

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - MARCH 2022**

CAMPAIGNS \$50,000 to \$199,999

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Adelaide Riverbank - Festival Plaza Launch	Renewal SA	4/03/2022	30/06/2022	22/01/2022	\$193,000	A campaign to raise public awareness of the opening of the Festival Plaza and Adelaide Riverbank entertainment precinct
Get Healthy	Department for Health and Wellbeing	7/03/2022	30/06/2022	12/02/2022	\$175,000	A campaign to promote the Get Healthy service designed to support adults to make sustained improvements in healthy eating, physical activity and healthy weight
Volunteer Attraction Campaign 2021/22	SA Ambulance Service	1/03/2022	30/06/2022	13/12/2021	\$95,000	A campaign to attract new volunteers to SA Ambulance Service in regional South Australia
Adelaide Biennial of Australian Art	Art Gallery of South Australia	3/03/2022	5/06/2022	9/02/2022	\$150,000	A campaign to promote the Adelaide Biennial Exhibition of Australian contemporary art

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
National Parks and Wildlife Service Marketing	Department for Environment and Water	7/03/2022	30/06/2022	\$310,580	A campaign to encourage interstate and intrastate visitors to visit parks across the state
AFL Partnerships Road Safety 2022	Department for Infrastructure and Transport	7/03/2022	4/09/2022	\$330,000	A Think! Road Safety Partnership to encourage fans to think about their behaviour while on the road as well as promote public transport service as a safer alternative to a private vehicle
Senior Drivers FY21/22	South Australia Police	1/03/2022	31/03/2022	\$800,000	A campaign to raise awareness of the possible dangers facing senior drivers
Speed Campaign FY21/22	South Australia Police	1/03/2022	31/03/2022	\$650,000	A campaign to promote speed compliance and educate the community on the benefits of lower speeds in reducing road trauma

EVALUATIONS

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



**Government of
South Australia**

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