

## Whole of Government advertising

The Government of South Australia is committed to providing all South Australians with information about its policies, services, programs and initiatives; as well as information on all matters that affect South Australians' rights, benefits and obligations.

Conveying public value via marketing communications is regarded as integral to meeting this commitment to the community, and the government is constantly looking for ways to effectively engage with the community without compromising on quality or effectiveness.

### Categories of Government advertising

Advertising conducted by the Government of South Australia encompasses a diverse range of activities and objectives. These include, but are not limited to:

- promoting behavioural change for social good – for example: road-safety, environment, sustainability and conservation
- providing information regarding government services and policies – public transport changes, service locations and facilities
- recruiting staff – regular recruitment advertising or special campaigns
- increasing enrolments and participation in education – school open days and TAFE enrolments
- raising awareness of health issues – vaccination awareness and smoking cessation
- providing information regarding changes to legislation – consumer rights, law amendments
- driving retail sales – tourism, events and festivals
- encouraging investment in the state – interstate business awareness and migration.

The Government of South Australia proactively manages and provides oversight of advertising activity through a range of policies, guidelines and processes administered by Government Communications Advice (GCA) in DPC, overseen by the Premier's Communications Advisory Group.

The *Marketing Communications Guidelines* provide instruction and assistance to government agencies on appropriate and effective use of public funds for advertising and associated marketing communications activities.

The [GCA website](#) provides information and advice to help government marketing and communications personnel improve the quality, value and effectiveness of their external communications.

### Expenditure on Government advertising

The government's expenditure on media advertising in 2015-16 was \$8.84 million less when compared to the baseline year of 2009-10.

The increase of \$2.46 million from 2014-15 to 2015-16 was anticipated, given the addition of key priority campaigns such as community consultation on the nuclear fuel cycle, encouraging investment in the state through tax reform and increased expenditure on health and tourism campaigns. The highest spending campaigns are those that also generate the most benefit to the state by increasing investment, tourism, health or safety.

During 2015-16, DPC maintained a Master Media Agency (MMA) contract with Mediaedge:CIA for the provision of media planning and booking services. All South Australian government agencies are required to use the MMA system.

The following table indicates expenditure on advertising by Government of South Australia agencies via the MMA contract during 2015-16.

<b>Government agency</b>	<b>Total media spend \$ (exc. GST)</b>
Adelaide Cemeteries Authority	149 477
Adelaide Festival Centre Trust	1 020 918
Adelaide Festival Corporation	431 467
Adelaide Film Festival	53 708
Adelaide Shores	5 100
Attorney-General (including Public Trustee, SafeWork SA)	237 882
Auditor-General	5 421
Austraining International	12 379
Country Arts SA	6 368
Country Fire Service	457 656
Courts Administration Authority	15 544
Defence SA	119 715
Department for Communities and Social Inclusion	65 654
Department for Correctional Services	55 185
Department for Education and Child Development	699 602
Department of Environment, Water and Natural Resources	263 636
Department of Planning, Transport and Infrastructure	595 859
Department of Primary Industries and Regions SA	234 500
Department of State Development (including Art Gallery of SA, SA Museum, State Library of SA, Public Library Services)	1 944 801

<b>Government agency</b>	<b>Total media spend \$ (exc. GST)</b>
Department of the Premier and Cabinet	810 470
Department of Treasury and Finance	151 208
Education Adelaide	171
Electoral Commission South Australia	26 409
Environment Protection Authority	29 616
Funds SA	14 530
History SA	76 353
HomeStart Finance	583 713
Independent Commissioner Against Corruption	7 043
Legal Services Commission	5 980
Motor Accident Commission	3 755 781
Parliament House	58 067
Renewal SA	732 627
ReturnToWorkSA	22 211
SA Electoral Districts Boundaries Commission	37 024
SA Health	3 391 227
SA Water	105 712
SACE Board of South Australia	6 280
South Australia Police	269 570
South Australian Civil and Administrative Tribunal	4 825
South Australian Fire and Emergency Services Commission	382 921
South Australian Tourism Commission (including Motor Sport Group)	10 028 059
State Opera of South Australia	143 536

<b>Government agency</b>	<b>Total media spend \$ (exc. GST)</b>
State Theatre Company	195 434
TAFE SA	910 435
Windmill Theatre	9 462
<b>Total</b>	<b>28 133 538</b>

### Top 10 Government advertising campaigns by media expenditure

The following table details the top 10 advertising campaigns, by expenditure, for 2015-16.

<b>Agency</b>	<b>Title of campaign</b>	<b>Media expenditure \$ (exc. GST)</b>
SA Tourism Commission	Interstate Tourism	6 453 956
Drug and Alcohol Services SA (SA Health)	Smoking Cessation	1 560 103
SA Tourism Commission	Tour Down Under	886 543
SA Tourism Commission	Intrastate Tourism	858 721
The Motor Sport Group (SA Tourism Commission)	Clipsal 500	831 597
Motor Accident Commission	Driver Safety - Drugs	670 217
Department of State Development	Investment Attraction - Tax Reforms	644 534
Motor Accident Commission	Driver Safety - Distraction	628 916
Motor Accident Commission	Driver Safety - Regional Drivers	624 384
Motor Accident Commission	Driver Safety - Drink Drive	622 209

## Top 10 Department of the Premier and Cabinet advertising campaigns by media expenditure

The following table details the major advertising campaigns by DPC during 2015-16.

DPC division	Title of campaign	Media expenditure \$ (exc. GST)
Engagement and Response Division	Nuclear Consultation Communications (Phase One)	401 238
Strategic Communications	Jobs SA 2016 initiative	150 000
Strategic Communications	Economic Priorities	107 786

*Notes for all media expenditure figures quoted:*

- Gross media expenditure (exc. GST) reported by the MMA under the contract which DPC manages.
- The title of the campaign is the one used by the responsible government agency and may vary compared to how it was known in the market.
- Expenditure does not include creative, production, research and other related costs, which were incurred by the individual government agency during the preparation of advertising materials.
- Figures correct as at 17 August 2016.