

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - JANUARY 2026**

CAMPAIGNS \$55,000 to \$199,999

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
School Vaccination Program 2026	SA Health	9/02/2026	30/06/2026	21/01/2026	\$195,000	A campaign to increase awareness of the School Immunisation Program, which provides free recommended vaccines to South Australian students in years 7 & 10
Join the Team in Green 2026	SA Ambulance Service	1/02/2026	30/06/2026	22/01/2026	\$71,000	A campaign to raise awareness of the need for ambulance service volunteers in regional areas
Future SA Partnership	Study Adelaide	20/02/2026	30/06/2026	23/01/2026	\$85,000	A campaign to foster community support for international students by building awareness on their contribution to the state

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Young Drivers FY25/26	South Australia Police	1/02/2026	30/05/2026	29/01/2026	\$390,000	A road safety campaign that addresses young drivers (16-24) and promotes safer driving habits
Regional Drivers FY25/26	South Australia Police	1/03/2026	30/05/2026	29/01/2026	\$450,000	A road safety campaign that targets regional drivers in South Australia

EVALUATIONS

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