

Elise Mellers

From: Government Advertising and Communication Committee
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Sent: Tuesday, 5 July 2016 2:20 PM
To: [REDACTED]@police.qld.gov.au
Cc: [REDACTED] (PSBA); [REDACTED]@psba.qld.gov.au; Government Advertising and
Communication Committee
Subject: Notice of Decision: Keep it Safe #WeMind - Minor campaign

GOVERNMENT ADVERTISING AND COMMUNICATION COMMITTEE NOTICE OF DECISION

On Friday 1 July 2016, the Government Advertising and Communication Committee reviewed the Queensland Police Service's "Keep it Safe #WeMind" minor campaign rationale and creative:

The Committee does not support the above campaign proceeding.

The Committee recommends contacting Jane Martin at Queensland Health on 3239 6475 regarding the "*What's your relationship with alcohol?*" whole-of-government alcohol harm reduction campaign to discuss how the campaign resources and messages could be implemented in the Gold Coast district, particularly in the safe night districts, rather than introducing a new campaign.

For further information on this feedback, please contact the Secretariat on 3003 9130 or email gacc@premiers.qld.gov.au

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MINUTES

Government Advertising and Communication Committee (GACC)
Friday 1 July 2016

Location: Director-General's Small Meeting Room, Level 15, Executive Building, 100 George Street

Attendees/Apologies		
Item	Discussion	Action
1.	s.73 Not Relevant	
2.		
3.		
4.		

MINUTES

5.	s.73 Not Relevant	
6.	Minor campaign <ul style="list-style-type: none">• Queensland Police Service (QPS) – Keep it Safe #WeMind The committee did not support this campaign proceeding. The committee requested QPS consult with Queensland Health regarding utilising campaign materials from the 'What's your relationship with alcohol campaign?' rather than producing a new campaign.	NoD (minor campaign) to be sent.
7.		
8.		
Next meeting: Currently scheduled for Tuesday 12 July 2016		

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GACC personal note page – Minor campaign

Name of campaign	Keep it Safe #We Mind – Queensland Police Service (Attachment 5)
Objective/s of advertising campaign and alignment with government priorities	<ul style="list-style-type: none"> - Promote cultural and situational change to reduce alcohol fuelled violence in the GC district, particularly safe night districts. - Targeted education for two groups: male uni students 22-26 years old and male construction worker 22-26 years old (high risk groups for being both alcohol fuelled violence offenders and victims). - Education campaign around “We Mind” message. Broader GC community will not tolerate alcohol fuelled violence anymore. - Concept for community to utilise reverse peer pressure to encourage appropriate behaviour.
Linkages with other campaigns	<ul style="list-style-type: none"> - Aware of government 'Explore your relationship' campaign and One Punch Can Kill (OPCK). - Different to those campaigns as this is a proactive education campaign rather than reactive, enforcement policing.
Communication approach (media proposed)	<ul style="list-style-type: none"> - Free print media - Radio - Television news - Computer screen savers at the Griffith University Computer Labs - Social media (#WeMind) <p>Targeted messaging utilising the brain mascot in specified locations only e.g.</p> <ul style="list-style-type: none"> - Bathrooms of licensed premises - Advertising for upcoming events at locations such as universities.
Proposed timing of campaign	August 2016 - August 2017
Campaign expenditure	\$59k for research, production and placement.
Risks of proceeding/not proceeding	<ul style="list-style-type: none"> - Reduction in education and awareness re alcohol fuelled violence and pre-loading. - Increase in alcohol related violence in drink safe precincts. - Target groups don't consider the effect of their behaviour on their peers, family, associates and greater community.
Other comments	

Minor campaign/communication rationale For GACC noting

Contact details

Department

Queensland Police Service

Contact officer

Senior Constable [redacted] Gold Coast District Crime Prevention Unit

Contact phone

[redacted]

Have you received your Director-General's endorsement?

Not required internally at this stage however this can be progressed if required by GACC

Details of strategy

What is the activity or the title of the campaign?

Alcohol fuelled violence education and engagement - Keep it Safe #WeMind

What research findings or data have informed the decision to advertise/communicate/engage?

Funding has been provided to the Gold Coast District Crime Prevention Unit specifically 'to be utilised for education, victim minimisation and/or other like initiatives'. Consequently QPS statistical services were utilised to obtain data on all assault offences in 2014 and 2015 in the Gold Coast District in and around licensed premises. [redacted] from Griffith University streamlined this data to allow a review of offender and victim correlations, age, postcodes and occupations. A synopsis of results was completed which identified two target groups as being at a higher risk, in both offender and victim categories for alcohol related violence offences, this being male university students 22 to 26-years-old and male construction trade workers in the same age group. This data has assisted to identify targeted audiences for the education and engagement component as well as areas to display appropriate signage and educational messages.

The aim of the project is education by utilising the messaging that "We Mind" alcohol fuelled violence. To achieve this the objective is to raise awareness that alcohol fuelled violence is something that won't be tolerated by the entire Gold Coast community, with the community embracing and supporting relevant messaging along with targeted education. The project will be promoted using the branding of Keep it Safe #WeMind and the "brain mascot". This will assist with consistent messaging and brand recognition promoting a cultural change. The project officer has engaged [redacted] from Griffith University to assist with a pre-evaluation, data extraction and evaluation of successful previous alcohol fuelled violence programs to obtain best practice regarding public education and engagement.

What are the key objectives of the communication activity?

To promote a cultural and situational change by incorporating strategies to reduce alcohol related violence in and around licensed premises within the Gold Coast District. These objectives include targeted education to high risk groups about expectations and the effects of alcohol; to reduce pre-loading by patrons visiting safe night precincts; positive messaging in safe night precincts and early positive contact/engagement with high risk patrons in safe night precincts.

This project focuses on educating the community about alcohol fuelled violence with three main points:

1. #WeMind – We, the community, mind alcohol fuelled violence. The community is made up of members of the public and approved emergency service workers and encourages everyone to take ownership and as a result not tolerate this behaviour. This would be the focus of the launch and most visible aspect of the campaign with a focus on positive messages and images.
2. Targeted messaging utilising the brain mascot in specified targeted locations only. The images of the brain would only be utilised in certain spaces i.e. licensed venues bathroom stalls, computer screen savers in university computer labs, targeted education campaign advertising for events.
3. Education and awareness training – delivering training to identified at-risk groups of alcohol fuelled violence, including educational engagement in the drink safe precincts with patrons, engagement at universities and targeted training to construction trade workers.

Minor campaign/communication rationale For GACC noting

What are the messages you want to communicate?

The aim of the project is education. This will be achieved by utilising the messaging that “#WeMind” alcohol fuelled violence. This will involve raising awareness to the entire community that alcohol fuelled violence is something that won't be tolerated. 'We' represents the community as a whole and encourages everyone to take ownership and together we won't tolerate criminal behaviour (in particular alcohol fuelled violence) within our community. The project specifically comes from a non-authoritarian perspective as it is not the police telling offenders not to commit offences - it is their peers, families, associates and members of their community. The concept is for the community to utilise reverse peer pressure to encourage appropriate behaviour.

The other aim of education is to target and engage with the identified high risk offender and victim groups of male university students and male construction trade workers both in the 22 to 26-year-old age group. These messages will reinforce 'we mind' and 'keep it safe' at a variety of events including interactive events at the Griffith University bar and positive engagement at transport hubs, licensed precincts and venues. The Trade Masters Association and all Gold Coast Liquor Accords have indicated their willingness to be involved.

It is anticipated this project will enhance the safety of all persons on the Gold Coast and reinforce the need to be mindful of their behaviours at all times and to further enhance the Gold Coast as a safe place to live and visit.

Who is your target audience and how do you know you will reach them?

The target audience is young adults, university students and construction trade workers. This campaign has been designed with maximum engagement and education specifically targeting venues, universities, transport hubs, precincts etc where a high percentage of the target audience congregates. Griffith University Gold Coast and the Trade Masters Association have been engaged to ensure the target audience bench mark is being met.

What has been done in the past to try and address this? What has been learnt from previous tactics?

The tactics on the Gold Coast have been predominantly focused on reactive, enforcement policing. These have included numerous initiatives including reactive policing (increased numbers of visible police), the chill out zone and drink safe precinct which were implemented to target alcohol related violence. At this time, due to the short period of time passed, it is unknown what effects this has had. The project officer engaged Griffith University School of Criminology for a review of the literature regarding prevention programs for pre-loading, intoxication, and alcohol-related violence.

It appears that there has not been any proactive education programs utilised locally and in fact the focus throughout Australia and overseas has been on the restriction of hours for alcohol sales, modification of the drinking environment, restricting venue density, staff training, and the availability of a range of strengths of alcohol.

Please refer to attached report under the hand of [REDACTED].

How prevalent and widespread is the issue within Queensland?

Recent studies of both adults and young people have found sharp increases in a range of problems from alcohol. This includes rates of alcohol-related hospitalisations, presentations at emergency departments due to intoxication, late-night assaults, domestic violence involving alcohol and alcohol treatment. The current government has committed to tackling alcohol fuelled violence with legislation changes and engagement with stakeholders to put the safety of Queenslanders first, and drive cultural change.

Minor campaign/communication rationale For GACC noting

What communication methods are you using? Eg. television/radio/press

Free print media, radio and television news for the initial launch to introduce "We" as the community and for positive engagement between the community and QPS. Computer screen savers at the Griffith University Computer Labs, social media #WeMind to engage with target groups at universities in a positive messaging competition. Targeted messaging utilising the brain mascot in specified locations only e.g.

- Bathrooms of licensed premises
- Advertising for upcoming events at locations such as universities.

What is the proposed timing of this activity/campaign?

August 2016 - August 2017

What is the budget breakdown? Please be specific. Eg. market research/production/placement

\$5000 - Focus groups
\$6000 - Evaluation framework conducted by Griffith University
\$15 000 - Production of campaign
\$10 000 - Campaign promotional material
\$13 000 - Placement of material
\$10 000 - Post evaluation conducted by Griffith University

What will happen if the proposed campaign/communication isn't implemented?

If the campaign is not implemented there will be a reduction in education and awareness regarding alcohol fuelled violence and pre-loading. This reduced engagement between QPS and identified target groups may contribute to an increase in alcohol related violence within the drink safe precincts. If nothing is done, there is a possibility that there will be no change and it potentially could escalate the issue.

What could impact success of the advertising?

The media may misrepresent the message and sensationalise the perception of safety on the Gold Coast. Signage placement is paramount to ensure the message is reaching the target audience. The timings of the launch and roll out need to be taken into consideration to ensure stakeholders such as local businesses and licensed venues are available to provide maximum exposure to the project.

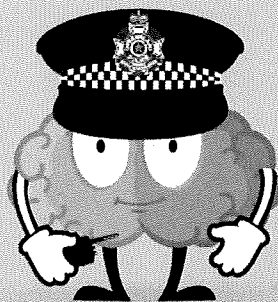
Have you considered whole-of-government collaboration for the proposed campaign?

Aware of government 'Explore your relationship' campaign and One Punch Can Kill (OPCK).

Other agencies to be engaged are: QFES, QAS, G-Rail, Department of Communities, Department of Health, Surf Life Saving, Gold Coast Suns.

“we mind”

keep it safe

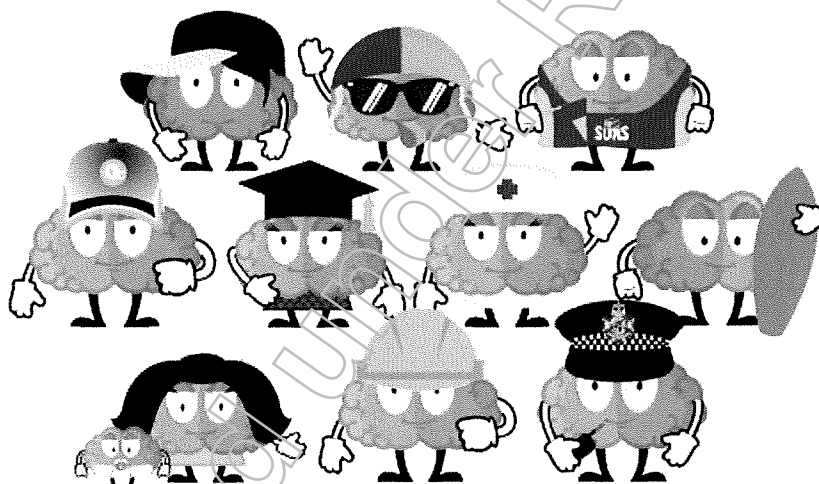


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WE'RE A COMMUNITY OF LIKE MINDS

keep it safe



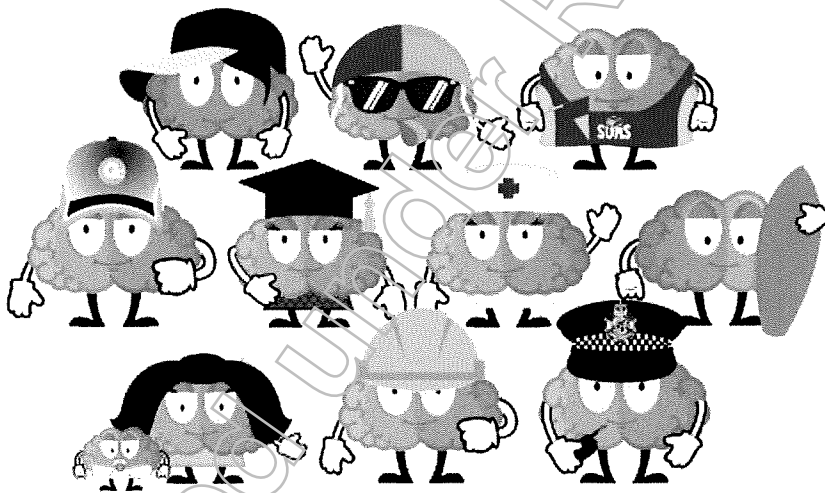
#wemind



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THE COMMUNITY MINDS

keep it safe



#wemind



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**Preventions for pre-loading, intoxication, and alcohol-related violence: A review
of the literature**

Released under RTI - DPC

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Griffith University

Pre-loading, intoxication, and alcohol-related violence: A review of the literature

There are a number of strategies that have been found to be effective in targeting harmful behaviour in entertainment precincts associated with alcohol consumption; these strategies have included, but are not limited to, the restriction of hours for alcohol sales, the modification of the drinking environment, restricting venue density, staff training, and the availability of a range of strengths of alcohol (e.g., Babor et al., 2010; Miller et al., 2012). However, an emerging strategy is the idea of targeting pre-loading. Pre-loading is the consumption of alcohol in a residential setting before attending a licensed venue (e.g., pub, bar, club; Foster & Ferguson, 2014). In fact, it is suggested that pre-loading is the root of many alcohol-related problems (Wells, Graham, & Purcell, 2009).

Pre-loading, otherwise known as 'pre-gaming', 'pre-drinking', 'pre-partying', 'front-loading', and 'home-drinking', has become a part of young adults' drinking cultures across the globe. For example, in the United Kingdom, research has found 60% of individuals pre-loaded (Hughes et al., 2008). In the United States, research has found 65-75% of college students pre-loaded (DeJong, DeRocco, & Schneider, 2010). In one Australian study, Miller et al. (2012) found that around 67% of interviewees reported having pre-loaded. Specifically, 38% of all interviewees had pre-loaded 1-5 drinks, nearly 22% had pre-loaded 6-10 drinks, and around 7% had preloaded over 11 drinks (Miller et al., 2012). The most commonly consumed alcohol was heavy beer, followed by spirits, and white wine (all other categories were less than 10%; Miller et al., 2012).

There are a number of reasons why young adults pre-load. However, the most predominant and reoccurring reason in the literature is due to the high price of alcohol at licensed venues (Miller et al., 2012). The reasons for pre-loading do, however, go well beyond economic reasons (Barton & Husk, 2014). Other reasons for pre-loading include the motivation to achieve intoxication, to enhance the enjoyment of being in the company of

friends in private settings, and to reduce social anxiety (Foster & Ferguson, 2014; MacLean & Callinan, 2013; Wells et al., 2009). In semi-structured interviews with 20 young drinkers, Barton and Husk (2014) found that young drinkers perceived pre-loading as the most enjoyable part of the drinking event; in fact, these young drinkers suggested that pre-loading allowed them to drink in a safe and controlled environment before entering the 'chaotic' nightlife of bars and clubs. Barton and Husk concluded that young adults perceive pre-loading a valued social event that offered the opportunity to drink in an environment that was different and more enjoyable to bars and clubs.

Pre-loading is an issue because the heavy consumption of alcohol is a significant predictor of violence (Miller et al., 2012) and has been found to increase the prevalence of assault (Matthews, Dietze, Room, Chikritzhs, & Jolley, 2013). For example, Miller et al. (2012) found that individuals who pre-loaded were significantly more likely to be involved in a fight (nearly 18% of interviewees) in comparison with those who did not pre-load (around 12% of interviewees). In a different study, Hughes et al. (2008) found that individuals who pre-loaded were 2.5 times more likely to have been involved in violence over the previous 12 months in comparison with individuals who did not pre-load. Pre-loading is particularly problematic as individuals who pre-load consume significantly more alcohol across the whole night in comparison with individuals who do not pre-load (Hughes et al., 2008; Labhart, Graham, Wells, & Kuntsche, 2013). The current paper reviews the literature on preventative measures for pre-loading, intoxication, and alcohol-related violence. The information is presented in three sections: engaging with young adults at nightlife precincts, signage and campaigns, and education on pre-loading awareness and alcohol-related problems.

Engaging with young adults at nightlife precincts

Recently, the research has put forward a number of ideas for targeting pre-loading and binge drinking. These ideas include: more stringent monitoring of intoxication prior to entry

of a venue, the reduction in the price differential between on-premises alcohol and off-premises alcohol, the implementation of breathalysers outside licensed venues, and smartphone applications and gadgets to target intoxication. While such ideas have been put forward in the literature, very few studies have tested the effectiveness of these preventative measures.

With regard to stringent monitoring of intoxication prior to entry of a venue, MacLean and Callinan (2013) suggested that such monitoring may inhibit heavy pre-loading and instead encourage young adults to purchase drinks on site. However, Wells et al. (2009) argued that such enforcement may lead to greater confrontation and more intoxicated individuals on the street (due to refused entry). Wells et al. (2009) also argued that intoxication may not be fully evident in individuals who have rapidly drunk just prior to venue arrival (e.g., in transit). As for reducing the price differential between on-premises alcohol and off-premises alcohol, it has been suggested that this may reduce pre-loading due to similar on-premises and off-premises prices (MacLean & Callinan, 2013).

Another suggestion in the literature for targeting pre-loading and intoxication is the introduction of breathalysers outside licensed venues. Wells et al. (2009) suggested that breathalysers could be implemented outside licensed venues to target heavy pre-loaders. Wells et al. did, however, suggest that logistical problems would arise from this – young adults would pick and choose to attend the venues that did not have breathalysers at the door. In order to target the issue of young adults picking and choosing to attend certain venues, Wells et al. suggested that breathalysers would need to be a community-wide response. That is, breathalysers would need to be implemented across all venues to avoid such a problem.

Unfortunately, no studies to date have explored the value of breathalysers at venues to target pre-loading and intoxication. One idea for a study would be to run an initiative similar to the Drink Rite project with police officers. The current Drink Rite project, which is

tailored towards drink driving, informs individuals on what constitutes a standard drink, the importance of counting drinks, and the benefits of drinking low as opposed to high alcohol beverages (Queensland Police Service [QPS], 2014). This information would be particularly important for young adults as research has found most alcohol consumers are unaware of the definition of a standard drink (Kerr & Stockwell, 2011; Lemmens, 1994) and have difficulty recalling the amount of drinks consumed (Babor et al., 2000; Hustad & Carey, 2005). The current Drink Rite project initiative allows individuals to estimate their breath alcohol concentration (BAC) level and then be breathalysed (to find their true reading) – highlighting the difficulty in guessing one’s BAC (QPS, 2014). Such an activity would be particularly useful with young adults as research has found that university students have great difficulty in correctly identifying their BAC (Smith, 2013).

An initiative similar to the Drink Rite project could be located in the nightlife precincts particularly near transport hubs (where young adults can attend upon arrival) or at quiet licensed venues (such as bars on university campuses). To make such a project less authoritative and more interactive, a Bluetooth Breathalyser could be connected to the young adult’s smartphone to test their BAC. Technological interventions are likely to capture the attention of young adults who live in an ever-developing technological society. Wang et al. (2013) developed a smartphone application that used a Bluetooth Breathalyser gadget which allowed individuals, who were overcoming alcohol dependence, to record and track their progress and levels of intoxication. Compared with patients in the standard treatment condition, Wang et al. found that patients who used the application had less heavy drinking days and reduced their total consumption of alcohol. Wang et al. concluded that the Bluetooth Breathalyser was a valuable tool that helped patients self-manage and self-monitor their drinking behaviours.

Such a tool could be utilised as a control and response tool by police officers. Police officers stationed around transport hubs and university bars could work alongside young adults, pairing the gadget with the young adult's smartphone and walking them through the steps to test their BAC. Such data could be sent to a backend server so researchers could analyse the data and compare it to alcohol-related violence incidents. An advantage of police officers being located in the nightlife precincts near transport hubs would allow for additional time between a young adult's last pre-loaded drink and their next drink bought at a licensed venue. A second advantage is that the police presence would be made salient to young adults (potentially preventing alcohol-related violence). A benefit of police officers being located in university bars may be that they can educate young adults in a somewhat sober environment – with most students attending university bars after class as opposed to pre-loading prior to arrival. These students may be more likely to retain such information whilst still being located in a relaxed environment.

A reliable gadget, similar to the Bluetooth Breathalyser, would need to be used rather than mere alcohol-related applications on smartphones. For example, one study in Australia found that alcohol-related applications available on iTunes and Android Google Play stores that determined BAC levels were unreliable and inaccurate (Weaver, Horyniak, Jenkinson, Dietze, & Lim, 2013). As the Bluetooth Breathalyser would remain the property of the police, this would avoid young adults challenging each other to greater levels of intoxication.

It is important to note that while repeated breathalyser feedback has found to decrease the discrepancy between students estimated BAC and actual BAC, repeated breathalyser feedback has not found to decrease the discrepancy between students *intended* BAC and actual BAC (Smith, 2013); in turn, such feedback may only provide limited benefits. In light of the disadvantages, interactive BAC testing at transport hubs or university bars along with

information on what constitutes a standard drink, the importance of counting drinks, and the benefits of drinking low alcoholic (similar to the Drink Rite project), is welcomed.

Signage and Campaigns

Some harm-minimisation interventions concerning alcohol-related problems involve signage. One example of signage was New South Wales Government's, 'Binge drinking: What are you doing to yourself?' campaign in 2009. This campaign included posters of happy and healthy young adults juxtaposed with images of those same young people who appeared to be intoxicated, marginalised, sustained injuries related to alcohol consumption, or were taking part in antisocial behaviour (Hernandez, Leontini, & Harley, 2013). This million-dollar campaign was targeted towards young people across the state (Hernandez et al., 2013). Such campaigns put the responsibility on the young adult to judge what type of alcohol consumption is healthy, responsible, and moderate, in comparison with excessive and irresponsible consumption (Hernandez et al., 2013). Essentially, such signage puts the onus on the young person to be responsible – or irresponsible – in their drinking behaviour. This onus is even evident in drink-spiking campaigns that place some of the onus of prevention onto the (possible) victim (Fileborn, 2016).

In one Australian study involving semi-structured interviews with university students, Hernandez et al. (2013) found that half of the university students were aware of the state-run harm-minimisation campaigns on alcohol (binge drinking and alcohol-related violence) without prompting from the interviewer. In fact, an immediate fear held by the interviewees was being a victim of an alcohol-related violence. Overall, the researchers found that the perceptions of these campaigns were mostly favourable – the interviewees appreciated the messages in the campaigns.

There are, however, a number of disadvantages pertaining to campaigns that 'outsource' responsibility. First, these campaigns may do little more than reiterate what

young adults are already doing to look after their own safety (e.g., routines and strategies to achieve a sense of safety; Fileborn, 2015). Second, the effectiveness of the signage and campaigns may be dependent on what the young adults interpret as 'healthy' versus 'harmful'. For example, some adults may perceive that being intoxicated and taking part in antisocial behaviour is not very harmful. Third, young people (the targets) may become defensive to such 'scare' campaigns over time if posters with authoritative tones of disapproval are used (de Klerk & Young, 2012).

Haines (1996) developed the 'PIE' philosophy. This refers to a media campaign that is positive, inclusive, and empowering rather than employing 'scare' tactics. The message in the campaign is simple and clear while avoiding moralistic judgements (e.g., 'bad') and negative terminology (e.g., 'binge', 'abuse', 'anti-'; de klerk & Young, 2012). Haines (1996) suggested that campaigns should focus on the majority of young adults who do *not* take part in the problematic behaviour of binge drinking (i.e., encouraging young adults to be part of the majority) while setting a benchmark for peers who drink more heavily. When utilising the PIE philosophy in a campaign across a university campus, Haines (1996) found that over a six-year period binge drinking rates decreased from 45% to 28%. Students who lived on campus were also asked to take part in the campaign – they were offered \$5 if they displayed the poster (adopting the PIE philosophy) on the walls in their dormitory. The involvement was positive with many postings taking place (Haines, 1996).

Signage adopting the PIE philosophy, placed in areas where young adults populate (e.g., university, bars, bottle shops), is welcomed. In line with the PIE philosophy, these posters could contain non-threatening and non-judgemental statements and images. The aim of the posters would be to encourage young adults to be part of the *majority* of young adults who do not heavily pre-load. The PIE philosophy could also be adapted to target alcohol-related violence. Further, an incentive similar to Haines (1996) could be utilised during

Schoolies – school leavers could be offered a monetary amount (or other tangible rewards) if they left campaign posters on the doors of their hotel room during the schoolies week. This would keep the message of the posters salient to school leavers throughout the week – encouraging school leavers to be part of the majority that do not heavily pre-load and the majority that do not take part in violence. The ideal goal of such campaigns and signage is that a new drinking culture would be established through the utilisation of the PIE philosophy.

Education on pre-loading awareness and alcohol-related violence

The idea of information provision is that information alone will lead to changes in ones behaviour (Bangert-Drowns, 1988). While education on alcohol and violence could be provided to young adults, programs surrounding alcohol and violence (i.e., which incorporate skills training) have been found to be more effective (Stockings et al. 2016). Educational programs have not consistently reached the desired reductions in alcohol use (see Hingson, Berson, & Dowley, 1997; Wechsler, Lee, Nelson, & Kuo, 2002). Information provision delivered to young people concerning other behaviours, such as cigarette smoking, have also been found to be ineffective (e.g., Thomas, McLellan, & Perera, 2013). For example, the National Institute on Alcohol Abuse and Alcoholism (NIAAA) Task Force suggested that education programs and basic awareness was found to be mostly ineffective when used in isolation (Saltz, 2004).

Researchers have argued that risky-drinking is not the result of a lack of knowledge (which education programs target), but rather, due to a lack of motivation to change ones behaviour (Borsari, Murphy, & Carey, 2009) and being non-personalised (Larimer & Cronce, 2007). Therefore, researchers have suggested that interventions aimed to enhance *motivation* for risk reduction are needed to assist the students who are already drinking heavily. Brief motivational interviewing (BMI) involves motivational interviewing and personalised

feedback over one or two sessions (Miller & Rollnick, 2002). Basically, personalised feedback heightens the relevance and self-efficacy and keeps the individual engaged in the process.

Evidence suggests that motivational interviews are associated with fewer alcohol-related problems than educational sessions (Borsari et al., 2009). In their study of 64 students, Borsari et al. (2009) randomly assigned around half of the students to a brief motivational interview and the other half to an alcohol education session. While reductions in binge-drinking behaviours were seen in both groups, the researchers found that at both 3-month and 6-month assessments, students in the BMI group reported fewer alcohol-related problems. Further, the raters identified the BMI group was more disclosing, collaborative, engaged, and attained more personal benefit than the alcohol education group. Borsari et al. concluded that BMI's are a promising way to reduce alcohol use.

There is also evidence that BMI can reduce peer aggression and victimisation. Cunningham et al. (2010) recruited young people (14–18 years) who presented at the emergency department who had aggression and alcohol use over the past year. The subjects were randomly assigned to one of three groups: control group, computerised assessment (i.e., interactive program), or brief intervention delivered by a computer or therapist aided by a computer. The subjects were tested at baseline and 12 months on violence (e.g., violence-related consequences, peer aggression, and peer victimisation) and alcohol (alcohol-related consequences, misuse, and binge drinking). While the researchers did not find any significant differences on alcohol-related variables across the groups at 12 months, they found significant reductions in peer victimisation and peer aggression at 12 months in the therapist aided by computer group in comparison with the control group and the computerised assessment group. The researchers concluded that computer-assisted therapist interventions are efficacious in reducing peer violence. Cunningham et al. suggested that their non-

significant finding on alcohol-related variables may have been because these young people consumed only low-levels of alcohol when, in fact, positive effects for such programs require larger baseline consumption levels.

There has also been evidence of the positive impact of online-based interventions to target drinking and negative alcohol-related consequences of young adults. Some benefits of the online courses are that the multimedia engages young people, has a wide reach at a low cost, and ensures privacy. These innovative online alcohol courses can target behaviours and attitudes that include the benefits of consuming lower levels of alcohol, cognitive strategies for consuming less alcohol, the outcomes related to BAC levels, and the media and social influence of alcohol on young adults (Lovecchio, Wyatt, & DeJong, 2010). The research on online-based interventions has been positive. For example, in their randomised control trial of an online alcohol course for first-year students, Lovecchio et al. (2010), found that the treatment group (who utilised AlcoholEdu) reported significantly fewer negative drinking consequences, lower levels of alcohol use, and more negative attitudes surrounding alcohol than the control group. Lovecchio et al. concluded that AlcoholEdu positively influenced young adults' attitudes, behaviours, and consequences concerning alcohol.

White et al. (2010) conducted a systematic review to explore the efficacy of online interventions targeting the misuse of alcohol. Systematic reviews are one of the most rigorous and robust forms of research as these reviews synthesise and assess all existing evidence. White et al.'s review identified all published work from 1998 onwards and was included if the: (1) intervention was delivered online, (2) aim of the intervention was to stop or reduce alcohol consumption, and (3) study utilised a randomised controlled trial. White et al. (2010) found notable pre-post differential effect sizes in terms of reduction in alcohol units per week or month. The researchers concluded that online alcohol interventions are useful, particularly for groups that are less likely to seek traditional alcohol-related services such as young adults.

White et al. (2010) did, however, suggest that more extensive randomised controlled trials are required in order to better understand the efficacy of such online programs. In turn, an online pilot study targeting the misuse of alcohol, in particular, the pre-loading of alcohol and related problems, is welcomed.

Conclusion

The current paper highlighted the problematic behaviour of pre-loading and alcohol-related violence and put forward some suggestions for prevention. One suggestion was for police officers to engage in interactive BAC activities with young adults (e.g., utilising Bluetooth Breathalysers) in conjunction with the information concerning drinking (e.g., the importance of counting drinks) to target pre-loading behaviour. As for signage targeting pre-loading and alcohol-related violence, one suggestion was to frame a campaign in line with the PIE philosophy (positive, inclusive, and empowering) encouraging young adults to be part of the majority who do not heavily pre-drink or take part in violent behaviour. Finally, the implementation of BMI (either in-person or online-sessions) was suggested in comparison with education programs to target pre-loading behaviours and alcohol-related violence. Due to the limited research and some areas of contention in the research, it may be beneficial to test the efficacy of said suggestions before a widespread roll-out is considered.

References

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Government Advertising and Communication Committee

From: Government Advertising and Communication Committee
Sent: Friday, 16 December 2016 10:46 AM
To: [redacted]@police.qld.gov.au
Cc: [redacted]@police.qld.gov.au; [redacted]@police.qld.gov.au; [redacted];
Subject: Government Advertising and Communication Committee
Notice of decision: No fights tonight (minor campaign)

Government Advertising and Communication Committee - Notice of Decision

On Monday 12 December 2016, the Government Advertising and Communication Committee (GACC) reviewed the Queensland Police Service's *No fights tonight* minor campaign rationale. The Committee does not support this campaign proceeding and recommends utilising existing campaign materials developed by Queensland Health (*What's your relationship with alcohol?* campaign) and the Department of Justice and Attorney-General (*Lock out law* campaign).

DPC Communication Services will be in contact with QPS to organise a meeting to discuss this process and to develop a more coordinated effort prior to campaigns being sent to GACC.

For further information on these recommendations, please contact the Secretariat on 3003 9130 or email gacc@premiers.qld.gov.au

Released under RTI / DPC

MINUTES

**Government Advertising and Communication Committee (GACC)
Monday 12 December 2016**

Location: Meeting Room 29.02, Level 29, 1 William Street

Attendees/Apologies

Chair – Filly Morgan (FM)

Committee – Graham Fraine (GF), Phillip Stork (PS), Louise Litchfield (LL), Jaclyn Oudejans (JO)

Apologies – Kirby Anderson (KA)*, Kerryn Manifold (KM)

Support – Adrienne Lohe (AL), Elise Trevilyan (ET)

* Kirby Anderson provided his feedback and approval on 15/12.

Item	Discussion	Action
1.	s.73 Not Relevant	
2.		
3.		

MINUTES

4.	s.73 Not Relevant	
5.		
6.	Minor campaigns for approval	
<ul style="list-style-type: none"> Queensland Police Service (QPS) – No fights tonight The Committee did not support the above campaign proceeding and recommended utilising existing campaign materials developed by Queensland Health (<i>What's your relationship with alcohol?</i> campaign) and the Department of Justice and Attorney-General (<i>Lock out laws</i> campaign). The Committee requested a meeting be held with QPS and DPC Communication Services to discuss this process and to develop a more coordinated effort going forward. QPS – There's a dark side to alcohol #ControlYourself The Committee did not support the above campaign proceeding and recommended utilising existing campaign materials developed by Queensland Health (<i>What's your relationship with alcohol?</i> campaign) and the Department of Justice and Attorney-General (<i>Lock out laws</i> campaign). The Committee requested a meeting be held with QPS and DPC Communication Services to discuss this process and to develop a more coordinated effort going forward. 		<p>NoD (Minor) to be sent.</p> <p>NoD (Minor) to be sent.</p>

MINUTES

	s.73 Not Relevant
7.	
<i>Next meeting: Tuesday 17 January 2017 (first meeting for 2017)</i>	

Released under RTI - DPC

GACC summary notes – Minor campaign

Name of campaign	No fights tonight – Queensland Police Service (QPS) (Attachment 7)
Overview of advertising campaign and alignment with government priorities/ commitments	<p>Key objectives of the campaign:</p> <ul style="list-style-type: none"> • To promote behavioural, cultural and social change by incorporating strategies to reduce alcohol related violence in safe night precincts. • To leverage the power of the proactive bystander and their influence to defuse potential violent situations. • To educate and improve awareness about responsible drinking habits. <p>- These objectives include targeted education and awareness to patrons in safe night precincts about the effects of alcohol and that there should not be an expectation of violence when drinking.</p> <p>- Campaign will be targeted to Brisbane City and Fortitude Valley which possess three separate safe night precincts.</p> <p>- The project focuses on educating the community about alcohol fuelled violence in two ways:</p> <ol style="list-style-type: none"> 1. By tapping into social media channels most frequently used by the target demographic to communicate the targeted message #NoFightsTonight in a positive, non-authoritarian way. 2. Delivering education and awareness to at-risk patrons through face-to-face engagement in safe night precincts. <p>- The current rates of reported assaults per 100,000 in population are, for the City 209% above the state average and Fortitude Valley 277% above the state average. This is compared to the reported assault rate on the Gold Coast, which has been linked to violent crime which reports the assault rate at -18.9% of the state average. Two key problems have been identified:</p> <ul style="list-style-type: none"> - Alcohol usage increases the potential for violence - There is a culture surrounding an expectation of violence when drinking <p>- The proposed campaign 'No fights tonight' is designed to utilise academic market research conducted by Griffith University to achieve the greatest opportunity to address issues relating to alcohol fuelled violence.</p>
Communication approach (media proposed)	<p>- The campaign will primarily communicate messages via social media including Snapchat, Instagram, Facebook and Twitter. A Snapchat Geofilter has been proposed as the preferred social media channel for the target demographic. Additionally, the production of a short video has been proposed which will be used on the myPolice blog network. The video will focus on the motivations for the campaign with interviews with Detective Senior Sergeant Armit, Professor Rundle-Thiele and others.</p> <p>- Discussions around marketing opportunities in the Safe Night Precinct continue. A media launch and interviews will also contribute to the overall communication strategy.</p>
Proposed timing of campaign	- February to April 2017 (8 weeks)
Campaign expenditure	<p>- Griffith University research engagement - \$7,500, Marketing agency design of social media content - \$12,000, Snapchat Geofilter - \$4,400, Wristbands - \$1,600 Note: Video will be produced internally by the QPS at no cost and used on social media.</p> <p>Total budget: \$29,900</p>
Risks of not proceeding	- If the campaign is not implemented there will be a reduction in education and awareness relating to alcohol fuelled violence. This reduced engagement between QPS and the target demographic may contribute to an increase in alcohol related violence within safe night precincts.
Recommendation	Approve to proceed to market, pending review of creative materials.

Minor campaign/communication rationale For GACC noting

Contact details

Department

Fortitude Valley Criminal Investigation Branch

Contact officer

Detective Senior Sergeant [REDACTED]

Contact phone

[REDACTED]

Have you received your Director-General's endorsement?

N/A

Details of strategy

What is the activity or the title of the campaign?

Alcohol fuelled violence education and engagement - No fights tonight

What research findings or data have informed the decision to advertise/communicate/engage?

Brisbane City and Fortitude Valley policing divisions possess three separate safe night precincts.

The current rates of reported assaults per 100,000 in population are, for the City 209% above the state average and Fortitude Valley 277% above the state average. This is compared to the reported assault rate on the Gold Coast, which has been linked to violent crime which reports the assault rate at -18.9% of the state average. Two key problems have been identified.

- Alcohol usage increases the potential for violence
- There is a culture surrounding an expectation of violence when drinking

The QPS has engaged Griffith University to assist with researching messages and social marketing to help address these issues. From June 7 to September 26 Griffith University conducted four focus groups researching and evaluating the target demographic. With the findings, Griffith produced a preliminary report to the QPS outlining the best method for targeting and disseminating the #NoFightsTonight message. On November 12 market testing was conducted with Schoolies and resulted in useful feedback. The strategy involved directly informing school leavers about their power and influence amongst peers in reducing alcohol related violence.

The proposed campaign 'No fights tonight' is designed to utilise the academic market research to achieve the greatest opportunity to address issues relating to alcohol fuelled violence.

What are the key objectives of the communication activity?

- To promote behavioural, cultural and social change by incorporating strategies to reduce alcohol related violence in safe night precincts.
- To leverage the power of the proactive bystander and their influence to defuse potential violent situations.
- To educate and improve awareness about responsible drinking habits.

These objectives include targeted education and awareness to patrons in safe night precincts about the effects of alcohol and that there should not be an expectation of violence when drinking.

The project focuses on educating the community about alcohol fuelled violence in two ways:

1. By tapping into social media channels most frequently used by the target demographic to communicate the targeted message #NoFightsTonight in a positive, non-authoritarian way.
2. Delivering education and awareness to at-risk patrons through face-to-face engagement in safe night precincts.

Minor campaign/communication rationale For GACC noting

What are the messages you want to communicate?

The message #NoFightsTonight aims to educate our target demographic and challenge the idea that a night out drinking involves an expectation of violence. This campaign will also encourage the idea of the proactive bystander having significant power and influence amongst peers to divert them away from aggression and violence during nights out.

It is anticipated that this project will enhance the safety of young adults and reinforce the fact that there is a social responsibility to shift current cultural issues surrounding alcohol fuelled violence.

Who is your target audience and how do you know you will reach them?

The target audience is young adults aged 18 – 29 years. QPS data regarding research into assaults within the Fortitude Valley and Brisbane City entertainment precincts reveals that the vast majority of assaults are committed by males aged 20 – 29 years of age. The vast majority of victims also lie within the same age group.

This campaign has been designed with maximum engagement and education specifically targeting safe night precincts where a high percentage of the target audience congregate. Griffith University focus groups revealed that positive messaging had the greatest opportunity within the target audience and social media channels were the most effective and popular amongst the demographic.

Griffith University research will occur during and after the campaign to study the progress in reaching the targeted demographic through tracking social media interactions and real-life observation. A report on the effectiveness of the campaign will be produced.

What has been done in the past to try and address this? What has been learnt from previous tactics?

Past QPS campaigns include Be Safe, Watch Your Mates and One Punch Can Kill. These campaigns have aimed at promoting the need to take personal responsibility while drinking, to watch out for others and to prevent senseless acts of violence.

Other government departments including Education Queensland, Queensland Health and Department of Transport and Main Roads have recently introduced programs and campaigns that address similar alcohol related issues.

Other than recent changes in legislation to curb alcohol fuelled violence, no projects have directly linked alcohol and violence together. No fights tonight will address this current standing issue.

How prevalent and widespread is the issue within Queensland?

The 2016 Perspectives on Alcohol Queensland report prepared by Galaxy research and published by the Foundation for Alcohol Research and Education revealed that the majority of Queenslanders (80%) believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death and related issues - an increase from 74% in 2015. While 71% of Queenslanders expect alcohol related problems in Australia to remain the same or get worse over the next five to 10 years. This report claims that Queenslanders do not believe that governments (59%), alcohol companies (69%) and pubs and clubs (70%) are doing enough to address alcohol and violence.

Minor campaign/communication rationale For GACC noting

What communication methods are you using? Eg. television/radio/press

The campaign will primarily communicate messages via social media including Snapchat, Instagram, Facebook and Twitter. A Snapchat Geofilter has been proposed as the preferred social media channel for the target demographic. Additionally, the production of a short video has been proposed which will be used on the myPolice blog network. The video will focus on the motivations for the campaign with interviews with Detective Senior Sergeant [redacted] Professor [redacted] and others.

Discussions around marketing opportunities in the Safe Night Precinct continue. +

What is the proposed timing of this activity/campaign?

February to April 2017 (8 weeks).

What is the budget breakdown? Please be specific. Eg. market research/production/placement

Total NDLESEFC budget of \$29,900
Griffith University research engagement - \$7,500
Marketing agency design of social media content - \$12,000
Snapchat Geofilter - \$4,400
Wristbands - \$1,600

Note: Video will be produced internally by the QPS at no cost and used on social media.

What will happen if the proposed campaign/communication isn't implemented?

If the campaign is not implemented there will be a reduction in education and awareness relating to alcohol fuelled violence. This reduced engagement between QPS and the target demographic may contribute to an increase in alcohol related violence within safe night precincts.

What could impact success of the advertising?

The timing of the launch needs to be taken into consideration to ensure that the marketing and social media material are produced in time for maximum exposure during peak drinking and socialising periods (summer months).

The Queensland government has committed to tackling alcohol fuelled violence with new lock out laws that come into effect from February 1, 2017. It is unknown whether the timing of these changes will impact upon the success of the campaign.

Have you considered whole-of-government collaboration for the proposed campaign?

The proposed campaign is a localised targeted strategy, however based upon research via the Griffith University, if success is achieved, a whole of government collaboration should be strongly considered.

The Queensland Health's 'What's your relationship to alcohol?' campaign will continually be supported and promoted by the QPS. However no materials are currently available that would negate the need for the No Fights Tonight campaign.

Government Advertising and Communication Committee

From: Government Advertising and Communication Committee
Sent: Friday, 16 December 2016 10:46 AM
To: [REDACTED]@police.qld.gov.au
Cc: [REDACTED]@police.qld.gov.au; Government Advertising and Communication Committee
Subject: Notice of decision: There's a dark side to alcohol #ControlYourself (minor campaign)

Government Advertising and Communication Committee - Notice of Decision

On Monday 12 December 2016, the Government Advertising and Communication Committee (GACC) reviewed the Queensland Police Service's *There's a dark side to alcohol #ControlYourself* minor campaign rationale and creative. The Committee does not support this campaign proceeding and recommends utilising existing campaign materials developed by Queensland Health (*What's your relationship with alcohol?* campaign) and the Department of Justice and Attorney-General (*Lock out law* campaign).

DPC Communication Services will be in contact with QPS to organise a meeting to discuss this process and to develop a more coordinated effort prior to campaigns being sent to GACC.

For further information on these recommendations, please contact the Secretariat on 3003 9130 or email gacc@premiers.qld.gov.au

Released under the Information Access Act 2009 - DPC

GACC summary notes – Minor campaign

<p>Name of campaign</p>	<p>There's a dark side to alcohol #ControlYourself – Queensland Police Service (QPS) (Attachment 8)</p>
<p>Overview of advertising campaign and alignment with government priorities/ commitments</p>	<p>Key objectives:</p> <ul style="list-style-type: none"> • To promote a behavioural, cultural and situational change by incorporating strategies to reduce alcohol related violence in the Gold Coast District. • To encourage information about support services available for those experiencing anger problems. • To emphasise the importance of the proactive bystander regarding intervening at points to defuse alcohol fuelled violence situations. • To educate and improve awareness about responsible drinking. <p>- These objectives include targeted education to high risk groups about expectations and the effects of alcohol; to reduce pre-loading by patrons visiting safe night precincts; positive messaging in safe night precincts and early positive contact/engagement with high risk patrons in safe night precincts.</p> <p>- This project focuses on educating the community about alcohol fuelled violence with two main points:</p> <ul style="list-style-type: none"> • Targeted messaging utilising 'There's a dark side to alcohol #ControlYourself' in specified targeted locations. The messaging will be promoted in certain spaces on the Gold Coast i.e. licensed venues, tertiary education campuses and targeted events on the Gold Coast calendar. • Delivering education and awareness training to identified at-risk groups of alcohol fuelled violence, including educational engagement in the drink safe precincts with patrons, engagement at universities and targeted training to construction trade workers. <p>- Two target groups identified as being at a higher risk, in both offender and victim categories, for alcohol related violence offences:</p> <ol style="list-style-type: none"> a) Male university students aged between 22 and 26-years-old, and b) Male construction/trade workers in the same age group. <p>- The current government has committed to tackling alcohol fuelled violence with legislation changes and engagement with stakeholders to put the safety of Queenslanders first, and drive cultural change.</p> <p>- The proposed campaign is a localised targeted strategy, however based upon research via the Griffith University, if success is achieved, a whole of government collaboration should be strongly considered.</p>
<p>Communication approach (media proposed)</p>	<p>- Printed marketing materials including posters in licenced premises and safe night precincts, bar mats, coasters, wristbands. Use of social media platforms using #ControlYourself to engage with target groups and the Gold Coast myPolice site to promote the campaign.</p>
<p>Proposed timing of campaign</p>	<p>- January 2017 to 30 June 2017</p>
<p>Campaign expenditure</p>	<p>- \$8,800 - Production of campaign - \$3,000 - Campaign promotional material Note: Placement of material space has been added in at no extra cost Total budget: \$11,800</p>
<p>Risks of not proceeding</p>	<p>- If the campaign is not implemented there will be a reduction in education and awareness regarding alcohol fuelled violence. This reduced engagement between QPS and identified target groups may contribute to an increase in alcohol related violence.</p>
<p>Recommendation</p>	<p>Approve to proceed to market.</p>

Minor campaign/communication rationale For GACC noting

Contact details

Department

Gold Coast District Crime Prevention Unit

Contact officer

Sergeants [redacted] and [redacted]

Contact phone

[redacted]

Have you received your Director-General's endorsement?

No

Details of strategy

What is the activity or the title of the campaign?

Alcohol fuelled violence education and engagement - There's a dark side to alcohol #ControlYourself

What research findings or data have informed the decision to advertise/communicate/engage?

Internal funding has been provided to the Gold Coast District Crime Prevention Unit specifically 'to be utilised for crime prevention, education, victim minimisation and/or other like initiatives'.

Consequently QPS statistical services were utilised to obtain data on all assault offences in 2014 and 2015 in the Gold Coast District in and around licensed premises to allow a review of offender and victim correlations, age, postcodes and occupations. A synopsis of results was completed which identified two target groups as being at a higher risk, in both offender and victim categories, for alcohol related violence offences:

- Male university students aged between 22 and 26-years-old, and
- Male construction/trade workers in the same age group.

The aim of the project is education to promote behavioural change by utilising the messaging that "There's a dark side to alcohol #ControlYourself". To achieve this, the objective is to raise awareness that alcohol fuelled violence won't be tolerated by the entire Gold Coast community, with the community embracing and supporting relevant messaging along with targeted education.

The project officer has engaged [redacted] from Griffith University to assist with a pre-evaluation, data extraction and evaluation of successful previous alcohol fuelled violence programs to obtain best practice regarding public education and engagement.

What are the key objectives of the communication activity?

- To promote a behavioural, cultural and situational change by incorporating strategies to reduce alcohol related violence in the Gold Coast District.
- To encourage information about support services available for those experiencing anger problems.
- To emphasise the importance of the proactive bystander regarding intervening at points to defuse alcohol fuelled violence situations.
- To educate and improve awareness about responsible drinking.

These objectives include targeted education to high risk groups about expectations and the effects of alcohol; to reduce pre-loading by patrons visiting safe night precincts; positive messaging in safe night precincts and early positive contact/engagement with high risk patrons in safe night precincts.

This project focuses on educating the community about alcohol fuelled violence with two main points:

- Targeted messaging utilising the 'There's a dark side to alcohol #ControlYourself' in specified targeted locations. The messaging will be promoted in certain spaces on the Gold Coast i.e. licensed venues, tertiary education campuses and targeted events on the Gold Coast calendar.
- Delivering education and awareness training to identified at-risk groups of alcohol fuelled violence, including educational engagement in the drink safe precincts with patrons, engagement at universities and targeted training to construction trade workers.

Minor campaign/communication rationale For GACC noting

What are the messages you want to communicate?

The message “#ControlYourself” is aimed at behavioural responsibility and placing ownership on individuals for their actions.

This will be achieved by providing education and awareness around responsible drinking and implementing intervention techniques to diffuse a situation. Police can also provide education around the impact that alcohol fuelled violence has on individuals, relationships (including families) and the community. This project makes the person accountable for their own behaviour.

“This is a no violence zone” can overlay into a number of alcohol fuelled violence situations/locations e.g. licenced premises, safe night precincts, domestic violence, alcohol related events (sporting, Christmas parties, public holiday celebrations etc) and pre-loading.

Who is your target audience and how do you know you will reach them?

The target audience is young adults, tertiary students and construction trade workers, specifically males aged between 22 and 26-years-old. This campaign has been designed to use engagement and education that will specifically target licensed venues, universities, transport hubs, precincts etc. where a high percentage of the target audience congregate.

The following have been engaged to ensure the target audience benchmark is being met: Griffith University GC, Office of Liquor & Gaming Regulation GC Industry Stakeholder Forum, Trade Masters Association, Liquor Accord meetings GC and the GC Liquor Coordination Unit QPS.

The project will measure its progress in reaching the targeted audience by tracking the number of social media interactions with the hashtag and merchandise distributed and licensed premises participation.

What has been done in the past to try and address this? What has been learnt from previous tactics?

Numerous campaigns have been implemented including ‘Be Safe and Watch Your Mates’, a Schoolies initiative targeting school leavers and based on watching out for others in all environments.

- Queensland Education introduced an alcohol and drugs education and intervention program.
- The Department of Transport and Main Roads introduced education around alcohol concentration limits in relation to driving.
- Drinkwise educates on how much a person has had to drink.
- Queensland Health’s “What’s your relationship with alcohol?” is an alcohol harm reduction campaign aimed to encourage people to stop and consider their drinking behaviours.
- The “One Punch Can Kill” campaign is aimed at preventing senseless violence.

How prevalent and widespread is the issue within Queensland?

Recent studies of both adults and young people have found sharp increases in a range of problems from alcohol. This includes rates of alcohol-related hospitalisations, presentations at emergency departments due to intoxication, late-night assaults, domestic violence involving alcohol and alcohol treatment.

The current government has committed to tackling alcohol fuelled violence with legislation changes and engagement with stakeholders to put the safety of Queenslanders first, and drive cultural change.

Minor campaign/communication rationale For GACC noting

What communication methods are you using? Eg. television/radio/press

Printed marketing materials including posters in licenced premises and safe night precincts, bar mats, coasters, wristbands. Use of social media platforms using #ControlYourself to engage with target groups and the Gold Coast myPolice site to promote the campaign.

What is the proposed timing of this activity/campaign?

January 2017 to 30 June 2017

What is the budget breakdown? Please be specific. Eg. market research/production/placement

\$8,800 - Production of campaign
\$3,000 - Campaign promotional material
Note: Placement of material space has been added in at no extra cost

What will happen if the proposed campaign/communication isn't implemented?

If the campaign is not implemented there will be a reduction in education and awareness regarding alcohol fuelled violence. This reduced engagement between QPS and identified target groups may contribute to an increase in alcohol related violence.

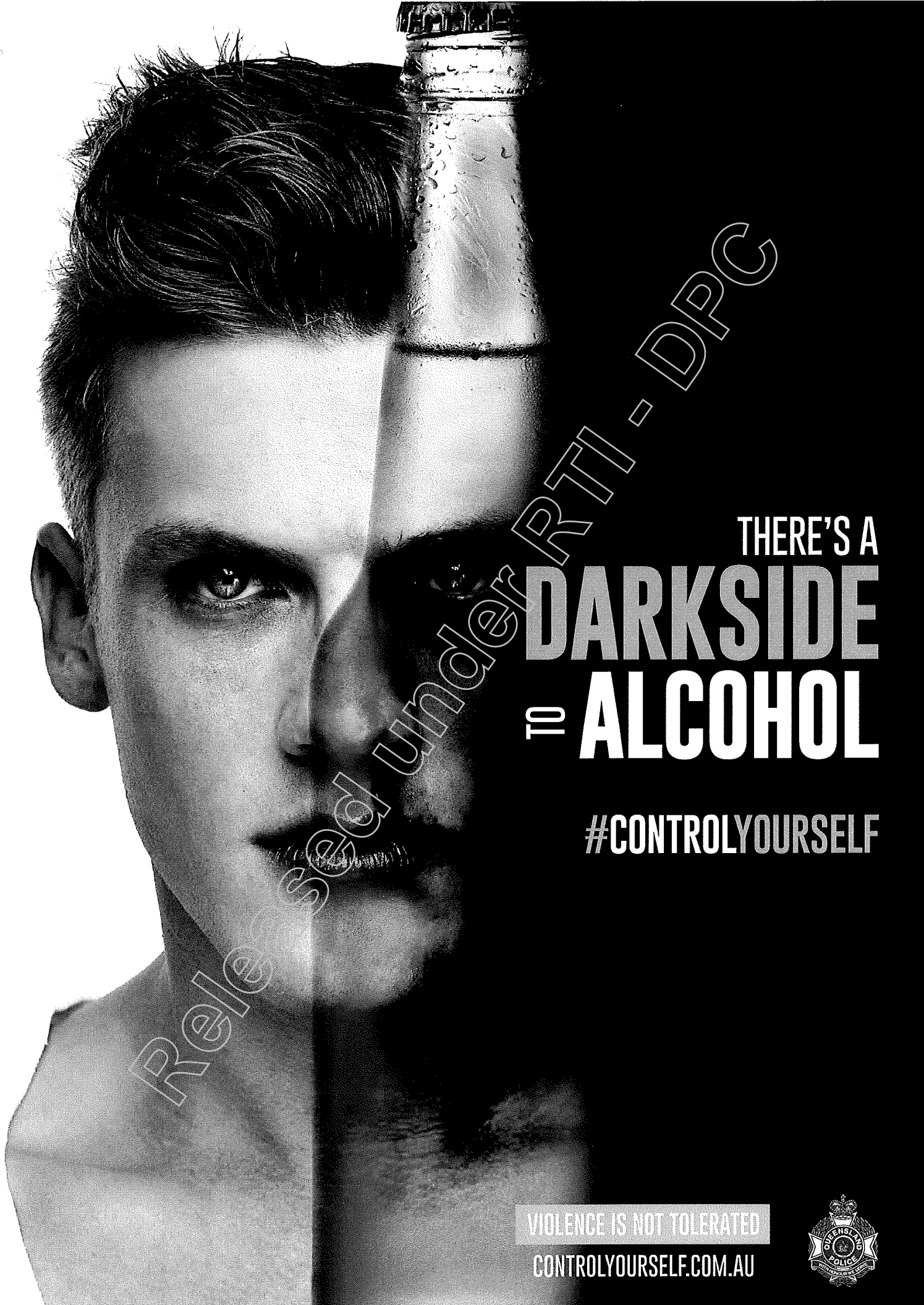
What could impact success of the advertising?

The timing of the launch and roll out need to be taken into consideration to ensure stakeholders such as local businesses and licenced venues are available to provide maximum exposure to the campaign. Promotional material placement and social media is paramount to ensure the message reaches the target audience.

Have you considered whole-of-government collaboration for the proposed campaign?

The proposed campaign is a localised targeted strategy, however based upon research via the Griffith University, if success is achieved, a whole of government collaboration should be strongly considered.

The Queensland Health's 'What's your relationship to alcohol?' campaign will continually be supported and promoted. Contact was made with a representative from the campaign however no materials are currently available that would negate the need for the #ControlYourself campaign.



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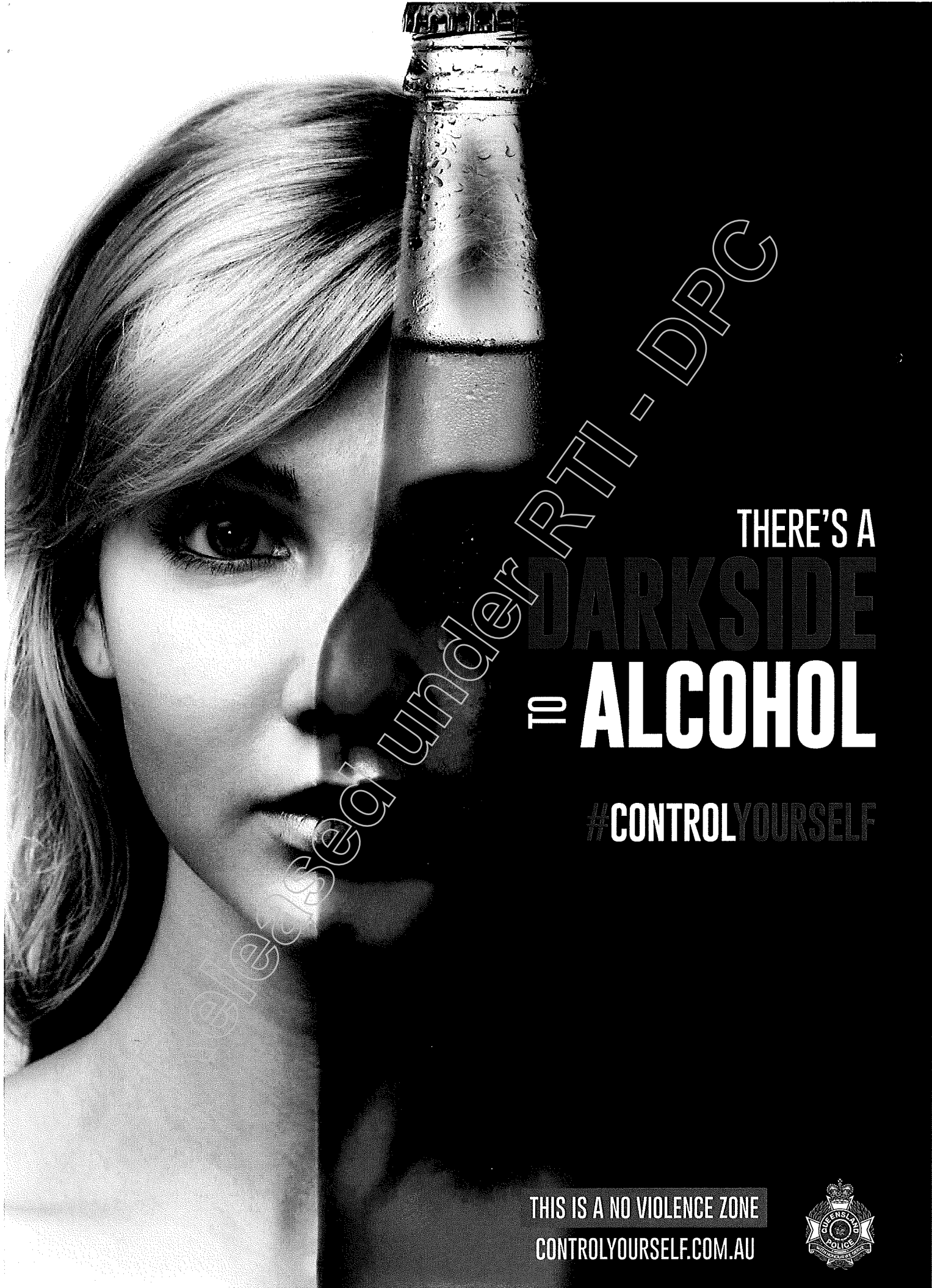
THERE'S A
DARKSIDE
TO **ALCOHOL**

#CONTROLYOURSELF

VIOLENCE IS NOT TOLERATED

CONTROLYOURSELF.COM.AU





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THERE'S A
DARKSIDE
TO **ALCOHOL**

#CONTROLYOURSELF

THIS IS A NO VIOLENCE ZONE
CONTROLYOURSELF.COM.AU



**Preventions for pre-loading, intoxication, and alcohol-related violence: A review
of the literature**

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Pre-loading, intoxication, and alcohol-related violence: A review of the literature

There are a number of strategies that have been found to be effective in targeting harmful behaviour in entertainment precincts associated with alcohol consumption; these strategies have included, but are not limited to, the restriction of hours for alcohol sales, the modification of the drinking environment, restricting venue density, staff training, and the availability of a range of strengths of alcohol (e.g., Babor et al., 2010; Miller et al., 2012). However, an emerging strategy is the idea of targeting pre-loading. Pre-loading is the consumption of alcohol in a residential setting before attending a licensed venue (e.g., pub, bar, club; Foster & Ferguson, 2014). In fact, it is suggested that pre-loading is the root of many alcohol-related problems (Wells, Graham, & Purcell, 2009).

Pre-loading, otherwise known as 'pre-gaming', 'pre-drinking', 'pre-partying', 'front-loading', and 'home-drinking', has become a part of young adults' drinking cultures across the globe. For example, in the United Kingdom, research has found 60% of individuals pre-loaded (Hughes et al., 2008). In the United States, research has found 65-75% of college students pre-loaded (DeJong, DeRocco, & Schneider, 2010). In one Australian study, Miller et al. (2012) found that around 67% of interviewees reported having pre-loaded. Specifically, 38% of all interviewees had pre-loaded 1-5 drinks, nearly 22% had pre-loaded 6-10 drinks, and around 7% had preloaded over 11 drinks (Miller et al., 2012). The most commonly consumed alcohol was heavy beer, followed by spirits, and white wine (all other categories were less than 10%; Miller et al., 2012).

There are a number of reasons why young adults pre-load. However, the most predominant and reoccurring reason in the literature is due to the high price of alcohol at licensed venues (Miller et al., 2012). The reasons for pre-loading do, however, go well beyond economic reasons (Barton & Husk, 2014). Other reasons for pre-loading include the motivation to achieve intoxication, to enhance the enjoyment of being in the company of

friends in private settings, and to reduce social anxiety (Foster & Ferguson, 2014; MacLean & Callinan, 2013; Wells et al., 2009). In semi-structured interviews with 20 young drinkers, Barton and Husk (2014) found that young drinkers perceived pre-loading as the most enjoyable part of the drinking event; in fact, these young drinkers suggested that pre-loading allowed them to drink in a safe and controlled environment before entering the 'chaotic' nightlife of bars and clubs. Barton and Husk concluded that young adults perceive pre-loading a valued social event that offered the opportunity to drink in an environment that was different and more enjoyable to bars and clubs.

Pre-loading is an issue because the heavy consumption of alcohol is a significant predictor of violence (Miller et al., 2012) and has been found to increase the prevalence of assault (Matthews, Dietze, Room, Chikritzhs, & Jolley, 2013). For example, Miller et al. (2012) found that individuals who pre-loaded were significantly more likely to be involved in a fight (nearly 18% of interviewees) in comparison with those who did not pre-load (around 12% of interviewees). In a different study, Hughes et al. (2008) found that individuals who pre-loaded were 2.5 times more likely to have been involved in violence over the previous 12 months in comparison with individuals who did not pre-load. Pre-loading is particularly problematic as individuals who pre-load consume significantly more alcohol across the whole night in comparison with individuals who do not pre-load (Hughes et al., 2008; Labhart, Graham, Wells, & Kuntsche, 2013). The current paper reviews the literature on preventative measures for pre-loading, intoxication, and alcohol-related violence. The information is presented in three sections: engaging with young adults at nightlife precincts, signage and campaigns, and education on pre-loading awareness and alcohol-related problems.

Engaging with young adults at nightlife precincts

Recently, the research has put forward a number of ideas for targeting pre-loading and binge drinking. These ideas include: more stringent monitoring of intoxication prior to entry

of a venue, the reduction in the price differential between on-premises alcohol and off-premises alcohol, the implementation of breathalysers outside licensed venues, and smartphone applications and gadgets to target intoxication. While such ideas have been put forward in the literature, very few studies have tested the effectiveness of these preventative measures.

With regard to stringent monitoring of intoxication prior to entry of a venue, MacLean and Callinan (2013) suggested that such monitoring may inhibit heavy pre-loading and instead encourage young adults to purchase drinks on site. However, Wells et al. (2009) argued that such enforcement may lead to greater confrontation and more intoxicated individuals on the street (due to refused entry). Wells et al. (2009) also argued that intoxication may not be fully evident in individuals who have rapidly drunk just prior to venue arrival (e.g., in transit). As for reducing the price differential between on-premises alcohol and off-premises alcohol, it has been suggested that this may reduce pre-loading due to similar on-premises and off-premises prices (MacLean & Callinan, 2013).

Another suggestion in the literature for targeting pre-loading and intoxication is the introduction of breathalysers outside licensed venues. Wells et al. (2009) suggested that breathalysers could be implemented outside licensed venues to target heavy pre-loaders. Wells et al. did, however, suggest that logistical problems would arise from this – young adults would pick and choose to attend the venues that did not have breathalysers at the door. In order to target the issue of young adults picking and choosing to attend certain venues, Wells et al. suggested that breathalysers would need to be a community-wide response. That is, breathalysers would need to be implemented across all venues to avoid such a problem.

Unfortunately, no studies to date have explored the value of breathalysers at venues to target pre-loading and intoxication. One idea for a study would be to run an initiative similar to the Drink Rite project with police officers. The current Drink Rite project, which is

tailored towards drink driving, informs individuals on what constitutes a standard drink, the importance of counting drinks, and the benefits of drinking low as opposed to high alcohol beverages (Queensland Police Service [QPS], 2014). This information would be particularly important for young adults as research has found most alcohol consumers are unaware of the definition of a standard drink (Kerr & Stockwell, 2011; Lemmens, 1994) and have difficulty recalling the amount of drinks consumed (Babor et al., 2000; Hustad & Carey, 2005). The current Drink Rite project initiative allows individuals to estimate their breath alcohol concentration (BAC) level and then be breathalysed (to find their true reading) – highlighting the difficulty in guessing one’s BAC (QPS, 2014). Such an activity would be particularly useful with young adults as research has found that university students have great difficulty in correctly identifying their BAC (Smith, 2013).

An initiative similar to the Drink Rite project could be located in the nightlife precincts particularly near transport hubs (where young adults can attend upon arrival) or at quiet licensed venues (such as bars on university campuses). To make such a project less authoritative and more interactive, a Bluetooth Breathalyser could be connected to the young adult’s smartphone to test their BAC. Technological interventions are likely to capture the attention of young adults who live in an ever-developing technological society. Wang et al. (2013) developed a smartphone application that used a Bluetooth Breathalyser gadget which allowed individuals, who were overcoming alcohol dependence, to record and track their progress and levels of intoxication. Compared with patients in the standard treatment condition, Wang et al. found that patients who used the application had less heavy drinking days and reduced their total consumption of alcohol. Wang et al. concluded that the Bluetooth Breathalyser was a valuable tool that helped patients self-manage and self-monitor their drinking behaviours.

Such a tool could be utilised as a control and response tool by police officers. Police officers stationed around transport hubs and university bars could work alongside young adults, pairing the gadget with the young adult's smartphone and walking them through the steps to test their BAC. Such data could be sent to a backend server so researchers could analyse the data and compare it to alcohol-related violence incidents. An advantage of police officers being located in the nightlife precincts near transport hubs would allow for additional time between a young adult's last pre-loaded drink and their next drink bought at a licensed venue. A second advantage is that the police presence would be made salient to young adults (potentially preventing alcohol-related violence). A benefit of police officers being located in university bars may be that they can educate young adults in a somewhat sober environment – with most students attending university bars after class as opposed to pre-loading prior to arrival. These students may be more likely to retain such information whilst still being located in a relaxed environment.

A reliable gadget, similar to the Bluetooth Breathalyser, would need to be used rather than mere alcohol-related applications on smartphones. For example, one study in Australia found that alcohol-related applications available on iTunes and Android Google Play stores that determined BAC levels were unreliable and inaccurate (Weaver, Horyniak, Jenkinson, Dietze, & Lim, 2013). As the Bluetooth Breathalyser would remain the property of the police, this would avoid young adults challenging each other to greater levels of intoxication.

It is important to note that while repeated breathalyser feedback has found to decrease the discrepancy between students estimated BAC and actual BAC, repeated breathalyser feedback has not found to decrease the discrepancy between students *intended* BAC and actual BAC (Smith, 2013); in turn, such feedback may only provide limited benefits. In light of the disadvantages, interactive BAC testing at transport hubs or university bars along with

information on what constitutes a standard drink, the importance of counting drinks, and the benefits of drinking low alcoholic (similar to the Drink Rite project), is welcomed.

Signage and Campaigns

Some harm-minimisation interventions concerning alcohol-related problems involve signage. One example of signage was New South Wales Government's, 'Binge drinking: What are you doing to yourself?' campaign in 2009. This campaign included posters of happy and healthy young adults juxtaposed with images of those same young people who appeared to be intoxicated, marginalised, sustained injuries related to alcohol consumption, or were taking part in antisocial behaviour (Hernandez, Leontini, & Harley, 2013). This million-dollar campaign was targeted towards young people across the state (Hernandez et al., 2013). Such campaigns put the responsibility on the young adult to judge what type of alcohol consumption is healthy, responsible, and moderate, in comparison with excessive and irresponsible consumption (Hernandez et al., 2013). Essentially, such signage puts the onus on the young person to be responsible -- or irresponsible -- in their drinking behaviour. This onus is even evident in drink-spiking campaigns that place some of the onus of prevention onto the (possible) victim (Fileborn, 2016).

In one Australian study involving semi-structured interviews with university students, Hernandez et al. (2013) found that half of the university students were aware of the state-run harm-minimisation campaigns on alcohol (binge drinking and alcohol-related violence) without prompting from the interviewer. In fact, an immediate fear held by the interviewees was being a victim of an alcohol-related violence. Overall, the researchers found that the perceptions of these campaigns were mostly favourable -- the interviewees appreciated the messages in the campaigns.

There are, however, a number of disadvantages pertaining to campaigns that 'outsource' responsibility. First, these campaigns may do little more than reiterate what

young adults are already doing to look after their own safety (e.g., routines and strategies to achieve a sense of safety; Fileborn, 2015). Second, the effectiveness of the signage and campaigns may be dependent on what the young adults interpret as 'healthy' versus 'harmful'. For example, some adults may perceive that being intoxicated and taking part in antisocial behaviour is not very harmful. Third, young people (the targets) may become defensive to such 'scare' campaigns over time if posters with authoritative tones of disapproval are used (de Klerk & Young, 2012).

Haines (1996) developed the 'PIE' philosophy. This refers to a media campaign that is positive, inclusive, and empowering rather than employing 'scare' tactics. The message in the campaign is simple and clear while avoiding moralistic judgements (e.g., 'bad') and negative terminology (e.g., 'binge', 'abuse', 'anti-'; de klerk & Young, 2012). Haines (1996) suggested that campaigns should focus on the majority of young adults who do *not* take part in the problematic behaviour of binge drinking (i.e., encouraging young adults to be part of the majority) while setting a benchmark for peers who drink more heavily. When utilising the PIE philosophy in a campaign across a university campus, Haines (1996) found that over a six-year period binge drinking rates decreased from 45% to 28%. Students who lived on campus were also asked to take part in the campaign – they were offered \$5 if they displayed the poster (adopting the PIE philosophy) on the walls in their dormitory. The involvement was positive with many postings taking place (Haines, 1996).

Signage adopting the PIE philosophy, placed in areas where young adults populate (e.g., university, bars, bottle shops), is welcomed. In line with the PIE philosophy, these posters could contain non-threatening and non-judgemental statements and images. The aim of the posters would be to encourage young adults to be part of the *majority* of young adults who do not heavily pre-load. The PIE philosophy could also be adapted to target alcohol-related violence. Further, an incentive similar to Haines (1996) could be utilised during

Schoolies – school leavers could be offered a monetary amount (or other tangible rewards) if they left campaign posters on the doors of their hotel room during the schoolies week. This would keep the message of the posters salient to school leavers throughout the week – encouraging school leavers to be part of the majority that do not heavily pre-load and the majority that do not take part in violence. The ideal goal of such campaigns and signage is that a new drinking culture would be established through the utilisation of the PIE philosophy.

Education on pre-loading awareness and alcohol-related violence

The idea of information provision is that information alone will lead to changes in ones behaviour (Bangert-Drowns, 1988). While education on alcohol and violence could be provided to young adults, programs surrounding alcohol and violence (i.e., which incorporate skills training) have been found to be more effective (Stockings et al. 2016). Educational programs have not consistently reached the desired reductions in alcohol use (see Hingson, Berson, & Dowley, 1997; Wechsler, Lee, Nelson, & Kuo, 2002). Information provision delivered to young people concerning other behaviours, such as cigarette smoking, have also been found to be ineffective (e.g., Thomas, McLellan, & Perera, 2013). For example, the National Institute on Alcohol Abuse and Alcoholism (NIAAA) Task Force suggested that education programs and basic awareness was found to be mostly ineffective when used in isolation (Saltz, 2004).

Researchers have argued that risky-drinking is not the result of a lack of knowledge (which education programs target), but rather, due to a lack of motivation to change ones behaviour (Borsari, Murphy, & Carey, 2009) and being non-personalised (Larimer & Cronce, 2007). Therefore, researchers have suggested that interventions aimed to enhance *motivation* for risk reduction are needed to assist the students who are already drinking heavily. Brief motivational interviewing (BMI) involves motivational interviewing and personalised

feedback over one or two sessions (Miller & Rollnick, 2002). Basically, personalised feedback heightens the relevance and self-efficacy and keeps the individual engaged in the process.

Evidence suggests that motivational interviews are associated with fewer alcohol-related problems than educational sessions (Borsari et al., 2009). In their study of 64 students, Borsari et al. (2009) randomly assigned around half of the students to a brief motivational interview and the other half to an alcohol education session. While reductions in binge-drinking behaviours were seen in both groups, the researchers found that at both 3-month and 6-month assessments, students in the BMI group reported fewer alcohol-related problems. Further, the raters identified the BMI group was more disclosing, collaborative, engaged, and attained more personal benefit than the alcohol education group. Borsari et al. concluded that BMI's are a promising way to reduce alcohol use.

There is also evidence that BMI can reduce peer aggression and victimisation. Cunningham et al. (2010) recruited young people (14–18 years) who presented at the emergency department who had aggression and alcohol use over the past year. The subjects were randomly assigned to one of three groups: control group, computerised assessment (i.e., interactive program), or brief intervention delivered by a computer or therapist aided by a computer. The subjects were tested at baseline and 12 months on violence (e.g., violence-related consequences, peer aggression, and peer victimisation) and alcohol (alcohol-related consequences, misuse, and binge drinking). While the researchers did not find any significant differences on alcohol-related variables across the groups at 12 months, they found significant reductions in peer victimisation and peer aggression at 12 months in the therapist aided by computer group in comparison with the control group and the computerised assessment group. The researchers concluded that computer-assisted therapist interventions are efficacious in reducing peer violence. Cunningham et al. suggested that their non-

significant finding on alcohol-related variables may have been because these young people consumed only low-levels of alcohol when, in fact, positive effects for such programs require larger baseline consumption levels.

There has also been evidence of the positive impact of online-based interventions to target drinking and negative alcohol-related consequences of young adults. Some benefits of the online courses are that the multimedia engages young people, has a wide reach at a low cost, and ensures privacy. These innovative online alcohol courses can target behaviours and attitudes that include the benefits of consuming lower levels of alcohol, cognitive strategies for consuming less alcohol, the outcomes related to BAC levels, and the media and social influence of alcohol on young adults (Lovecchio, Wyatt, & DeJong, 2010). The research on online-based interventions has been positive. For example, in their randomised control trial of an online alcohol course for first-year students, Lovecchio et al. (2010), found that the treatment group (who utilised AlcoholEdu) reported significantly fewer negative drinking consequences, lower levels of alcohol use, and more negative attitudes surrounding alcohol than the control group. Lovecchio et al. concluded that AlcoholEdu positively influenced young adults' attitudes, behaviours, and consequences concerning alcohol.

White et al. (2010) conducted a systematic review to explore the efficacy of online interventions targeting the misuse of alcohol. Systematic reviews are one of the most rigorous and robust forms of research as these reviews synthesise and assess all existing evidence. White et al.'s review identified all published work from 1998 onwards and was included if the: (1) intervention was delivered online, (2) aim of the intervention was to stop or reduce alcohol consumption, and (3) study utilised a randomised controlled trial. White et al. (2010) found notable pre-post differential effect sizes in terms of reduction in alcohol units per week or month. The researchers concluded that online alcohol interventions are useful, particularly for groups that are less likely to seek traditional alcohol-related services such as young adults.

White et al. (2010) did, however, suggest that more extensive randomised controlled trials are required in order to better understand the efficacy of such online programs. In turn, an online pilot study targeting the misuse of alcohol, in particular, the pre-loading of alcohol and related problems, is welcomed.

Conclusion

The current paper highlighted the problematic behaviour of pre-loading and alcohol-related violence and put forward some suggestions for prevention. One suggestion was for police officers to engage in interactive BAC activities with young adults (e.g., utilising Bluetooth Breathalysers) in conjunction with the information concerning drinking (e.g., the importance of counting drinks) to target pre-loading behaviour. As for signage targeting pre-loading and alcohol-related violence, one suggestion was to frame a campaign in line with the PIE philosophy (positive, inclusive, and empowering) encouraging young adults to be part of the majority who do not heavily pre-drink or take part in violent behaviour. Finally, the implementation of BMI (either in-person or online-sessions) was suggested in comparison with education programs to target pre-loading behaviours and alcohol-related violence. Due to the limited research and some areas of contention in the research, it may be beneficial to test the efficacy of said suggestions before a widespread roll-out is considered.

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Government Advertising and Communication Committee

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To: [REDACTED]
Cc: [REDACTED]@npsr.qld.gov.au; [REDACTED]@ehp.qld.gov.au; [REDACTED]
(EHP); [REDACTED]@npsr.qld.gov.au; [REDACTED];
[REDACTED]@npsr.qld.gov.au; [REDACTED]@ehp.qld.gov.au'
Subject: Notice of Decision: Sport and Recreation Disaster Recovery Program (minor campaign)

Government Advertising and Communication Committee - Notice of Decision

On Tuesday 18 April 2017, the Government Advertising and Communication Committee (GACC) reviewed the Department of National Parks, Sport and Racing's (NPSR) *Sport and Recreation Disaster Recovery Program* minor campaign rationale.

The committee does not support this campaign proceeding at this stage and recommends further consideration is given in relation to whole-of-government disaster recovery advertising.

The Department of the Premier and Cabinet will liaise with NPSR regarding a coordinated approach.


For further information on these recommendations, please contact the GACC Secretariat on 3003 9130 or email gacc@premiers.qld.gov.au

Released under RTI-DPO

Government Advertising and Communication Committee

From: Kerryn Manifold <Kerryn.Manifold@ministerial.qld.gov.au>
Sent: Tuesday, 18 April 2017, 11:25 AM
To: Government Advertising and Communication Committee; Tess Bishop; Filly Morgan; Patrice Fogarty; Kirby Anderson (Ministerial); Adam Stevenson
Cc: Graham Fraine; Jaclyn Oudejans
Subject: RE: Seeking urgent out of session GACC approval by 1pm today (Tuesday 18 April)

I approve GACC recommendations.


Kerryn Manifold
Deputy Director-Government Media Unit
Office of the Hon. Anastacia Palaszczuk MP
Premier of Queensland and Minister for the Arts
P 07 3719 7023 M [REDACTED]
1 William Street, Brisbane QLD 4000
PO Box 15185 City East QLD 4002

From: Government Advertising and Communication Committee [mailto:GACC@premiers.qld.gov.au]
Sent: Tuesday, 18 April 2017 9:45 AM
To: Tess Bishop ; Filly Morgan ; Patrice Fogarty ; Kerryn Manifold ; Kirby Anderson ; Adam Stevenson
Cc: Graham Fraine ; Jaclyn Oudejans
Subject: Seeking urgent out of session GACC approval by 1pm today (Tuesday 18 April)
Importance: High

Dear committee members

The Secretariat requires approval from three committee members including a Premier's Office representative to form a quorum.

Therefore we are seeking a response by **1pm today** with either your approval or any concerns you may have regarding the submissions and recommendations from the Secretariat below.

If we receive a quorum via email for these campaigns we will issue a Notice of Decision out of session.

Thank you for your assistance.

Best regards
Elise



Queensland
Government

Elise Treviliyan
Advertising Coordinator, Communication Services
Strategy and Engagement
Department of the Premier and Cabinet

P 07 3003 9130 M [redacted]
Level 29, 1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Graham Fraine

Sent: Monday, 17 April 2017 1:45 PM

To: Government Advertising and Communication Committee <GACC@premiers.qld.gov.au>

Cc: Tess Bishop <tess.bishop@premiers.qld.gov.au>; Filly Morgan <filly.morgan@premiers.qld.gov.au>; Patrice Fogarty <patrice.fogarty@premiers.qld.gov.au>; Kerry
Manifold <kerryn.manifold@ministerial.qld.gov.au>; Kirby Anderson (Ministerial) <kirby.anderson@ministerial.qld.gov.au>; Adam Stevenson
<Adam.Stevenson@gfes.qld.gov.au>; Jaclyn Oudejans <Jaclyn.Oudejans@premiers.qld.gov.au>

Subject: Re: Seeking out of session GACC approval by COB tomorrow (Thursday 13 April)

Hi - I Support the recommendations in gacc secretariat table

Graham Fraine

Deputy Director-General (Policy)

Department of the Premier and Cabinet

Level 30, 1 William Street, Brisbane QLD 4000

PO Box 15185, City East, QLD 4002

P: 07 3003 9408

M: [redacted]

E: graham.fraine@premiers.qld.gov.au

Released under RTI Act

On 12 Apr 2017, at 4:17 pm, Government Advertising and Communication Committee <GACC@premiers.qld.gov.au> wrote:

Dear committee members

Due to this week's GACC meeting being cancelled, we are seeking your out of session review and approval of the submissions.

Listed below are the submissions and recommendations from the Secretariat on how to proceed. The summary documents for each campaign are attached to the email. Please refer to the OneNote file [GACC 2017 \(Web view\)](#) for the full submissions and campaigns for noting.

Given the long weekend, timings are unfortunately tight – a response by **COB tomorrow** (Thursday 13 April) with either your approval or any concerns you may have would be much appreciated.

Please don't hesitate to contact me if you require any further information.

Best regards

Elise



s.73 Not Relevant

Released under RTI - DP5

Released under RTI - DPC

s.73 Not Relevant

Minor submissions	Campaign name & department	Notes	Recommendation
	<p><i>Sport and Recreation Disaster Recovery Program</i> – Department of National Parks, Sport and Racing – Attachment 7</p> <ul style="list-style-type: none">• <i>Encouraging sport and recreation clubs to apply for the Queensland Government's Sport and Recreation Disaster Recovery Program (SRDRP).</i>	<ul style="list-style-type: none">• Not listed in updated advertising plan for 16/17 FY as it is an emergent need due to TC Debbie.	<p>Not approved at this stage.</p> <p>Further consideration required due to whole-of-government disaster recovery advertising.</p> <p>DPC to liaise with NPSR and report back to GACC at the next committee meeting.</p>

Released under RTI - DPC

s.73 Not Relevant

Elise Trevilyan
Advertising Coordinator, Communication Services
Strategy and Engagement
Department of the Premier and Cabinet

P 07 3003 9130 M [redacted]
Level 29, 1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

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Released under RTI - DPC

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Please consider the environment before printing this email.

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Government Advertising and Communication Committee

From: Tess Bishop
Sent: Tuesday, 18 April 2017 11:16 AM
To: Filly Morgan; Government Advertising and Communication Committee; Patrice Fogarty; Kerryn Manifold; Kirby Anderson (Ministerial); Adam Stevenson
Cc: Graham Fraine; Jaclyn Oudejans
Subject: RE: Seeking urgent out of session GACC approval by 1pm today (Tuesday 18 April)

I also approve however I also would like

s.73 N

Thanks Tess

Tess Bishop

Deputy Director-General
Strategy and Engagement
Department of the Premier and Cabinet

P 07 3003 9182 M [REDACTED]

Level 29, 1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002



From: Filly Morgan
Sent: Tuesday, April 18, 2017 11:04 AM
To: Government Advertising and Communication Committee ; Tess Bishop ; Patrice Fogarty ; Kerryn Manifold ; Kirby Anderson (Ministerial) ; Adam Stevenson
Cc: Graham Fraine ; Jaclyn Oudejans
Subject: RE: Seeking urgent out of session GACC approval by 1pm today (Tuesday 18 April)

I support the recommendations from GACC secretariat.

Released under RTI - DRG



Queensland
Government

Filily Morgan

Deputy Director-General
Corporate and Government Services
Department of the Premier of Cabinet

P 07 3003 9224 M [REDACTED]
Level 28, 1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002



Proudly working with White Ribbon to create a safer workplace
Australia's campaign to stop violence against women

From: Government Advertising and Communication Committee

Sent: Tuesday, 18 April 2017 9:45 AM

To: Tess Bishop <tess.bishop@premiers.qld.gov.au>; Filily Morgan <filily.morgan@premiers.qld.gov.au>; Patrice Fogarty <patrice.fogarty@premiers.qld.gov.au>; Kerryn Manifold <Kerryn.manifold@ministerial.qld.gov.au>; Kirby Anderson (Ministerial) <kirby.anderson@ministerial.qld.gov.au>; Adam Stevenson <Adam.Stevenson@gfes.qld.gov.au>

Cc: Graham Fraine <graham.fraine@premiers.qld.gov.au>; Jaclyn Oudejans <Jaclyn.Oudejans@premiers.qld.gov.au>

Subject: Seeking urgent out of session GACC approval by 1pm today (Tuesday 18 April)

Importance: High

Dear committee members

The Secretariat requires approval from three committee members including a Premier's Office representative to form a quorum.

Therefore we are seeking a response by **1pm today** with either your approval or any concerns you may have regarding the submissions and recommendations from the Secretariat below.

If we receive a quorum via email for these campaigns we will issue a Notice of Decision out of session.

Thank you for your assistance.

Best regards

Elise

Released under the Queensland Right to Information Act 2009



Queensland
Government

Elise Trevilyan

Advertising Coordinator, Communication Services
Strategy and Engagement
Department of the Premier and Cabinet

P 07 3003 9130 M [redacted]
Level 29, 1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Graham Fraine

Sent: Monday, 17 April 2017 1:45 PM

To: Government Advertising and Communication Committee <GACC@premiers.qld.gov.au>

Cc: Tess Bishop <tess.bishop@premiers.qld.gov.au>; Filly Morgan <filly.morgan@premiers.qld.gov.au>; Patrice Fogarty <patrice.fogarty@premiers.qld.gov.au>; Kerryn

Manifold <Kerryn.manifold@ministerial.qld.gov.au>; Kirby Anderson (Ministerial) <kirby.anderson@ministerial.qld.gov.au>; Adam Stevenson

<Adam.Stevenson@qfes.qld.gov.au>; Jaclyn Oudejans <jaclyn.oudejans@premiers.qld.gov.au>

Subject: Re: Seeking out of session GACC approval by COB tomorrow (Thursday 13 April)

Hi - I Support the recommendations in gacc secretariat table

Graham Fraine

Deputy Director-General (Policy)

Department of the Premier and Cabinet

Level 30, 1 William Street, Brisbane QLD 4000

PO Box 15185, City East, QLD 4002

P: 07 3003 9408

M: [redacted]

E: graham.fraine@premiers.qld.gov.au

On 12 Apr 2017, at 4:17 pm, Government Advertising and Communication Committee <GACC@premiers.qld.gov.au> wrote:

Dear committee members

Due to this week's GACC meeting being cancelled, we are seeking your out of session review and approval of the submissions.

Listed below are the submissions and recommendations from the Secretariat on how to proceed. The summary documents for each campaign are attached to the email. Please refer to the OneNote file [GACC 2017 \(Web view\)](#) for the full submissions and campaigns for noting.

Given the long weekend, timings are unfortunately tight – a response by **COB tomorrow** (Thursday 13 April) with either your approval or any concerns you may have would be much appreciated.

Please don't hesitate to contact me if you require any further information.

Best regards

Elise

Released under RTI - DPC

s.73 Not Relevant

5

Released under RTI - DPC

Elise Trevilyan

Advertising Coordinator, Communication Services
Strategy and Engagement

Department of the Premier and Cabinet

P 07 3003 9130 M [REDACTED]

Level 29, 1 William Street, Brisbane QLD 4000

PO Box 15185, City East, QLD 4002

Released under RTI - DPC

Government Advertising and Communication Committee

From: Government Advertising and Communication Committee
Sent: Tuesday, 18 April 2017 9:45 AM
To: Tess Bishop; Filly Morgan; Patrice Fogarty; Kerryn Manifold; Kirby Anderson (Ministerial); Adam Stevenson
Cc: Graham Fraire; Jaclyn Oudejans
Subject: Seeking urgent out of session GACC approval by 1pm today (Tuesday 18 April)
Attachments: [Redacted]

Disaster Recovery Program – Overview.pdf; [Redacted]

[Redacted]; 7a – Sport and Recreation

Importance:

High

Categories:

Advice required from GACC

Dear committee members

The Secretariat requires approval from three committee members including a Premier's Office representative to form a quorum.

Therefore we are seeking a response by **1pm today** with either your approval or any concerns you may have regarding the submissions and recommendations from the Secretariat below.

If we receive a quorum via email for these campaigns we will issue a Notice of Decision out of session.

Thank you for your assistance.

Best regards
Elise

Released under RTI - GACC



Queensland
Government

Elise Trevilyan

Advertising Coordinator, Communication Services
Strategy and Engagement
Department of the Premier and Cabinet

P 07 3003 9130 M [redacted]
Level 29, 1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Graham Fraine

Sent: Monday, 17 April 2017 1:45 PM

To: Government Advertising and Communication Committee <GACC@premiers.qld.gov.au>

Cc: Tess Bishop <tess.bishop@premiers.qld.gov.au>; Filly Morgan <filly.morgan@premiers.qld.gov.au>; Patrice Fogarty <patrice.fogarty@premiers.qld.gov.au>; Kerry
Manifold <Kerryn.manifold@ministerial.qld.gov.au>; Kirby Anderson (Ministerial) <kirby.anderson@ministerial.qld.gov.au>; Adam Stevenson
<Adam.Stevenson@dfes.qld.gov.au>; Jaclyn Oudejans <Jaclyn.Oudejans@premiers.qld.gov.au>

Subject: Re: Seeking out of session GACC approval by COB tomorrow (Thursday 13 April)

Hi - I Support the recommendations in gacc secretariat table

Graham Fraine

Deputy Director-General (Policy)

Department of the Premier and Cabinet

Level 30, 1 William Street, Brisbane QLD 4000

PO Box 15185, City East, QLD 4002

P: 07 3003 9408

M: [redacted]

E: graham.fraine@premiers.qld.gov.au

On 12 Apr 2017, at 4:17 pm, Government Advertising and Communication Committee <GACC@premiers.qld.gov.au> wrote:

Dear committee members

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Given the long weekend, timings are unfortunately tight – a response by **COB tomorrow** (Thursday 13 April) with either your approval or any concerns you may have would be much appreciated.

Please don't hesitate to contact me if you require any further information.

Best regards

Elise

Released under RTI - DPC

s.73 Not Relevant

Released under RTI - DPC

Minor submissions		
Campaign name & department	Notes	Recommendation
<p><i>Sport and Recreation Disaster Recovery Program – Department of National Parks, Sport and Racing – Attachment 7</i></p> <ul style="list-style-type: none"> • <i>Encouraging sport and recreation clubs to apply for the Queensland Government's Sport and Recreation Disaster Recovery Program (SRDRP).</i> 	<ul style="list-style-type: none"> • Not listed in updated advertising plan for 16/17 FY as it is an emergent need due to TC Debbie. 	<p>Not approved at this stage.</p> <p>Further consideration required due to whole-of-government disaster recovery advertising.</p> <p>DPC to liaise with NPSR and report back to GACC at the next committee meeting.</p>
<p>[Redacted content]</p>		

Released under RTI

Elise Trevilyan

Advertising Coordinator, Communication Services
Strategy and Engagement

Department of the Premier and Cabinet

P 07 3003 9130 M [REDACTED]

Level 29, 1 William Street, Brisbane QLD 4000

PO Box 15185, City East, QLD 4002

Released under RTI - DPCO

Government Advertising and Communication Committee

From: Graham Fraine
Sent: Monday, 17 April 2017 1:45 PM
To: Government Advertising and Communication Committee
Cc: Tess Bishop; Filly Morgan; Patrice Fogarty; Keryn Manifold; Kirby Anderson (Ministerial); Adam Stevenson; Jaclyn Oudejans
Subject: Re: Seeking out of session GACC approval by COB tomorrow (Thursday 13 April)

Hi - I Support the recommendations in gacc secretariat table

Graham Fraine
Deputy Director-General (Policy)
Department of the Premier and Cabinet
Level 30, 1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002
P: 07 3003 9408
M: [REDACTED]
E: graham.fraine@premiers.qld.gov.au

On 12 Apr 2017, at 4:17 pm, Government Advertising and Communication Committee <GACC@premiers.qld.gov.au> wrote:

Dear committee members

Due to this week's GACC meeting being cancelled, we are seeking your out of session review and approval of the submissions.

Listed below are the submissions and recommendations from the Secretariat on how to proceed. The summary documents for each campaign are attached to the email. Please refer to the OneNote file [GACC 2017 \(Web view\)](#) for the full submissions and campaigns for noting.

Given the long weekend, timings are unfortunately tight – a response by **COB tomorrow** (Thursday 13 April) with either your approval or any concerns you may have would be much appreciated.

Please don't hesitate to contact me if you require any further information.

Released under RTI - DPC

Best regards
Elise

s.73 Not Relevant

Released under RTI - DPC

s.73 Not Relevant		
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Minor submissions		
Campaign name & department	Notes	Recommendation
<p><i>Sport and Recreation Disaster Recovery Program – Department of National Parks, Sport and Racing – Attachment 7</i></p> <ul style="list-style-type: none"> <i>Encouraging sport and recreation clubs to apply for the Queensland Government's Sport and Recreation Disaster Recovery Program (SRDRP).</i> 	<ul style="list-style-type: none"> Not listed in updated advertising plan for 16/17 FY as it is an emergent need due to TC Debbie. 	<p>Not approved at this stage. Further consideration required due to whole-of-government disaster recovery advertising. DPC to liaise with NPSR and report back to GACC at the next committee meeting.</p>



s.73 Not Relevant

Elise Trevilyan
Advertising Coordinator, Communication Services
Strategy and Engagement
Department of the Premier and Cabinet

P 07 3003 9130 M [REDACTED]
Level 29, 1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

Released under RTI - DPC

Government Advertising and Communication Committee

From: Government Advertising and Communication Committee
Sent: Wednesday, 12 April 2017 4:18 PM
To: Tess Bishop; Graham Fraine; Filly Morgan; Patrice Fogarty; Kerryn Manifold; Kirby Anderson (Ministerial); Adam Stevenson
Cc: Jaclyn Oudejans
Subject: Seeking out of session GACC approval by COB tomorrow (Thursday 13 April)
Attachments:  s.73
Disaster Recovery Program – Overview.pdf  7a – Sport and Recreation

Categories:

For GACC consideration

Dear committee members

Due to this week's GACC meeting being cancelled, we are seeking your out of session review and approval of the submissions.

Listed below are the submissions and recommendations from the Secretariat on how to proceed. The summary documents for each campaign are attached to the email. Please refer to the OneNote file [GACC 2017 \(Web view\)](#) for the full submissions and campaigns for noting.

Given the long weekend, timings are unfortunately tight – a response by **COB tomorrow** (Thursday 13 April) with either your approval or any concerns you may have would be much appreciated.

Please don't hesitate to contact me if you require any further information.

Best regards
Elise

s.73 Not Relevant

Released under RTI

Released under RTI - DPC

s.73 Not Relevant

Minor submissions		
Campaign name & department	Notes	Recommendation
<i>Sport and Recreation Disaster Recovery Program</i> – Department of National Parks, Sport and Racing – Attachment 7	<ul style="list-style-type: none">• Not listed in updated advertising plan for 16/17 FY as it is an emergent need due to TC Debbie.	Not approved at this stage. Further consideration required due to whole-of-government disaster recovery advertising.

Released under RTI - DPC

- *Encouraging sport and recreation clubs to apply for the Queensland Government's Sport and Recreation Disaster Recovery Program (SRDRP).*

DPC to liaise with NPSR and report back to GACC at the next committee meeting.

s.73 Not Relevant

Released under RTI - DPC



Elise Trevilyan
 Advertising Coordinator, Communication Services
 Strategy and Engagement
 Department of the Premier and Cabinet

P 07 3003 9130 M [redacted]
 Level 29, 1 William Street, Brisbane QLD 4000
 PO Box 15185, City East, QLD 4002

Government Advertising and Communication Committee

From: Government Advertising and Communication Committee
Sent: Thursday, 15 December 2016 2:33 PM
To: Kirby Anderson (Ministerial); Government Advertising and Communication Committee
Cc: Filly Morgan; Louise Litchfield
Subject: RE: Seeking out of session approval ASAP: GACC submissions considered at meeting this morning
Importance: High

Thanks Kirby

I'm taking your response to mean all recommendations provided by the Committee in the meeting on Monday - outlined in Elise's original email below - are OK to proceed.
Please let us know otherwise.

Kind regards,
Adrienne

From: Kirby Anderson [mailto:Kirby.Anderson@ministerial.qld.gov.au]
Sent: Thursday, 15 December 2016 2:26 PM
To: Government Advertising and Communication Committee <GACC@premiers.qld.gov.au>
Cc: Filly Morgan <filly.morgan@premiers.qld.gov.au>; Louise Litchfield <louise.litchfield@premiers.qld.gov.au>
Subject: RE: Seeking out of session approval ASAP: GACC submissions considered at meeting this morning

OK to proceed

From: Government Advertising and Communication Committee [mailto:GACC@premiers.qld.gov.au]
Sent: Thursday, 15 December 2016 2:08 PM
To: Kirby Anderson <Kirby.Anderson@ministerial.qld.gov.au>
Cc: Filly Morgan <filly.morgan@premiers.qld.gov.au>; Government Advertising and Communication Committee <GACC@premiers.qld.gov.au>; Louise Litchfield <louise.litchfield@premiers.qld.gov.au>
Subject: RE: Seeking out of session approval ASAP: GACC submissions considered at meeting this morning
Importance: High

Hi Kirby,

Just following up on a voice message and the below email regarding GACC approvals.

Two campaigns ([REDACTED]) have now reached booking deadlines and they may miss scheduled start dates.

If there are issues with the approval of one particular campaign, would it be possible to approve the others?

Please don't hesitate to call me if you need to discuss – [REDACTED]

Thanks
Adrienne



Queensland
Government

Adrienne Lohé

A/Team Leader –Advertising, Communication Services
Strategy and Engagement
Department of the Premier and Cabinet

P 07 3003 9131

Level 29, 1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

From: Louise Litchfield

Sent: Wednesday, 14 December 2016 2:47 PM

To: Kirby Anderson (Ministerial) <kirby.anderson@ministerial.qld.gov.au>

Cc: Filly Morgan <ffilly.morgan@premiers.qld.gov.au>; Government Advertising and Communication Committee <GACC@premiers.qld.gov.au>

Subject: FW: Seeking out of session approval ASAP: GACC submissions considered at meeting this morning

Hi Kirby

Just following up on these. As you know, the QAO were at the GACC meeting and as Premier's Office was not represented, we committed to getting your sign off before we proceeded. We have agencies chasing us for urgent approvals.

Thanks

Lou

From: Government Advertising and Communication Committee

Sent: Wednesday, 14 December 2016 9:03 AM

To: Kirby Anderson (Ministerial) <kirby.anderson@ministerial.qld.gov.au>

Cc: Government Advertising and Communication Committee <GACC@premiers.qld.gov.au>

Subject: Seeking out of session approval ASAP: GACC submissions considered at meeting this morning

Hi Kirby

Could you please let me know **ASAP** whether you agree with the Committee's recommendations from Monday's meeting detailed below? We are waiting on your feedback before we can approve campaigns to proceed.

An email sent yesterday re the [REDACTED] is also attached for your approval.

Thank you for your help

Elise



Elise Trevilyan

Advertising Coordinator, Communication Services
Strategy and Engagement
Department of the Premier and Cabinet

P 07 3003 9130 M [REDACTED]
Level 29, 1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

Queensland
Government

From: Government Advertising and Communication Committee

Sent: Monday, 12 December 2016 4:08 PM

To: Kirby Anderson (Ministerial) <kirby.anderson@ministerial.qld.gov.au>

Cc: Government Advertising and Communication Committee <GACC@premiers.qld.gov.au>

Subject: Seeking out of session approval ASAP: GACC submissions considered at meeting this morning

Dear Kirby

We are seeking your out of session approval of the campaigns which were considered at the GACC meeting this morning.

Released under RTI - BPC

The table below provides a brief summary of the submissions and the rest of the Committee's recommendation on the progression of these submissions. The attachments refer to the hardcopy paperwork previously provided, with some additional late submissions attached.

It would be appreciated if you could review the below and provide your response to the Committee's recommendations by **4pm tomorrow (Tuesday 13 December)**.

Once we receive your feedback, we will issue NoDs based on the recommendation below.

Attachment #	Recommendation
s.73 Not Relevant	

Released under RTI - DA Campaigns

7.	<p>Minor campaign for approval Queensland Police Service – No fights tonight</p>	<ul style="list-style-type: none"> - Not approved to proceed to market as the messaging does not align with other Queensland Government campaigns currently in market including Queensland Health 'What's your relationship with alcohol' campaign. <p>Recommendation to QPS will be to work with DPC on utilising existing campaign materials. DPC to coordinate meeting with QPS to develop a more coordinated effort before campaigns are sent to GACC.</p>
8.	<p>Minor campaign for approval Queensland Police Service – There's a dark side to alcohol #ControlYourself</p>	<ul style="list-style-type: none"> - Not approved to proceed to market as the messaging does not align with other Queensland Government campaigns currently in market including Queensland Health 'What's your relationship with alcohol' campaign. <p>Recommendation to QPS will be to work with DPC on utilising existing campaign materials. DPC to coordinate meeting with QPS to develop a more coordinated effort before campaigns are sent to GACC.</p>

Please let me know if you would like any further information on these campaigns.

Best regards
Elise



Queensland
Government

Elise Trevilyan
Advertising Coordinator, Communication Services
Strategy and Engagement
Department of the Premier and Cabinet
P 07 3003 9130 M [REDACTED]
Executive Building, Level 2, 100 George Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

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If not an intended recipient of this email, you must not copy, distribute or take any action(s) that relies on it, any form of disclosure, modification, distribution and/or publication of this email is also prohibited.

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Please consider the environment before printing this email.

Government Advertising and Communication Committee

From: Government Advertising and Communication Committee
Sent: Thursday, 15 December 2016 2:33 PM
To: Kirby Anderson (Ministerial); Government Advertising and Communication Committee
Cc: Filly Morgan; Louise Litchfield
Subject: RE: Seeking out of session approval ASAP: GACC submissions considered at meeting this morning

Importance:

High

Thanks Kirby

I'm taking your response to mean all recommendations provided by the Committee in the meeting on Monday - outlined in Elise's original email below - are OK to proceed.
Please let us know otherwise.

Kind regards,
Adrienne

From: Kirby Anderson [mailto:Kirby.Anderson@ministerial.qld.gov.au]
Sent: Thursday, 15 December 2016 2:26 PM
To: Government Advertising and Communication Committee <GACC@premiers.qld.gov.au>
Cc: Filly Morgan <filly.morgan@premiers.qld.gov.au>; Louise Litchfield <louise.litchfield@premiers.qld.gov.au>
Subject: RE: Seeking out of session approval ASAP: GACC submissions considered at meeting this morning

OK to proceed

From: Government Advertising and Communication Committee [mailto:GACC@premiers.qld.gov.au]
Sent: Thursday, 15 December 2016 2:08 PM
To: Kirby Anderson <Kirby.Anderson@ministerial.qld.gov.au>
Cc: Filly Morgan <filly.morgan@premiers.qld.gov.au>; Government Advertising and Communication Committee <GACC@premiers.qld.gov.au>; Louise Litchfield <louise.litchfield@premiers.qld.gov.au>
Subject: RE: Seeking out of session approval ASAP: GACC submissions considered at meeting this morning
Importance: High

Hi Kirby,

Just following up on a voice message and the below email regarding GACC approvals.

Two campaigns ([REDACTED]) have now reached booking deadlines and they may miss scheduled start dates.

If there are issues with the approval of one particular campaign, would it be possible to approve the others?

Please don't hesitate to call me if you need to discuss - [REDACTED]

Thanks
Adrienne



Queensland
Government

Level 29, 1 William Street, Brisbane QLD 4000
PO Box 15185, City East, QLD 4002

P 07 3003 9131

Adrienne Lohé
A/Team Leader – Advertising, Communication Services
Strategy and Engagement
Department of the Premier and Cabinet

From: Louise Litchfield

Sent: Wednesday, 14 December 2016 2:47 PM

To: Kirby Anderson (Ministerial) <kirby.anderson@ministerial.qld.gov.au>

Cc: Filly Morgan <filly.morgan@premiers.qld.gov.au>; Government Advertising and Communication Committee <GACC@premiers.qld.gov.au>

Subject: FW: Seeking out of session approval ASAP: GACC submissions considered at meeting this morning

Hi Kirby

Just following up on these. As you know, the QAO were at the GACC meeting and as Premier's Office was not represented, we committed to getting your sign off before we proceeded. We have agencies chasing us for urgent approvals.

Thanks

Lou

From: Government Advertising and Communication Committee

Sent: Wednesday, 14 December 2016 9:03 AM

To: Kirby Anderson (Ministerial) <kirby.anderson@ministerial.qld.gov.au>

Cc: Government Advertising and Communication Committee <GACC@premiers.qld.gov.au>

Subject: Seeking out of session approval ASAP: GACC submissions considered at meeting this morning

Hi Kirby

Could you please let me know **ASAP** whether you agree with the Committee's recommendations from Monday's meeting detailed below? We are waiting on your feedback before we can approve campaigns to proceed.

An email sent yesterday re the [REDACTED] is also attached for your approval.

Thank you for your help

Elise

Elise Trevillyan

Advertising Coordinator, Communication Services

Strategy and Engagement

Department of the Premier and Cabinet

P 07 3003 9130 M [REDACTED]

Level 29, 1 William Street, Brisbane QLD 4000

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Queensland
Government

From: Government Advertising and Communication Committee

Sent: Monday, 12 December 2016 4:08 PM

To: Kirby Anderson (Ministerial) <kirby.anderson@ministerial.qld.gov.au>

Cc: Government Advertising and Communication Committee <GACC@premiers.qld.gov.au>

Subject: Seeking out of session approval ASAP: GACC submissions considered at meeting this morning

Dear Kirby

We are seeking your out of session approval of the campaigns which were considered at the GACC meeting this morning.

Released under RTI - OPC

The table below provides a brief summary of the submissions and the rest of the Committee's recommendation on the progression of these submissions. The attachments refer to the hardcopy paperwork previously provided, with some additional late submissions attached.

It would be appreciated if you could review the below and provide your response to the Committee's recommendations by **4pm tomorrow (Tuesday 13 December)**.

Once we receive your feedback, we will issue NoDs based on the recommendation below.

Attachment #	Recommendation
<p>s.73 Not Relevant</p> <p>Released under RTI - DR</p>	Campaigns

7.	<p>Minor campaign for approval Queensland Police Service – No fights tonight</p>	<ul style="list-style-type: none">- Not approved to proceed to market as the messaging does not align with other Queensland Government campaigns currently in market including Queensland Health 'What's your relationship with alcohol' campaign. <p>Recommendation to QPS will be to work with DPC on utilising existing campaign materials. DPC to coordinate meeting with QPS to develop a more coordinated effort before campaigns are sent to GACC.</p>
8.	<p>Minor campaign for approval Queensland Police Service – There's a dark side to alcohol #ControlYourself</p>	<ul style="list-style-type: none">- Not approved to proceed to market as the messaging does not align with other Queensland Government campaigns currently in market including Queensland Health 'What's your relationship with alcohol' campaign. <p>Recommendation to QPS will be to work with DPC on utilising existing campaign materials. DPC to coordinate meeting with QPS to develop a more coordinated effort before campaigns are sent to GACC.</p>

Please let me know if you would like any further information on these campaigns.

Best regards
Elise



Queensland
Government

Elise Trevilyan
Advertising Coordinator, Communication Services
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GACC summary notes – Minor campaign rationale

Name of campaign	Sport and Recreation Disaster Recovery Program – Department of National Parks, Sport and Racing (NPSR) (Attachment 7)
Overview of communication activity	<ul style="list-style-type: none"> - Objectives: <ol style="list-style-type: none"> 1. To communicate to flood affected communities that help for local sport and recreation clubs is available. 2. To communicate that handwritten applications will be accepted for those that have restricted access to computers/devices. - Sport and recreation clubs across Queensland that have been affected by Tropical Cyclone Debbie are being urged to apply for the Queensland Government's Sport and Recreation Disaster Recovery Program (SRDRP). - SRDRP supports not-for-profit sport and recreation organisations with funding to re-establish their facilities and activities after extreme natural events, including flooding. - Due to accessibility issues faced by Queensland's flood affected communities, local newspapers may provide the most practical communication tool for the program. - Funding of up to \$5000 (Level 1) and \$20,000 (Level 2) may be available for eligible sport and recreation organisations located in areas recently declared under the Natural Disaster Relief and Recovery Arrangements (NDRRA). - This program has been activated during previous natural disaster events. On those occasions, newspapers advertisements were not placed. A key learning from these previous events was that there was a major gap in communicating with target audiences as many were experiencing telecommunications/internet issues and therefore did not receive departmental e-correspondence.
Communication approach (media proposed)	<ul style="list-style-type: none"> - Newspaper advertisements in local newspapers in the flood affected communities. - At present information is published on website: www.qld.gov.au/recreation/sports/funding/disaster-recovery/ - Facebook posts and Vision 6 e-correspondence has also been used to distribute information on the program to known clients of Sport and Recreation Services. A Ministerial Media Statement has also been issued.
Proposed timing of campaign	<ul style="list-style-type: none"> - The program is open now. NPSR would like to commence advertising as soon as possible to ensure clubs can make funding applications within the time period required.
Target audience	<ul style="list-style-type: none"> - Flood affected communities in the following council areas: Banana Shire, Central Highlands, Gladstone, Gold Coast, Gympie, Ipswich, Isaac, Livingstone Shire, Lockyer Valley, Logan, Mackay, Moreton Bay, Noosa Shire, North Burnett, Rockhampton, Scenic Rim, South Burnett, Somerset, Southern Downs, Sunshine Coast, Toowoomba, Whitsunday. - Clubs will be contacted by Sport and Recreation Service Centres. However many clubs may not have computer access at present. The placement of advertisements will ensure more target audiences can be reached.
Campaign expenditure	<ul style="list-style-type: none"> - A quote has not as yet been obtained through Blaze for newspaper advertisements.
Risks of not proceeding	<ul style="list-style-type: none"> - Many sport clubs may not be aware of this government support without this extra communication avenue. As many clubs will be struggling with accessibility issues at present, it will be important that to promote the program via local newspapers.

Minor campaign/communication rationale For GACC noting

Contact details

Department

National Parks, Sport and Racing

Contact officer

Director, Communication Services

Contact phone

Have you received your Director-General's endorsement?

Yes

Details of strategy

What is the activity or the title of the campaign?

Sport and Recreation Disaster Recovery Program

What research findings or data have informed the decision to advertise/communicate/engage?

Sport and recreation clubs across Queensland that have been affected by Tropical Cyclone Debbie are being urged to apply for the Queensland Government's Sport and Recreation Disaster Recovery Program (SRDRP).

SRDRP supports not-for-profit sport and recreation organisations with funding to re-establish their facilities and activities after extreme natural events, including flooding and associated damage.

In light of the accessibility issues faced by Queensland's flood affected communities, we believe local newspapers may provide the most practical communication tool for the funding program.

What are the key objectives of the communication activity?

1. To communicate to flood affected communities that help for local sport and recreation clubs is available.
2. To communicate that handwritten applications will be accepted for those that have restricted access to computers/devices.

Minor campaign/communication rationale For GACC noting

What are the messages you want to communicate?

We need to communicate to flood affected Queensland communities the following key messages:

Funding of up to \$5000 (Level 1) and \$20,000 (Level 2) may be available for eligible sport and recreation organisations located in areas recently declared under the Natural Disaster Relief and Recovery Arrangements (NDRRA).

To be eligible sport and recreation clubs must:

- be located in an NDRRA Category A-C declared disaster affected area (depending on level of funding requested)
- be an incorporated local or regional not-for-profit organisation with a primary objective relating to sport and recreation.

Application forms are available from Sport and Recreation Service Centres, the website or via phone.

Who is your target audience and how do you know you will reach them?

Flood affected communities in the following council areas:

Banana Shire Council, Central Highlands Regional Council, Gladstone Regional Council, Gold Coast City Council, Gympie Regional Council, Ipswich City Council, Isaac Regional Council, Livingstone Shire Council, Lockyer Valley Regional Council, Logan City Council, Mackay Regional Council, Moreton Bay Regional Council, Noosa Shire Council, North Burnett Regional Council, Rockhampton Regional Council, Scenic Rim Regional Council, South Burnett Regional Council, Somerset Regional Council, Southern Downs Regional Council, Sunshine Coast Regional Council, Toowoomba Regional Council, Whitsunday Regional Council.

Clubs will be contacted by Sport and Recreation Service Centres. However many clubs may not have computer access at present. The placement of advertisements will ensure more target audiences can be reached.

What has been done in the past to try and address this? What has been learnt from previous tactics?

This program has been activated during previous natural disaster events. On those occasions, newspapers advertisements were not placed.

A key learning from these previous events was that there was a major gap in communicating with target audiences as many were experiencing telecommunications/internet issues and therefore did not receive departmental e-correspondence.

The inclusion of newspaper advertising, on this occasion, will ensure that more clubs become aware that government support is available to help them get on their feet.

This is especially important as this current natural disaster has affected a significantly larger number of communities than those in previous years, including Cyclone Yasi.

How prevalent and widespread is the issue within Queensland?

The program is available for flood affected communities in the following council areas:

Banana Shire Council, Central Highlands Regional Council, Gladstone Regional Council, Gold Coast City Council, Gympie Regional Council, Ipswich City Council, Isaac Regional Council, Livingstone Shire Council, Lockyer Valley Regional Council, Logan City Council, Mackay Regional Council, Moreton Bay Regional Council, Noosa Shire Council, North Burnett Regional Council, Rockhampton Regional Council, Scenic Rim Regional Council, South Burnett Regional Council, Somerset Regional Council, Southern Downs Regional Council, Sunshine Coast Regional Council, Toowoomba Regional Council, Whitsunday Regional Council.

Minor campaign/communication rationale For GACC noting

What communication methods are you using? Eg. television/radio/press

At present we have information on our website: www.qld.gov.au/recreation/sports/funding/disaster-recovery/

Facebook posts and Vision 6 e-correspondence has also been used to distribute information on the program known clients of Sport and Recreation Services.

A Ministerial Media Statement has also been issued.

What is the proposed timing of this activity/campaign?

The program is open now. NPSR would like to commence advertising as soon as possible to ensure that clubs can make funding applications within the time period required.

Urgent endorsement is sought as many regional newspapers only publish weekly and will require lengthy lead time for insertion.

What is the budget breakdown? Please be specific. Eg. market research/production/placement

Newspaper advertisements in local newspapers in the flood affected communities. A quote has not as yet been obtained through Blaze.

What will happen if the proposed campaign/communication isn't implemented?

Many sport clubs may not be aware of this government support without this extra communication avenue.

As many clubs will be struggling with accessibility issues at present, it will be important that we can promote the program via local newspapers.

What could impact success of the advertising?

Prevalence/placement of advert in the newspaper.

Have you considered whole-of-government collaboration for the proposed campaign?

NPSR would be open to this option if this is what is deemed most suitable.

For instance, if GACC decided to place whole-of-government assistance advertisements, then it would be appropriate for information on this program to be included.