

MARKETING COMMUNICATIONS APPROVAL REPORT - MARCH 2018

CAMPAIGNS

ID	Campaign Title	Department	Synopsis	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)
18-88	New Drug Driving Laws	Motor Accident Commission	Communications Campaign to inform the public of the new drug driving laws taking effect from 8 March 2018.	25/02/2018	12/05/2018	22/02/2018	\$296,777
18-96	2018 Footy Express	Department of Planning, Transport and Infrastructure	To encourage use of free and additional public transport services to and from the Adelaide Oval during the AFL Season.	18/03/2018	30/09/2018	8/03/2018	\$97,364

EVALUATIONS

ID	Campaign Title	Department	Outcome	Start Date	End Date	Approval Date	Actual Expenditure exGST (\$)
		nil					

BRANDING EXEMPTIONS

ID	Entity	Department	Synopsis	Exemption Type	Approval Date	Premier Approval Date
		nil				

