

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Child and Adolescent Virtual Urgent Care Service	Department for Health and Wellbeing	8/05/2022	31/07/2022	30/04/2022	\$100,000	A campaign to raise awareness of the Child and Adolescent Virtual Urgent Care Service, providing parents and carers of children (aged 0-18 years) with non-life-threatening emergencies, access to timely medical advice in their home or community by directing and coordinating care through a video platform
Water Talks	SA Water	30/05/2022	30/06/2022	27/05/2022	\$100,000	A Campaign to raise awareness of SA Water's proposed investment for 2024-28, and encourage stakeholder engagement, to ensure business planning and proposed future investment is aligned to customer priorities and feedback
Rakuten Japan Promotion	Department for Trade and Investment	27/05/2022	31/05/2023	10/02/2022	\$175,000	An initiative to support South Australian companies on Japan's largest e-commerce site, Rakuten, to support in-market products grow their market share and support those wanting to enter the market

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
COVID-19 Booster Campaign	Department of the Premier and Cabinet	1/05/2022	31/08/2022	\$2,000,000	A campaign to help educate South Australians on the benefits of the COVID-19 booster
International Education Marketing Campaign 2020/23	Department for Trade and Investment	2/05/2022	30/06/2023	\$1,000,000	A campaign to reinvigorate the international education market post international border re-openings

EVALUATIONS

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



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