on Friday 22 March 2024. This approval is critical to launch the Campaign on 24 March 2024 and required in PDMS.

**STATUS UPDATE:**

The department is currently undertaking legal certification of the Modern, Cheaper-to-Run Cars Awareness Campaign following review by the Independent Communications Committee late last week. We have commenced media bookings through s47G(1)(a), and the dispatch of the Campaign assets to media outlets will follow in the coming days, in preparation for the launch. We are also working on the development of a dedicated Campaign webpage off the cleanercars.gov.au website and packaging the campaign material together for your office and other key stakeholders to assist us amplify the campaign through a range of channels. There's a lot of activity happening!

If you have any questions at all, please do not hesitate in contacting Susan Charles or I.

Regards

s22(1)(a)(ii)  
s22(1)(a)(ii) • Communication and Change Branch •  
People, Culture and Change Division  
s22(1)(a)(ii) @communications.gov.au  
P: 02 6136 s22(1)(a)(ii) M s22(1)(a)(ii)  
GPO Box 594 Canberra, ACT 2601

**Department of Infrastructure, Transport, Regional Development, Communications and the Arts**  
**CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS**



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.  
I recognise and respect their continuing connection to the land, waters and communities.  
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

**OFFICIAL**

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

**From:** s22(1)(a)(ii)  
**Sent:** Wednesday, 21 February 2024 12:54 PM  
**To:** s22(1)(a)(ii); Solomon, Joseph  
**Cc:** CHARLES, Susan; campaigns; Kathage, Tristan; s22(1)(a)(ii); s22(1)(a)(ii)  
**Subject:** TVC - Modern, Cheaper-to-Run Cars Campaign [SEC=PROTECTED]  
**Importance:** High  
**Categories:** s22(1)(a)(ii)

~~PROTECTED~~

Good morning s22(1)(a)(ii) and Joseph

Last night we held our final refinement market research testing for the Modern, Cheaper-to-Run Cars Awareness Campaign to inform it's effectiveness s47C for the campaign's stage 2 review. We have tested the TVC, radio and outdoor assets which will be used across various media channels.

Below is a link you can view the 30 sec TVC:

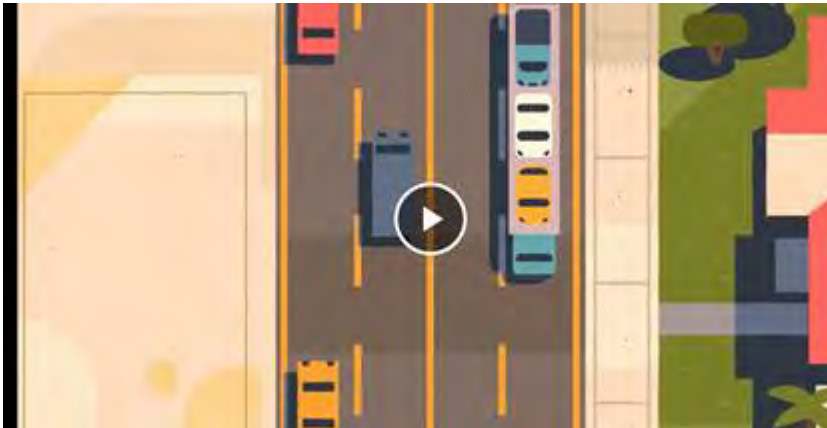
[30" TV - 21 February 2024.mp4 | Powered by Box](#)

PLEASE NOTE – the ad you can see via the above link is 90% complete. While there will not be any changes to the script or voiceover, final **minor** refinements to the creative are currently being made s47C. These include:

Released under the Freedom of Information Act 1920 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts



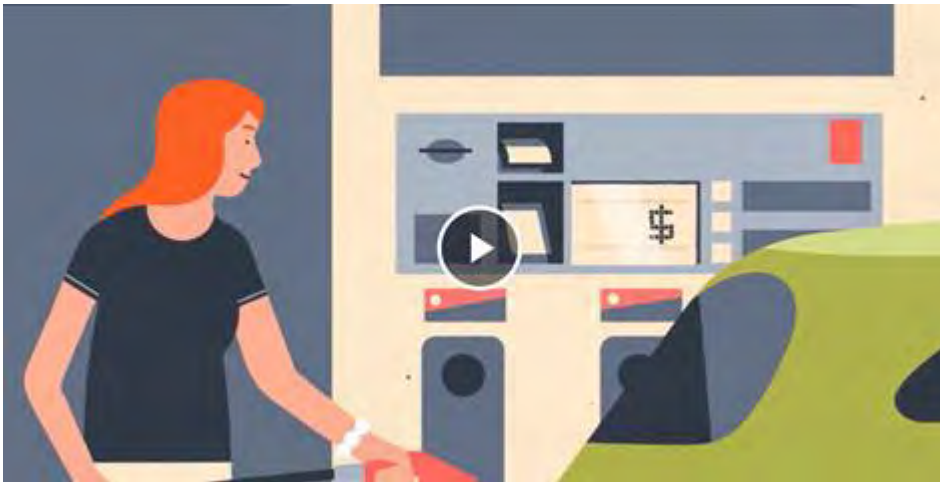
- Removal of exhaust fumes over the mans legs in the petrol station.



- Texture to be added to the roof of the petrol bowser on left of screen so it's obvious it's a roof.



- Addition of unbroken road lines on rural road settings.



- Final animation to be completed to the woman at the petrol bowser (currently this is a static image in the linked TVC as the gender was updated prior to last night's testing).
- And final 'scrubbing' of sound and animation elements for 'polish'.

We will share the full range of Campaign assets <sup>s47C</sup> [redacted] tomorrow. If you have any questions at all, please do not hesitate in contacting Susan Charles or I.

Regards

s22(1)(a)(ii) [redacted]  
s22(1)(a)(ii) [redacted] • Communication and Change Branch •

People, Culture and Change Division  
s22(1)(a)(ii) [redacted] @communications.gov.au

P: 02 6136 s22(1)(a)(ii) [redacted] M s22(1)(a)(ii) [redacted]  
GPO Box 594 Canberra, ACT 2601

**Department of Infrastructure, Transport, Regional Development, Communications and the Arts**  
**CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS**

[infrastructure.gov.au](http://infrastructure.gov.au) 

*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.  
I recognise and respect their continuing connection to the land, waters and communities.  
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

~~PROTECTED~~

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

**From:** s22(1)(a)(ii)  
**Sent:** Tuesday, 20 February 2024 11:29 AM  
**To:** s22(1)(a)(ii)  
**Cc:** CHARLES, Susan; campaigns; s22(1)(a)(ii)  
**Subject:** Final refinement testing - Modern Cheaper-to-Run Cars Campaign  
**Attachments:** s47(1)(b)  
**Categories:** s22(1)(a)(ii)

Good morning s22(1)(a)(ii)

We will be holding the final round of refinement research testing for the Modern, Cheaper-to-Run Cars Campaign tonight. We will send through the creative materials being tested shortly for your reference.

**Please let me know by 2pm if you are interested in viewing one of the below sessions.** s47(1)(b) should you be joining us tonight (details below).

s47(1)(b)

If you have any questions at all, please do not hesitate in reaching out.

Cheers

s22(1)(a)(ii)  
s22(1)(a)(ii) • Communication and Change Branch •

People, Culture and Change Division  
s22(1)(a)(ii) @communications.gov.au

P: 02 6136 [redacted] M [redacted] s22(1)(a)(ii)  
GPO Box 594 Canberra, ACT 2601

**Department of Infrastructure, Transport, Regional Development, Communications and the Arts**  
**CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS**

[infrastructure.gov.au](http://infrastructure.gov.au)



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.  
I recognise and respect their continuing connection to the land, waters and communities.  
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

*Released under the Freedom of Information Act 1982 by the Department of  
Infrastructure, Transport, Regional Development, Communications and the Arts*

**From:** s22(1)(a)(ii)  
**Sent:** Friday, 12 April 2024 2:39 PM  
**To:** CHARLES, Susan  
**Cc:** s22(1)(a)(ii); campaigns  
**Subject:** RE: Error in media placement [SEC=OFFICIAL]  
**Categories:** s22(1)(a)(ii)

OFFICIAL

Thanks Susan

OFFICIAL

**From:** CHARLES, Susan s22(1)(a)(ii) @infrastructure.gov.au>  
**Sent:** Friday, 12 April 2024 2:38 PM  
**To:** s22(1)(a)(ii) @MO.infrastructure.gov.au>  
**Cc:** s22(1)(a)(ii) @COMMUNICATIONS.gov.au>; campaigns <campaigns@communications.gov.au>  
**Subject:** Error in media placement [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a)(ii)

We are aware the Modern, Cheaper-to-Run Cars Campaign's paid ad ran twice yesterday on a s47G(1)(a) radio station.

We have contacted s47G(1)(a) and have been informed that an error was made by s47G(1)(a) due to a software update, resulting in the radio ad running early.

We have been reassured by s47G(1)(a) that the ads has not run early anywhere else.

Cheers



Susan

**Susan Charles**

Assistant Secretary

Communication and Change

s22(1)(a)(ii) [@infrastructure.gov.au](mailto:s22(1)(a)(ii)@infrastructure.gov.au)

P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL

*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*

**From:** CHARLES, Susan  
**Sent:** Thursday, 15 February 2024 6:20 PM  
**To:** s22(1)(a)(ii)  
**Cc:** campaigns; s22(1)(a)(ii); Kathage, Tristan; s22(1)(a)(ii); s22(1)(a)(ii)  
**Subject:** RE: FYI PROGRESS UPDATE: Modern, Cheaper-to-Run Cars Campaign [~~SEC-PROTECTED, CAVEAT-SH:CABINET~~]  
**Categories:** s22(1)(a)(ii)

~~PROTECTED, SH:CABINET~~

Good afternoon s22(1)(a)(ii)

To assist with your briefing with Minister King on where the NVES campaign creative is at.

The TV script is as follows:

VO: Right now, car manufacturers send their most efficient new cars to countries that have standards.

VO: To bring us in line with the rest of the world, the Australian Government is establishing a New Vehicle Efficiency Standard.

VO: It means more new cars will be designed to be more efficient, whether they're diesel, petrol, hybrid or electric...

VO: ...giving you more choice and, saving you money.

Authorised by the Australian Government, Canberra

Find out more at [efficientcars.gov.au](http://efficientcars.gov.au)

You can find the creative, as well as the scripts for the TVC and radio [here](#).

Production on the creative has commenced and the agency is making the refinements as identified from the last round of research. Additional information in regards to the creative: the voice over will be a female, the voice over will place emphasis on 'new vehicle' and the creative overall will be undergoing further grading and quality touches.

Final round of research will be undertaken on next Wednesday evening 21 February 2024 .

If you have any questions regarding the status of the campaign please do not hesitate to reach out or if the Minister would like us to walk her through the campaign's status and materials, we are also very happy to do this.

Regards

Susan

**Susan Charles**

Assistant Secretary

Communication and Change

s22(1)(a)(ii) @infrastructure.gov.au

P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

~~PROTECTED, SH:GABINET~~

**From:** CHARLES, Susan

**Sent:** Thursday, 15 February 2024 8:27 AM

**To:** s22(1)(a)(ii) @MO.infrastructure.gov.au>; s22(1)(a)(ii) @COMMUNICATIONS.gov.au>; Kathage, Tristan  
s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>

**Cc:** campaigns <campaigns@communications.gov.au>

**Subject:** RE: FYI PROGRESS UPDATE: Modern, Cheaper-to-Run Cars Campaign [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a)(ii)

After today's meeting – with final research and refinements – it would be a good time to run the Minister through the creative.

As you have been attend a number of the campaign development session, who would have seen the evolution of the creative. It has been in constant state of refinement up until this point based on feedback from everyone and of course, the research and the verification of messaging.

Please let me know how best you would like to run the creative by the Minister?

Cheers

Susan

**Susan Charles**

Assistant Secretary

Communication and Change

s22(1)(a)(ii) @infrastructure.gov.au

P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL

**From:** s22(1)(a)(ii) @MO.infrastructure.gov.au>

**Sent:** Thursday, 15 February 2024 7:57 AM

**To:** s22(1)(a)(ii) @COMMUNICATIONS.gov.au>; Kathage, Tristan s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>; CHARLES, Susan s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>

**Cc:** campaigns <campaigns@communications.gov.au>

**Subject:** RE: FYI PROGRESS UPDATE: Modern, Cheaper-to-Run Cars Campaign [SEC=OFFICIAL]

OFFICIAL

s47C

OFFICIAL

**From:** s22(1)(a)(ii) @COMMUNICATIONS.gov.au>

**Sent:** Wednesday, 14 February 2024 8:00 PM

**To:** Kathage, Tristan s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @MO.infrastructure.gov.au>; CHARLES, Susan s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>

**Cc:** campaigns <campaigns@communications.gov.au>

**Subject:** RE: FYI PROGRESS UPDATE: Modern, Cheaper-to-Run Cars Campaign [SEC=OFFICIAL]

**Importance:** High

OFFICIAL

Hi Tristan

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

In the incredibly tight timeframes we are working to <sup>s47C</sup> [redacted], I think we may have missed the opportunity to make that animation change at this stage of the production I'm afraid.

I'm watching the testing tonight and there hasn't been any feedback about any gender disparity coming up in the animation they are viewing (and I asked WhereTo to look out for this).

We will touch base about this tomorrow.

s22(1)(a)(ii) [redacted]  
s22(1)(a)(ii) [redacted] • Communication and Change Branch •  
s22(1)(a)(ii) [redacted] @communications.gov.au  
P: 02 6136 [redacted] M s22(1)(a)(ii) [redacted]

OFFICIAL

**From:** Kathage, Tristan s22(1)(a)(ii) [redacted] @infrastructure.gov.au>  
**Sent:** Wednesday, 14 February 2024 7:56 PM  
**To:** s22(1)(a)(ii) [redacted] @infrastructure.gov.au>; s22(1)(a)(ii) [redacted] @MO.infrastructure.gov.au>; CHARLES, Susan s22(1)(a)(ii) [redacted] @infrastructure.gov.au>; s22(1)(a)(ii) [redacted] @infrastructure.gov.au>  
**Cc:** campaigns <campaigns@communications.gov.au>; s22(1)(a)(ii) [redacted] @COMMUNICATIONS.gov.au>  
**Subject:** RE: FYI PROGRESS UPDATE: Modern, Cheaper-to-Run Cars Campaign [SEC=OFFICIAL]

OFFICIAL

Thanks very much s22(1)(a)(ii) [redacted].

Can we change the image on slide 10 to be a female farmer?

Thanks – looks very good to me.

OFFICIAL

**From:** s22(1)(a)(ii) [redacted] @infrastructure.gov.au>  
**Sent:** Wednesday, 14 February 2024 6:07 PM  
**To:** s22(1)(a)(ii) [redacted] @MO.infrastructure.gov.au>; CHARLES, Susan s22(1)(a)(ii) [redacted] @infrastructure.gov.au>; Kathage, Tristan s22(1)(a)(ii) [redacted] @infrastructure.gov.au>; s22(1)(a)(ii) [redacted] @infrastructure.gov.au>

Cc: campaigns <[campaigns@communications.gov.au](mailto:campaigns@communications.gov.au)>; s22(1)(a)(ii) <[REDACTED]> @COMMUNICATIONS.gov.au>

Subject: FYI PROGRESS UPDATE: Modern, Cheaper-to-Run Cars Campaign [SEC=OFFICIAL]

OFFICIAL

Hello all,

For your information, please see attached the draft *Out of Home* products and the *design for the animation* for the Modern, Cheaper-to-Run Cars Campaign. These products will be tested tonight with 4 sample groups, including a First Nation sample. Then we will refine in the morning after we get the results of the testing.

Additionally we have recorded a male and female voiceover which we will also test.

Please note all products are likely to receive a number of refinement changes, including consistently referring to 'a New Vehicle Efficiency Standard' and tweaks to the design, but they will give you a sense of how the work is progressing.

We will keep you updated on the outcome of testing

Thanks,

s22(1)(a)(ii)

s22(1)(a)(ii)

s22(1)(a)(ii) • Campaigns • Communication and Change Branch •

People, Culture and Change Division

s22(1)(a)(ii) @instructure.gov.au

• M s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

OFFICIAL

**From:** s22(1)(a)(ii)

**Sent:** Monday, 12 February 2024 12:46 PM

**To:** s22(1)(a)(ii); s22(1)(a)(ii); CHARLES, Susan; s22(1)(a)(ii); @infrastructure.gov.au; s22(1)(a)(ii); s22(1)(a)(ii); s22(1)(a)(ii); Kathage, Tristan; s22(1)(a)(ii); s22(1)(a)(ii); s22(1)(a)(ii); s22(1)(a)(ii); s22(1)(a)(ii); @finance.gov.au; s22(1)(a)(ii); @finance.gov.au; s22(1)(a)(ii); s22(1)(a)(ii); @dcceew.gov.au; s22(1)(a)(ii); @dcceew.gov.au; s22(1)(a)(ii); s22(1)(a)(ii); @dcceew.gov.au; s22(1)(a)(ii); @dcceew.gov.au; s47F @cultureverse.com.au; s47F @cultureverse.com.au; s47F @hallandpartners.net.au; s47F @hallandpartners.net.au; s47F @where-to-research.com.au; s47F @where-to-research.com.au; s47F @where-to-research.com.au; s47F @where-to-research.com.au; s47F @where-to-research.com.au; s47F @where-to-research.com.au; s47F @33creative.com.au; s47F @33creative.com.au; s47F @33creative.com.au; s47F @clemenger.com.au; s47F @clemenger.com.au; s47F @think-hq.com.au; s47F @think-hq.com.au; s47F @think-hq.com.au; s47F @think-hq.com.au; s47F @umww.com; s47F @umww.com; s47F @umww.com: campaigns; s47F (Hall & Partners); s47F (Hall & Partners); s22(1)(a)(ii); s22(1)(a)(ii); (CAN); s22(1)(a)(ii)

**Subject:** presentation deck - quantitative research findings - 9 February 2024 [SEC=OFFICIAL]

**Attachments:** s47(1)(b)

**Categories:** s22(1)(a)

OFFICIAL

Hi All,

Thank you for joining for the delivery of the quantitative research findings and village meeting on Friday 9 February 2024. I've attached the presentation deck that s47F, s47F and the team at Where to research walked us through.

Please let us know if you have any further questions or queries.

Thanks,  
s22(1)(a)

s22(1)(a)(ii)

s22(1)(a)(ii) • Campaigns • Communication and Change Branch •  
People, Culture and Change Division  
s22(1)(a)(ii) @infrastructure.gov.au

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

• M s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

**OFFICIAL**

*Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts*



**From:** s22(1)(a)(ii)  
**Sent:** Thursday, 1 February 2024 7:13 PM  
**To:** s22(1)(a)(ii); s22(1)(a)(ii)  
**Cc:** campaigns; CHARLES, Susan; PURVIS-SMITH, Marisa; STAGG, Paula; Kathage, Tristan; s22(1)(a)(ii); s22(1)(a)(ii); s22(1)(a)(ii); s22(1)(a)(ii)  
**Subject:** RE: Scripts for Modern Cheaper-to-Run Cars Campaign [SEC-PROTECTED]  
**Attachments:** AustGov \_ FuelEmissions \_ Research01.02.2024.pptx

~~PROTECTED~~

Good evening s22(1)(a)(ii),

s22(1)(a)(ii). Following on from s22(1)(a)(ii) email last night I wanted to share with you our initial storyboards for the Modern Cheaper-to-Run Cars Campaign. We are testing these tonight with audiences and will update you in the coming days about the outcome.

Many thanks,  
s22(1)(a)(ii)

s22(1)(a)(ii)  
 s22(1)(a)(ii) • Campaigns • Communication and Change Branch •  
 People, Culture and Change Division  
 s22(1)(a)(ii) @instructure.gov.au  
 • M s22(1)(a)(ii)  
 GPO Box 594 Canberra, ACT 2601

~~PROTECTED~~

**From:** s22(1)(a)(ii)  
**Sent:** Wednesday, 31 January 2024 7:58 PM  
**To:** s22(1)(a)(ii)  
**Cc:** campaigns ; CHARLES, Susan ; PURVIS-SMITH, Marisa ; STAGG, Paula ; Kathage, Tristan ; s22(1)(a)(ii) ; s22(1)(a)(ii) ; s22(1)(a)(ii) ; s22(1)(a)(ii) ; s22(1)(a)(ii)  
**Subject:** Scripts for Modern Cheaper-to-Run Cars Campaign [SEC-PROTECTED]

~~PROTECTED~~

Good evening s22(1)(a)(iii)

Please find attached the Modern, Cheaper-to-Run Cars Campaign scripts we are taking in for our first round of refinement research testing tomorrow evening for your information.

We will also be early testing the animated tone and storyboards. We're moving as fast as possible with production in the background but these won't be available until late afternoon. We'll share ASAP for your reference.

Our quantitative research concludes this weekend and we look forward to sharing further insights next week to inform the Campaign's audiences and approach, and help us better understand awareness and attitudes.

Regards

s22(1)(a)(ii)  
s22(1)(a)(ii) • Communication and Change Branch •  
People, Culture and Change Division  
s22(1)(a)(ii) @communications.gov.au  
P: 02 6136 s22(1)(a)(ii) M s22(1)(a)(ii)  
GPO Box 594 Canberra, ACT 2601

**Department of Infrastructure, Transport, Regional Development, Communications and the Arts**  
**CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS**

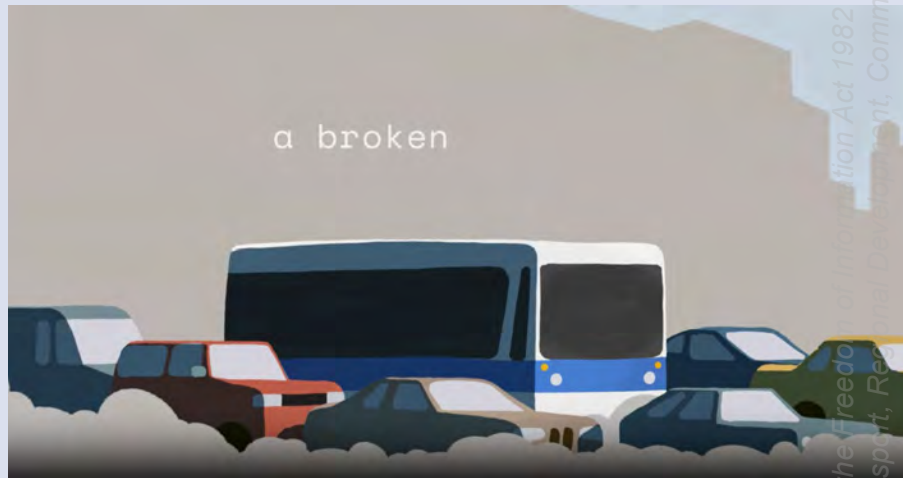
[infrastructure.gov.au](http://infrastructure.gov.au)



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.  
I recognise and respect their continuing connection to the land, waters and communities.  
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

~~PROTECTED~~

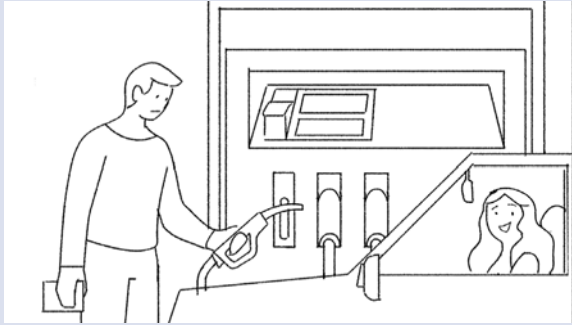
# Visual Reference



Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

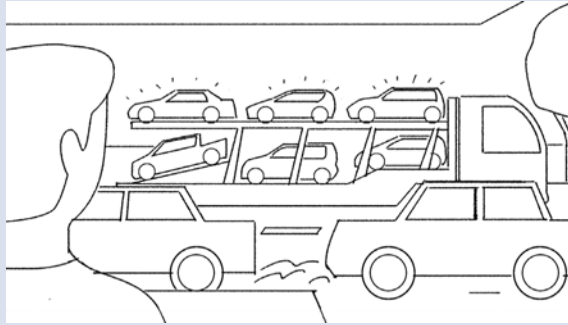


# Storyboard V1



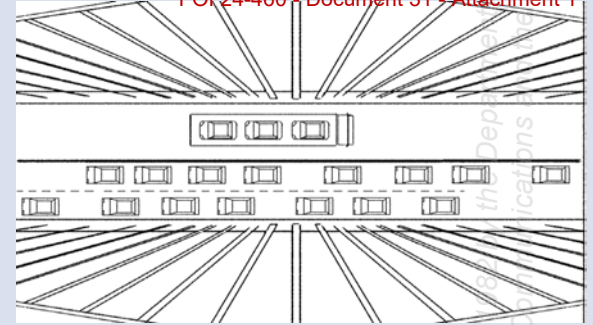
01 VO: Right now, carmakers send their most fuel-efficient cars to other countries, because those countries have vehicle efficiency standards.

A man is filling up his car at a petrol station. He watches as the numbers on the pump go up. His family is visible in the car.



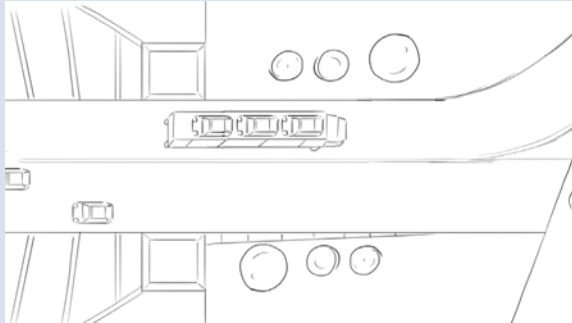
02 VO: That's why the Australian Government is establishing a new vehicle efficiency standard.

Suddenly the man sees the brand new car transporter passing by, carrying sleek new vehicles. We see a ute, a sedan, an SUV among others



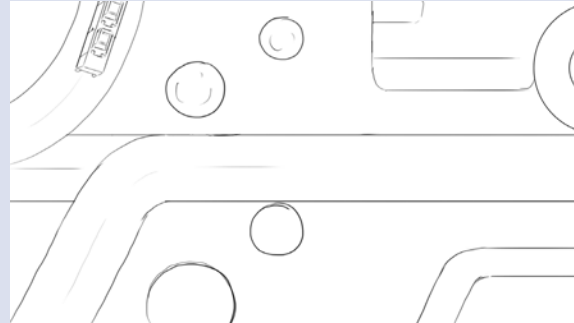
03

We cut to a top view of the truck driving on the empty side of the road, crossing a bridge.



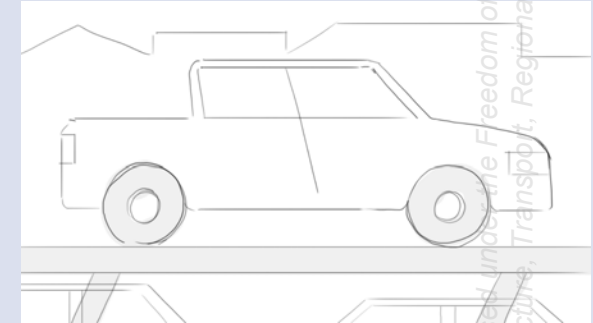
04 VO: So, Australians can access more cheaper-to-run and lower polluting cars.

The camera follows the truck as it leaves the heavy traffic to a clearer path.



05

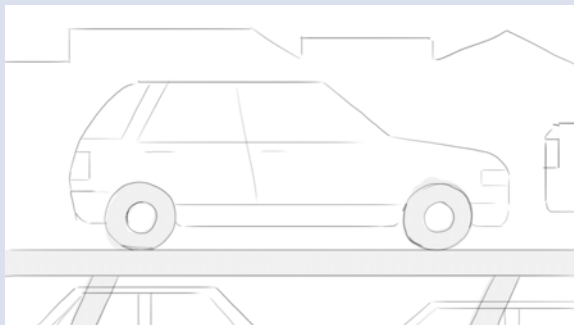
As the truck leaves the frame we pan to the right.



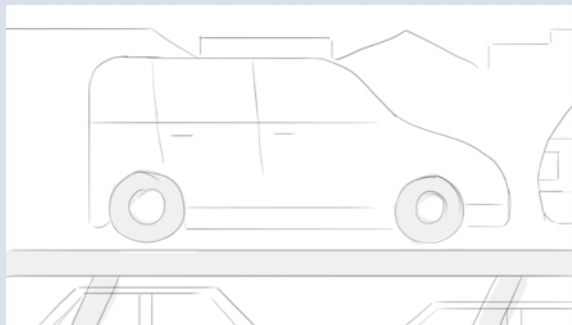
06 VO: Whether they're diesel.

A series of shots of new (generic) car models on the back of the truck.

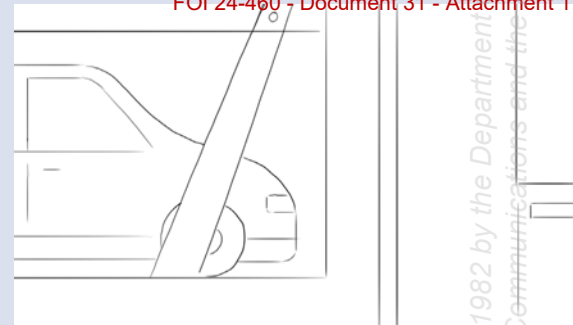
Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts



07 VO: petrol,



08 VO: hybrid,



09 VO: or electric...

We see them one by one as the VO names them.

As we get closer to the front of the truck, a transition takes us...



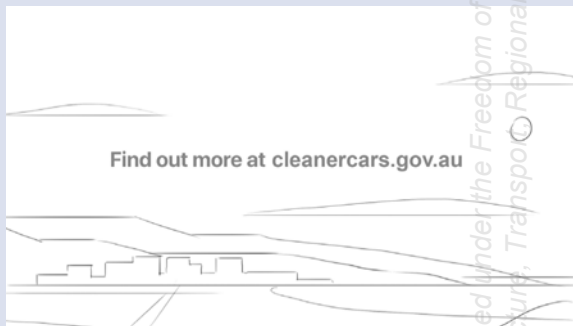
10 VO: ...giving you more choice and, saving you money.



11

...back to the man from the start. This time with a smile on his face.

We cut to the truck, driving on a beautiful road taking him to a city in the distance. The sun is low behind the city, creating a magical atmosphere, a new dawn full of possibilities.



Find out more at [cleanercars.gov.au](http://cleanercars.gov.au)

12

Camera pans up toward the sky and the tagline is animated on.



13

Cut to Australian Government logo.

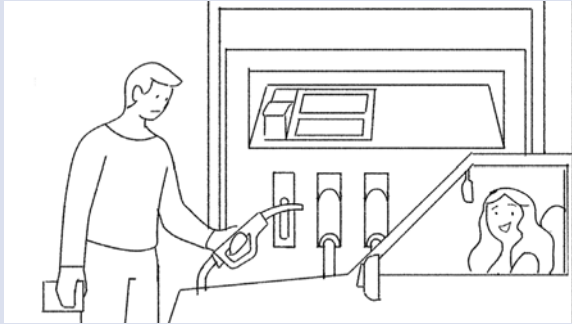


14 VO: Authorised by the Australian Government, Canberra.

Cut to Australian Government disclaimer.

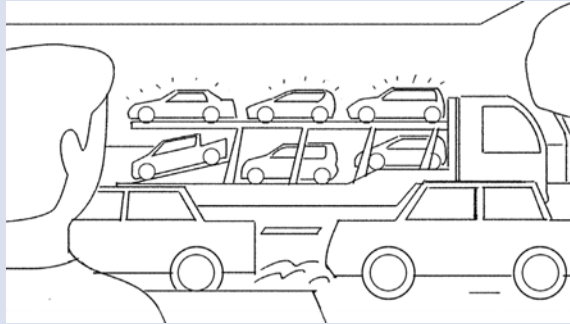


# Storyboard V2



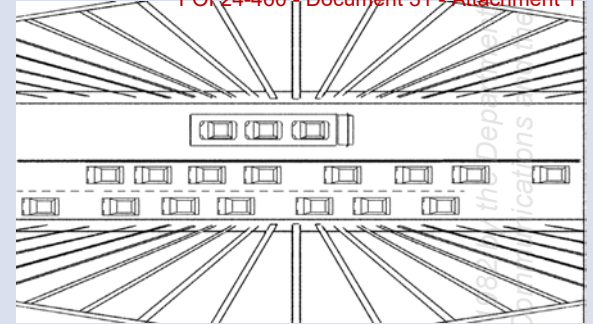
01 VO: Right now, carmakers send their most fuel-efficient cars to other countries, because those countries have vehicle efficiency standards.

A man is filling up his car at a petrol station. He watches as the numbers on the pump go up. His family is visible in the car.



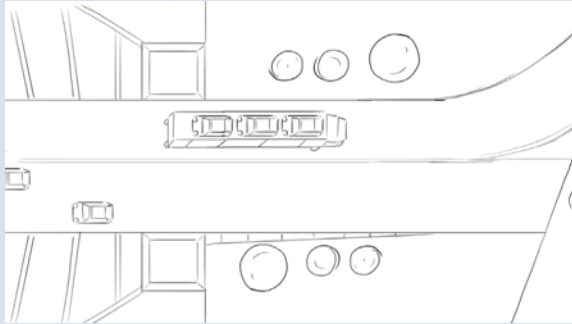
02 VO: That's why the Australian Government is establishing a new vehicle efficiency standard.

Suddenly the man sees the brand new car transporter passing by, carrying sleek new vehicles. We see a ute, a sedan, an SUV among others



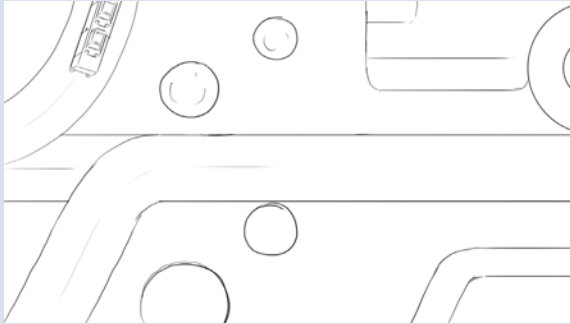
03

We cut to a top view of the truck driving on the empty side of the road, crossing a bridge.



04 VO: So, Australians can access more cheaper-to-run and lower polluting cars.

The camera follows the truck as it leaves the heavy traffic to a clearer path.



05

As the truck leaves the frame we pan to the right with a cool transition to..



06 VO: Whether they're diesel.

A series of shots of the truck driving through typical Australian scenes. First to the countryside as a tradie loads tools in the back of his ute.

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts



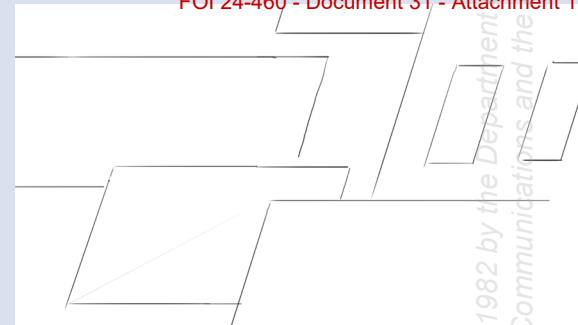
07 VO: petrol,

A worker loads planks in his van caked in dust.



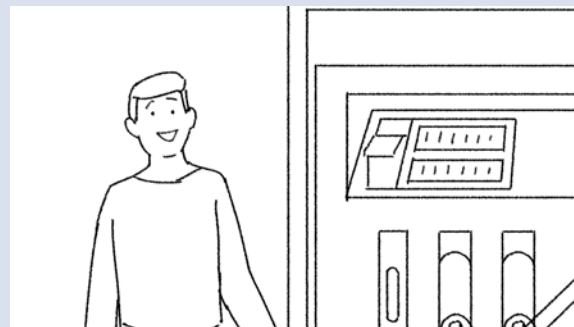
08 VO: hybrid, or electric...

Then to a coastal scene, where a surfer loads his board on his old but well loved car.



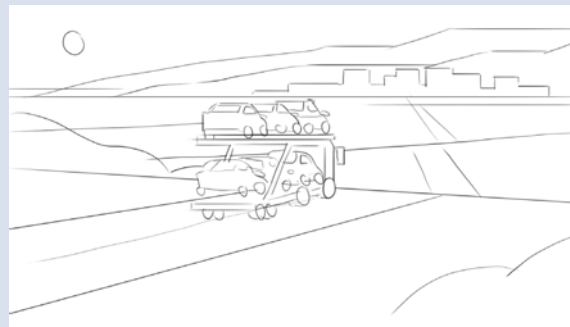
09

The landscape breaks into basic shapes, creating a transition to...



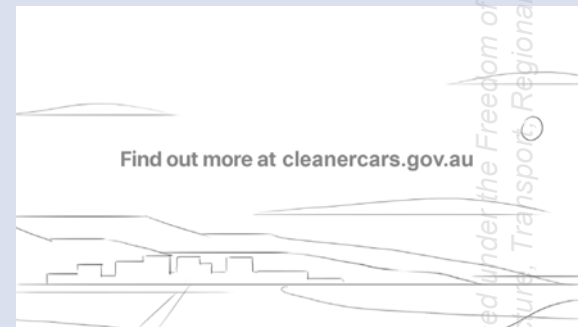
10 VO: ...giving you more choice and, saving you money.

..the man at the gas station, the numbers on the screen still go up but he seems more positive now, smiling at a bright future full of choices.



11

We go back to the truck driving on a beautiful road taking him to a city in the distance. The sun is low behind the city, creating a magical atmosphere, a new dawn full of possibilities.



12

Camera keeps ped. up toward the sky and the tagline is animated on.



13

Cut to Australian Government logo.



14 VO: Authorised by the Australian Government, Canberra.

Cut to Australian Government disclaimer.

s22(1)(a)(ii)

**Attachments:** MS24-000013.docx; Attachment A - Letter to Minister Gallagher.docx; s42

s22(1)(a)(ii)

**From:** Kathage, Tristan

**Sent:** Thursday, 11 January 2024 5:19 PM

**To:** s22(1)(a)(ii); s22(1)(a)(ii)

**Cc:** s22(1)(a)(ii); parliamentary; DLO CKing; s22(1)(a)(ii); s22(1)(a)(ii)

**Subject:** Authority to release campaign funding from the CR for the FES campaign [SEC-PROTECTED, CAVEAT-SH:CABINET]

~~PROTECTED, SH:CABINET~~

Hi s22(1)(a)(ii) and s22(1)(a)(ii)

As I think mention to s22(1)(a)(iii), Department of Finance has advised that the Minister needs to write to the Minister for Finance seeking agreement that funds for the FES campaign be released for the Contingency Reserve.

Unfortunately, this needs to occur by the PAES cut off, which is 18 January. Apologies for the short time frame, Department of Finance only confirmed arrangements with us yesterday. We have prepared a quick brief (attached) that I'm hoping should be straightforward.

I'll send up in the system. Let me know if you have any questions.

Thanks

Tristan

**Tristan Kathage** (he/him)

Assistant Secretary

**Reducing Surface Transport Emissions Branch**

s22(1)(a)(ii) @infrastructure.gov.au

P +61 2 6271 s22(1)(a)(ii) • M s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

EA: s22(1)(a)(ii) @infrastructure.gov.au 6274 s22(1)(a)(ii)

**LGBTIQ+ Ally**



**Department of Infrastructure, Transport, Regional Development, Communications and the Arts**

**CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS**



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live. I recognise and respect their continuing connection to the land, waters and communities. I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

~~PROTECTED, SECRET CABINET~~

**From:** s22(1)(a)(ii)  
**Sent:** Monday, 8 January 2024 5:31 PM  
**To:** s22(1)(a)(ii)  
**Cc:** Solomon, Joseph; s22(1)(a)(ii); campaigns; CHARLES, Susan; s22(1)(a)(ii); Kathage, Tristan; s22(1)(a)(ii); s22(1)(a)(ii); s22(1)(a)(ii)  
**Subject:** RE: FOR ACTION: Modern Cheaper-to-Run Cars Fuel Efficiency Standard Campaign [SEC=PROTECTED]

~~PROTECTED~~

Terrific – thanks s22(1)(a)(ii).  
 s47C

Cheers

s22(1)(a)(ii)  
 s22(1)(a)(ii) • Communication and Change Branch •  
 s22(1)(a)(ii) @communications.gov.au  
 P: 02 6136 s22(1)(a)(ii) M s22(1)(a)(ii)

~~PROTECTED~~

**From:** s22(1)(a)(ii)  
**Sent:** Monday, 8 January 2024 2:10 PM  
**To:** s22(1)(a)(ii)  
**Cc:** Solomon, Joseph; s22(1)(a)(ii); campaigns; CHARLES, Susan; s22(1)(a)(ii); Kathage, Tristan; s22(1)(a)(ii); s22(1)(a)(ii); s22(1)(a)(ii); DLO CKing  
**Subject:** RE: FOR ACTION: Modern Cheaper-to-Run Cars Fuel Efficiency Standard Campaign [SEC=PROTECTED]

~~PROTECTED~~

Good afternoon s22(1)(a)

Thank you for all of this.

s47C



Kind regards,

s22(1)(a)(ii)

~~PROTECTED~~

**From:** s22(1)(a)(ii) <[redacted]@COMMUNICATIONS.gov.au>  
**Sent:** Thursday, 4 January 2024 5:14 PM  
**To:** s22(1)(a)(ii) <[redacted]@MO.infrastructure.gov.au>  
**Cc:** s22(1)(a)(ii) <[redacted]@MO.infrastructure.gov.au>; s22(1)(a)(ii) <[redacted]@MO.infrastructure.gov.au>; campaigns <campaigns@communications.gov.au>; CHARLES, Susan <[redacted]@infrastructure.gov.au>; s22(1)(a)(ii) <[redacted]@infrastructure.gov.au>; Kathage, Tristan <[redacted]@infrastructure.gov.au>; s22(1)(a)(ii) <[redacted]@infrastructure.gov.au>; s22(1)(a)(ii) <[redacted]@infrastructure.gov.au>; DLO CKing <dlo.cking@mo.infrastructure.gov.au>  
**Subject:** FOR ACTION: Modern Cheaper-to-Run Cars Fuel Efficiency Standard Campaign [~~SEC-PROTECTED~~]

~~PROTECTED~~

**STATUS UPDATE, CREATIVE CONCEPTS AND RESEARCH TESTING FOR THE MODERN CHEAPER-TO-RUN CARS FUEL EFFICIENCY STANDARD CAMPAIGN (the Campaign)**

Good afternoon s22(1)(a)(ii)

**FOR ACTION**

s47C



Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts



**FOR NOTING**

Market research to inform the recommended Campaign concepts is expected to commence late next week to inform the recommended creative <sup>s47C</sup> [redacted] <sup>s34(2)</sup> [redacted]. Creative concepts have been developed for testing (attached). Further details about the Campaign status, the creative and research testing are outlined below for your reference.

**BACKGROUND**

Prior to the department's Christmas shutdown period, Clemenger BBDO (the Campaign's creative agency) developed 4 proposed territories for research testing based on known insights. <sup>s47C</sup> [redacted]

[redacted]

<sup>s47C</sup> [redacted]

<sup>s47C</sup> [redacted]

<sup>s47C</sup> [redacted]

As discussed with Joseph Solomon, Susan Charles and <sup>s22(1)(a)(ii)</sup> [redacted] on 22 December 2023, to meet the <sup>s34(2)</sup> [redacted] <sup>s47C</sup> [redacted] review of the Campaign, we are unable to undertake both qualitative research (to inform the creative concepts and messaging) and quantitative research (to build on the campaign's draft approach, audience segmentation, channels and levels of awareness and attitudes).

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

As agreed, the department is prioritising the qualitative research to inform the creative concepts s47C s47C  
s34(2) s47C s34(2) s47C  
s34(2) ).

Below is our qualitative research approach being undertaken by WhereTo Research. We will share the research schedule in coming days and identify where there may be opportunities for a representative from your office to view sessions. We expect the sessions will commence from 11 January until 16 January 2024 and will confirm details ASAP.

s47(1)(b)

s47(1)(b)



If you have any questions at all, please do not hesitate in reaching out.

Regards

s22(1)(a)(ii)  
s22(1)(a)(ii) • Communication and Change Branch •  
People, Culture and Change Division  
s22(1)(a)(ii) @communications.gov.au  
P: 02 6136 s22(1)(a)(ii) M s22(1)(a)(ii)  
GPO Box 594 Canberra, ACT 2601

**Department of Infrastructure, Transport, Regional Development, Communications and the Arts**  
**CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS**



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.  
I recognise and respect their continuing connection to the land, waters and communities.  
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

~~PROTECTED~~

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

**From:** s22(1)(a)(ii)  
**Sent:** Friday, 12 January 2024 6:27 PM  
**To:** s22(1)(a)(ii)  
**Cc:** s22(1)(a)(ii); Kathage, Tristan; s22(1)(a)(ii); campaigns; CHARLES, Susan; s22(1)(a)(ii); s22(1)(a)(ii)  
**Subject:** FFS research invitation - MO [SEC=OFFICIAL]  
**Attachments:** s47(1)(b)

**Importance:** High

OFFICIAL

Good afternoon s22(1)(a)(ii) – apologies for the late email.

We are thrilled to confirm qualitative research to inform the Modern, Cheaper-to-Run Cars Campaign creative has commenced. While most of the online research sessions will include a campaign and policy representative (noting we are limited to only having 2 individual viewers per session), I wanted to touch base to see if you were interested in viewing any below.

Grateful if you can complete and return the attached s47(1)(b) if you are interested in taking up the opportunity to view a group tomorrow, Monday or Tuesday, as below. Invitations to attend the below sessions will also be extended to the key contacts working on the Campaign, non-campaign fuel efficiency standard communication, our policy team, and if possible to our DCCEEW colleagues.

We will be presenting the research insights and recommended creative concept/s with the campaign village suppliers, including representatives from Finance and DCCEEW on 19 January 2024 from 1-2.30pm. A placeholder invite for this session will follow shortly.

Please note, we will also have additional research groups being conducted without viewing opportunities, including dedicated First Nations groups which we will report back with at the above meeting on 19 January 2024.

s47(1)(b)

Freedom of Information Act 1982 - the Department of Transport, Regional Development, Communications and the Arts

s47(1)(b)



s47(1)(b)



If you have any questions at all, please do not hesitate in reaching out.

Cheers

s22(1)(a)(ii)  
s22(1)(a)(ii) • Communication and Change Branch •  
People, Culture and Change Division  
s22(1)(a)(ii) @communications.gov.au  
P: 02 6136 s22(1)(a)(ii) M s22(1)(a)(ii)  
GPO Box 594 Canberra, ACT 2601

**Department of Infrastructure, Transport, Regional Development, Communications and the Arts**  
**CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS**

[infrastructure.gov.au](http://infrastructure.gov.au)



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.  
I recognise and respect their continuing connection to the land, waters and communities.  
I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

OFFICIAL

Released under the Freedom of Information Act 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

**From:** s22(1)(a)(ii)  
**Sent:** Friday, 1 December 2023 11:04 AM  
**To:** CHARLES, Susan  
**Cc:** campaigns; Kathage, Tristan; s22(1)(a)(ii)  
**Subject:** RE: Revised docs - MS23-004959 [SEC=OFFICIAL]

OFFICIAL

Thanks Susan...appreciate everyone's work getting this moving so fast. Its with the boss

s2  
2r

OFFICIAL

---

**From:** CHARLES, Susan  
**Sent:** Thursday, 30 November 2023 5:18 PM  
**To:** s22(1)(a)(ii)  
**Cc:** campaigns ; Kathage, Tristan ; s22(1)(a)(ii)  
**Subject:** RE: Revised docs - MS23-004959 [SEC=OFFICIAL]

OFFICIAL

Hi s22(1)(a)(ii)

Just enquiring on how the letter is progressing.

I spoke with Department of Finance and they are prepped to turn around a response swiftly.

Thanks  
Susan

**Susan Charles**

Assistant Secretary

Communication and Change

s22(1)(a)(ii) [@infrastructure.gov.au](mailto:infrastructure.gov.au)

P +61 2 6136 s22(1)(a)(ii) • M s22(1)(a)(ii)

OFFICIAL

**From:** s22(1)(a)(ii) [@COMMUNICATIONS.gov.au](mailto:infrastructure.gov.au)>

**Sent:** Wednesday, 29 November 2023 4:31 PM

**To:** s22(1)(a)(ii) [@MO.infrastructure.gov.au](mailto:infrastructure.gov.au)>

**Cc:** campaigns <[campaigns@communications.gov.au](mailto:campaigns@communications.gov.au)>; CHARLES, Susan s22(1)(a)(ii) [@infrastructure.gov.au](mailto:infrastructure.gov.au)>; Kathage, Tristan s22(1)(a)(ii) [@infrastructure.gov.au](mailto:infrastructure.gov.au)>; s22(1)(a)(ii) [@infrastructure.gov.au](mailto:infrastructure.gov.au)>; s22(1)(a)(ii) [@infrastructure.gov.au](mailto:infrastructure.gov.au)>; s22(1)(a)(ii) [@infrastructure.gov.au](mailto:infrastructure.gov.au)>

**Subject:** Revised docs - MS23-004959

**Importance:** High

Good afternoon s22(1)(a)(ii)

Please find attached revised campaign proposal documents for the MS23-004959 Development of a Modern, Cheaper-to-Run Cars Fuel Efficiency Standard Awareness Campaign, which will come through PDMS shortly.

Regards

s22(1)(a)(ii)  
s22(1)(a)(ii) • Communication and Change Branch •

People, Culture and Change Division

s22(1)(a)(ii) [@communications.gov.au](mailto:infrastructure.gov.au)

P: 02 6271 s22(1)(a)(ii) (x) s22(1)(a)(ii) M s22(1)(a)(ii)

GPO Box 594 Canberra, ACT 2601

**Department of Infrastructure, Transport, Regional Development, Communications and the Arts**

**CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS**

[infrastructure.gov.au](http://infrastructure.gov.au)



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live. I recognise and respect their continuing connection to the land, waters and communities. I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

Released under the Freedom of Information Act, 1982 by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts



**From:** s22(1)(a)(ii)  
**Sent:** Wednesday, 29 November 2023 11:53 AM  
**To:** s22(1)(a)(ii)  
**Cc:** campaigns; CHARLES, Susan; Kathage, Tristan; s22(1)(a)(ii); s22(1)(a)(ii); DLO CKing; s22(1)(a)(ii)  
**Subject:** RE: MS23-004952 - Development of a Cleaner Cars Fuel Efficiency Standard Campaign [SEC=PROTECTED, CAVEAT=SH:CABINET] [SEC=PROTECTED]

~~PROTECTED~~

Approved!

~~PROTECTED~~

**From:** s22(1)(a)(ii)@COMMUNICATIONS.gov.au>  
**Sent:** Wednesday, 29 November 2023 11:36 AM  
**To:** s22(1)(a)(ii)@MO.infrastructure.gov.au>  
**Cc:** campaigns <campaigns@communications.gov.au>; CHARLES, Susan s22(1)(a)(ii)@infrastructure.gov.au>; Kathage, Tristan s22(1)(a)(ii)@infrastructure.gov.au>; s22(1)(a)(ii)@infrastructure.gov.au>; s22(1)(a)(ii)@INFRASTRUCTURE.gov.au>; DLO CKing <dlo.cking@mo.infrastructure.gov.au>; s22(1)(a)(ii)@infrastructure.gov.au>  
**Subject:** RE: MS23-004952 - Development of a Cleaner Cars Fuel Efficiency Standard Campaign [SEC=PROTECTED, CAVEAT=SH:CABINET]  
**Importance:** High

Thanks for your feedback s22(1)(a)(ii) – we will update the materials accordingly and create a new PDMS item to reflect the changed campaign name and send through the MinSub reference ASAP.

Ahead of this, **we are seeking your urgent approval for a condensed review timeframe** within the normal 10-day period (expected from today **29 November to 6 December**) We require this approval before sending through the MinSub and campaign proposal.

Regards

s22(1)(a)(ii)  
s22(1)(a)(ii) • Communication and Change Branch •  
s22(1)(a)(ii)@communications.gov.au  
P: 02 6136 s22(1)(a)(ii) M s22(1)(a)(ii)

**From:** s22(1)(a)(ii) @MO.infrastructure.gov.au>  
**Sent:** Wednesday, 29 November 2023 10:32 AM  
**To:** s22(1)(a)(ii) @COMMUNICATIONS.gov.au>  
**Cc:** campaigns <campaigns@communications.gov.au>; CHARLES, Susan s22(1)(a)(ii) @infrastructure.gov.au>; Kathage, Tristan s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @INFRASTRUCTURE.gov.au>;  
 DLO CKing <dlo.cking@mo.infrastructure.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>  
**Subject:** RE: MS23-004952 - Development of a Cleaner Cars Fuel Efficiency Standard Campaign {SEC=PROTECTED, CAVEAT=SH:CABINET}

~~PROTECTED, SH:CABINET~~

Thanks s22(1)(a)  
 My edits in the attached

s22(1)(a)(ii)

~~PROTECTED, SH:CABINET~~

**From:** s22(1)(a)(ii) @COMMUNICATIONS.gov.au>  
**Sent:** Tuesday, 28 November 2023 5:47 PM  
**To:** s22(1)(a)(ii) @MO.infrastructure.gov.au>  
**Cc:** campaigns <campaigns@communications.gov.au>; CHARLES, Susan s22(1)(a)(ii) @infrastructure.gov.au>; Kathage, Tristan s22(1)(a)(ii) @infrastructure.gov.au>; s22(1)(a)(ii) @INFRASTRUCTURE.gov.au>;  
 DLO CKing <dlo.cking@mo.infrastructure.gov.au>; s22(1)(a)(ii) @infrastructure.gov.au>  
**Subject:** MS23-004952 - Development of a Cleaner Cars Fuel Efficiency Standard Campaign {SEC=PROTECTED, CAVEAT=SH:CABINET}  
**Importance:** High

~~PROTECTED, SH:CABINET~~

Good afternoon s22(1)(a)(ii)

The attached MinSub MS23-004952 - *Development of a Cleaner Cars Fuel Efficiency Standard Campaign*, has been sent through PDMS which seeks the Minister's:

- agreement on the development of a Cleaner Cars Fuel Efficiency Standard Campaign (the Campaign)
- agreement to the campaign proposal

- signature of the joint letter from Minister Catherine King and Minister Chris Bowen to the Minister for Finance, Katy Gallagher seeking her approval to commence the development of the Campaign and allocate it to a 'village' of suppliers.

Once the Campaign funding has been confirmed, please send the letter and the campaign proposal attachment to the Finance Minister.

We will confirm next steps and timeframes when we have received written authority to commence the development of the campaign.

If you have any questions at all, please do not hesitate to reach out. Susan Charles and I are happy to brief you on the campaign proposal details.

Regards

s22(1)(a)(ii)  
 s22(1)(a)(ii) • Communication and Change Branch •  
 People, Culture and Change Division  
 s22(1)(a)(ii) @communications.gov.au  
 P: 02 6271 s22(1)(a)(ii) M s22(1)(a)(ii)  
 GPO Box 594 Canberra, ACT 2601

**Department of Infrastructure, Transport, Regional Development, Communications and the Arts**  
**CONNECTING AUSTRALIANS • ENRICHING COMMUNITIES • EMPOWERING REGIONS**



*I would like to acknowledge the traditional custodians of this land on which we meet, work and live.  
 I recognise and respect their continuing connection to the land, waters and communities.  
 I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.*

~~PROTECTED, SH:GABINET~~