

## MARKETING COMMUNICATIONS APPROVAL REPORT - JULY 2018

### CAMPAIGNS

ID	Campaign Title	Department	Synopsis	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)
18-106	Food and Wine	South Australian Tourism Commission	Campaign designed to promote the State's world class food and wine to domestic audiences, to encourage visitation.	1/07/2018	31/08/2018	11/05/2018	\$799,048
18-118	Short Courses for Anyone and Everyone	TAFE SA	Public education campaign designed to encourage one to enrol in one of TAFE SA's extensive range of short courses.	1/07/2018	31/12/2018	25/06/2018	\$180,214
18-115	Regional Drivers	Motor Accident Commission	Road safety public education campaign designed to reduce road trauma experienced through-out regional South Australia.	15/07/2018	31/08/2018	29/06/2018	\$783,668
18-127	2018/19 Digital Marketing Campaign	South Australian Tourism Commission	Digital campaign designed to leverage interest in South Australia, driving online traffic to southaustralia.com, and converting the online traffic generated into leads and referrals to local tourism operators.	16/07/2018	30/11/2018	6/07/2018	\$700,000
18-114	One Biosecurity - Launch and Roll Out	Department of Primary Industries and Regions	State-wide public education designed to promote the 'One Biosecurity' – a new approach to risk management of livestock diseases in South Australia.	30/07/2018	30/12/2018	16/07/2018	\$81,992
18-119	2019 Santos Tour Down Under	South Australian Tourism Commission	Advertising campaign designed to promote and encourage local, national and international audiences to attend Australian's world class cycling event, the 2019 Santos Tour Down Under.	19/07/2018	20/01/2019	17/07/2018	Redacted Commercial in Confidence

### 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					