

GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - JANUARY 2024

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

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Nil					

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Motorcycles FY23/24	South Australia Police	1/01/2024	29/02/2024	\$500,000	A campaign to encourage motorcyclists on thrill rides to slow down to avoid serious injury or death
Seatbelts FY23/24	South Australia Police	1/01/2024	31/05/2024	\$580,000	A campaign to raise awareness of the risk of driving without a seatbelt and, in turn, increase seatbelt compliance
Santos Tour Down Under THINK! Road Safety 2024	Department of Infrastructure and Transport	8/01/2024	22/01/2024	\$250,000	A campaign to promote cycling road safety and build brand awarness for THINK! Road Safety in conjunction with the Santos Tour Down Under 2024

EVALUATIONS

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



Government of
South Australia