

MARKETING COMMUNICATIONS APPROVAL REPORT - MAY 2018

CAMPAIGNS

ID	Campaign Title	Department	Synopsis	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)
18-97	132500 Campaign	State Emergency Service	Communications designed to educate the community on the types of emergency assistance the SES is readily able to provide. An assessment of calls to the SES have found that a high number of calls are for assistance that the SES does not provide - causing delays to call waiting times to those which require assistance.	25/05/2018	31/08/2018	15/05/2018	\$370,500
18-103	BreastScreen SA 2018 Communications Strategy	Department for Health and Ageing	Communications to encourage South Australian women aged 50 to 74 years to a free screening mammogram. The aim is to reduce deaths from breast cancer through early detection.	1/05/2018	31/12/2018	27/04/2018	\$59,800

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					

