

MARKETING COMMUNICATIONS APPROVAL REPORT - NOVEMBER 2018

CAMPAIGNS

ID	Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
18-141	Motorcycles No Place to Race FY1819	Motor Accident Commission	4/11/2018	9/02/2019	19/09/2018	\$451,107	Motorcycle road safety campaign featuring Mick Doohan.
18-163	Morphettville	SA Housing Trust	1/11/2018	30/06/2019	17/10/2018	\$102,912	Communications designed to promote affordable and appropriate housing opportunities to South Australians.
18-166	SAAS Take the Step Volunteer Recruitment Campaign 2018-19	Department for Health and Ageing	11/11/2018	30/06/2019	23/10/2018	\$100,284	Communications designed to attract new volunteers to the SA Ambulance Service.
18-155	Distractions	Motor Accident Commission	4/11/2018	2/03/2019	28/10/2018	\$467,639	A new advertising campaign designed to tackle driver inattention.
18-162	2018-19 Smoking Cessation Campaign	Department for Health and Ageing	11/11/2018	30/09/2019	31/10/2018	\$1,746,000	Public education designed to help reduce smoking prevalence to 8% by 2020.
18-168	Skilling South Australia - Media content Partnership News Corp	Department for Industry and Skills	27/11/2018	25/06/2019	12/11/2018	\$194,965	Communications to raise awareness of the skilled career opportunities that are achievable through training and apprenticeships.
18-146	Encounter Youth Partnership - Schoolies Festival 2018	Motor Accident Commission	23/11/2018	25/11/2018	13/11/2018	\$260,500	To assist in the reduction of road trauma amongst young people in South Australia.
18-123	Bowden	Renewal SA	1/11/2018	30/06/2019	25/10/2018	\$673,000	A new campaign designed to help drive residential sales in Bowden.
18-152	2018-19 Fruit Fly Public Awareness Campaign	Department of Primary Industries and Regions	25/11/2018	30/06/2019	27/11/2018	\$145,000	Community awareness campaign to alert the public, fruit and vegetable importers/exporters, wholesalers and retailers on the measures required to keep South Australia's fruit fly free status.

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
21	South Australian Productivity Commission	Department of the Premier and Cabinet	30/10/2018	2/11/2018	Full Exemption: Entity logo only

Sensitive: SA Cabinet - I2 - A1



Government of
South Australia