

MARKETING COMMUNICATIONS APPROVAL REPORT - MARCH 2019

CAMPAIGNS

ID	Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
18-175	Pedestrian Safety	Motor Accident Commission	3/03/2019	26/05/2019	7/02/2019	\$242,048	A public education campaign targeting drivers most at risk of hitting pedestrians
19-180	Payroll Tax Campaign	Department of Treasury and Finance	3/03/2019	13/04/2019	14/02/2019	\$400,000	State-wide campaign to raise awareness of the significant reforms to payroll tax for South Australian small businesses.
19-187	Aboriginal Power Cup - MAC Partnership	Motor Accident Commission	4/03/2019	22/06/2019	3/03/2019	\$65,000	A community partnership designed to help address the issues impacting road safety in remote Aboriginal communities.
19-181	Let Nature Be Your Guide	Department for Environment and Water	11/03/2019	30/06/2019	4/03/2019	\$99,979	The campaign designed to heighten awareness of Cleland National Park, helping to engage with visitors who will descend on the city in March.
19-182	Country Health Connect 2018-2019	Department for Health and Wellbeing	17/03/2019	29/06/2019	12/03/2019	\$240,000	A campaign designed to support Country Health, to increase its share of the aged care and disability services market in South Australia.
19-190	2019 Jobs SA initiative	Department of the Premier and Cabinet	18/03/2019	5/05/2019	17/03/2019	Redacted Commercial in Confidence	Providing businesses with the opportunity to advertise vacancy positions free of charge in News Corp publications.
19-179	Free Public Transport Services - 2019 AFL Season	Department of Planning, Transport and Infrastructure	22/03/2019	25/08/2019	20/03/2019	\$60,000	Communications designed to encourage Adelaide Oval crowds to use the dedicated Footy Express, and regular Adelaide Metro services, to get to and from AFL games.
18-171	MAC Footy Express Partnership	Motor Accident Commission	23/03/2019	14/09/2019	18/03/2019	\$692,677	Road safety messages designed to raise awareness of driver distraction/inattention and drink driving to audiences attending Adelaide Oval during the AFL Season.
19-183	Changes to screening checks	Department of Human Services	28/03/2019	30/06/2021	25/03/2019	\$350,000	Public education to promote the stronger, more effective screening laws for people wanting to work or volunteer with children in South Australia.
19-188	Enjoy. Explore. Preserve.	SA Water	29/03/2019	30/06/2019	21/03/2019	\$132,000	A campaign to support the growth of nature-based tourism – promoting the opening of reservoirs for recreational enjoyment.

EVALUATIONS

ID	Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
	Nil						

BRANDING EXEMPTIONS

ID	Entity	Department	Approval Date	Ministerial Approval Date	Exemption Type
	Nil				

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