

MARKETING COMMUNICATIONS APPROVAL REPORT - AUGUST 2018

CAMPAIGNS

ID	Campaign Title	Department	Synopsis	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)
18-117	South Australia the Defence State 18/19	Defence SA	A campaign to increase the general public's understanding of defence projects and job opportunities, and to continue to strengthen the state's standing as the Defence State.	1/08/2018	30/06/2019	23/07/2018	\$150,000
18-104	2018 Adelaide Fashion Festival	Events South Australia	This campaign will seek to promote the 2018 Adelaide Fashion Festival (AFF) from 17 - 21 October.	7/08/2018	21/10/2018	18/07/2018	Redacted Commercial in Confidence
18-130	2018/19 Student Recruitment Campaign	TAFE SA	The primary aim of this recruitment campaign is to drive enquiries for TAFE SA courses.	13/08/2018	30/06/2019	31/07/2018	\$1,013,030

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	Ministerial Approval Date
	Nil					

