

**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
SA Magnet State	Department of the Premier and Cabinet	14/03/2022	30/06/2023	\$3,500,000	A campaign to magnify the state and raise awareness and appeal of living in South Australia
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**