

MARKETING COMMUNICATIONS APPROVAL REPORT - SEPTEMBER 2018

CAMPAIGNS

| ID | Campaign Title | Department | Synopsis | Start Date | End Date | Approval Date | Proposed Budget exGST (\$) |
|--------|--|-------------------------------------|---|------------|------------|---------------|----------------------------|
| 18-126 | HomeStart Future You FY19 | HomeStart Finance | A campaign designed to increase the number of home owners in SA. | 1/09/2018 | 30/06/2019 | 14/08/2018 | \$1,018,271 |
| 18-149 | 2018-19 International Marketing Approach | South Australian Tourism Commission | Marketing activities designed to drive visitation from key international markets. | 24/09/2018 | 30/06/2019 | 7/09/2018 | \$8,836,000 |
| 18-150 | 2018-19 National Partnerships | South Australian Tourism Commission | Cooperative marketing activities with travel trade and booking partners. | 24/09/2018 | 30/06/2019 | 7/09/2018 | \$2,300,000 |
| 18-134 | Domestic Marketing 2018-19 | South Australian Tourism Commission | A new domestic marketing campaign to enhance interstate and intrastate visitation. | 10/09/2018 | 30/06/2019 | 10/09/2018 | \$10,200,426 |
| 18-142 | Electrical and Gas Safety FY1819 - DEM | Department for Energy and Mining | Communications promoting safe and responsible use of electrical and gas equipment. | 16/09/2018 | 30/06/2019 | 9/09/2018 | \$75,000 |
| 18-133 | Anti Drink Driving FY18/18 | Motor Accident Commission | A campaign designed to help reduce road trauma experienced on South Australian roads. | 2/09/2018 | 30/03/2019 | 14/08/2018 | \$627,579 |

EVALUATIONS

| ID | Campaign Title | Department | Outcome | Start Date | End Date | Approval Date | Actual Expenditure exGST (\$) |
|----|----------------|------------|---------|------------|----------|---------------|-------------------------------|
| | Nil | | | | | | |
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BRANDING EXEMPTIONS

| ID | Entity | Department | Synopsis | Exemption Type | Approval Date | Ministerial Approval Date |
|----|--------|------------|----------|----------------|---------------|---------------------------|
| | Nil | | | | | |
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