



**OFFICIAL: Sensitive**

Your Ref : 23-2042  
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Hon. Heidi Girolamo  
Parliament House North Terrace  
ADELAIDE SA 5000

Email: [Girolamo.office@parliament.sa.gov.au](mailto:Girolamo.office@parliament.sa.gov.au)

Dear Hon. Heidi Girolamo

**Re: Freedom of Information Act application**

In reference to your application made pursuant to the *Freedom of Information Act 1991* (FOI Act), access was sought to:

*“Documents, papers or briefings that show the cost of advertising road safety messages from Jan 1 2023 until March 31 2023.”*

As per our phone discussion on 12 April 2023, it was confirmed and agreed that a table of costs would suffice detailing the dollar amount and description of the advertising including any media spend incurred during the period specified in your request. Subsequently, South Australia Police (SAPOL) has located information that falls within the scope of your request and it is determined to **release the information in full** as per the below.

Description	GLMonth	Amount \$	Description	Additional Details
ROAD SAFETY CAMPAIGNS	January	200.00	Drink Drive	Media spend
DIGITAL COMMUNICATION & MEDIA	January	8,000.00	Digital Communications	Fatal 5 Episode 3: The Story of Byron Gordon Pre-production, Production + Distribution
ROAD SAFETY CAMPAIGNS	February	105.02	Regional	Media spend
ROAD SAFETY CAMPAIGNS	February	1,605.00	Distractions	Media spend
ROAD SAFETY CAMPAIGNS	February	5,713.15	Distractions	Media spend
ROAD SAFETY CAMPAIGNS	February	3,672.78	Distractions	Media spend
ROAD SAFETY CAMPAIGNS	February	2,291.94	Distractions	Media spend
ROAD SAFETY CAMPAIGNS	February	2,112.66	Seatbelts	Media spend



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ROAD SAFETY CAMPAIGNS	February	44,637.46	Drink Drive	Media spend
ROAD SAFETY CAMPAIGNS	February	22,049.07	Drink Driving	Media spend
ROAD SAFETY CAMPAIGNS	February	4,548.51	Drink Drive	Media spend
ROAD SAFETY CAMPAIGNS	February	2,813.00	Drink Drive	Media spend
ROAD SAFETY CAMPAIGNS	February	3,488.00	Drink Drive	Media spend
ROAD SAFETY CAMPAIGNS	February	53.02	Drink Drive	Media spend
DIGITAL COMMUNICATION & MEDIA	February	9,563.20	Digital	Safe cycling podcast media spend
MARKET RESEARCH	February	58,086.36	Market Research	January 2023 Campaign Tracking and Reporting
MARKET RESEARCH	February	31,033.64	Market Research	February 2023 Campaign Tracking and Reporting
ROAD SAFETY CAMPAIGNS	March	6,322.46	Seatbelts	Media spend
ROAD SAFETY CAMPAIGNS	March	2,066.10	Seatbelts	Media spend
ROAD SAFETY CAMPAIGNS	March	3,215.55	Seatbelts	Media spend
ROAD SAFETY CAMPAIGNS	March	5,350.00	Seatbelts	Media spend
ROAD SAFETY CAMPAIGNS	March	5,350.00	Seatbelts	Media spend
ROAD SAFETY CAMPAIGNS	March	561.00	Distractions	Media spend
ROAD SAFETY CAMPAIGNS	March	2,496.00	Motorcycles	Media spend
ROAD SAFETY CAMPAIGNS	March	1,819.00	Other	Road Toll Media Spend
ROAD SAFETY CAMPAIGNS	March	91.00	Other	Road Toll Media Spend
ROAD SAFETY CAMPAIGNS	March	270.40	Other	Road Toll Media Spend
ROAD SAFETY CAMPAIGNS	March	31,252.80	Distractions	Media Spend
ROAD SAFETY CAMPAIGNS	March	20,575.97	Distractions	Media Spend
ROAD SAFETY CAMPAIGNS	March	14,639.74	Distractions	Media Spend
ROAD SAFETY CAMPAIGNS	March	9,167.76	Distraction	Media Spend
ROAD SAFETY CAMPAIGNS	March	33,855.91	Other	Road Toll Media Spend
ROAD SAFETY CAMPAIGNS	March	12,798.42	Other	Road Toll Press - The Advertiser - Saturday Full Page
ROAD SAFETY CAMPAIGNS	March	24,859.25	Speed Enforcement	Extreme Speed production (KWP)
ROAD SAFETY CAMPAIGNS	March	6,420.00	Distractions	Media Spend
ROAD SAFETY CAMPAIGNS	March	3,033.20	Other	Road toll - Production costs
ROAD SAFETY CAMPAIGNS	March	24,998.00	Speed	Drug Driving/ILOL 2022 See Ya Campaign - Production

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ROAD SAFETY CAMPAIGNS	March	14,970.00	Motorcycles	Nation Strategy and Concept Development
ROAD SAFETY CAMPAIGNS	March	351.25	Drink Drive	DRINK DRIVE - Selfish Prick - Design and supply of one digital MREC based on exisiting creative.
DIGITAL COMMUNICATION & MEDIA	March	4,275.00	Digital	Safe Cycling - Additional Concept Development
DIGITAL COMMUNICATION & MEDIA	March	-4,748.00	Refund	
MARKET RESEARCH	March	45,012.73	Market Research	March 2023 Campaign Tracking and Reporting
ROAD SAFETY CAMPAIGNS	March	48,944.16	Motorcycles	Production costs
ROAD SAFETY CAMPAIGNS	March	9,797.17	Distraction	Media Spend
ROAD SAFETY CAMPAIGNS	March	11,340.61	Seatbelts	Media Spend
ROAD SAFETY CAMPAIGNS	March	5,703.10	Seatbelts	Media Spend
ROAD SAFETY CAMPAIGNS	March	144.30	Seatbelts	Media Spend
ROAD SAFETY CAMPAIGNS	March	4,130.20	Seatbelts	Media Spend
ROAD SAFETY CAMPAIGNS	March	4,377.50	Seniors	Media Spend
ROAD SAFETY CAMPAIGNS	March	3,477.50	Seniors	Media Spend
ROAD SAFETY CAMPAIGNS	March	3,201.00	Seniors	Media Spend
ROAD SAFETY CAMPAIGNS	March	1,000.00	Drink Drive	Media Spend
ROAD SAFETY CAMPAIGNS	March	11,772.00	Drink Drive	Media Spend
ROAD SAFETY CAMPAIGNS	March	4,850.00	Speed	Media Spend
ROAD SAFETY CAMPAIGNS	March	64,724.22	Testimonials	Media Spend
ROAD SAFETY CAMPAIGNS	March	30,907.35	Testimonials	Media Spend
ROAD SAFETY CAMPAIGNS	March	20,913.20	Testimonials	Media Spend
ROAD SAFETY CAMPAIGNS	March	400.00	Testimonials	Media Spend
ROAD SAFETY CAMPAIGNS	March	22,078.08	Testimonials	Media Spend
ROAD SAFETY CAMPAIGNS	March	1,840.92	Speed	Media Spend
ROAD SAFETY CAMPAIGNS	March	61,252.59	Drink Drive	Media Spend
ROAD SAFETY CAMPAIGNS	March	17,491.90	Drink Drive	Media Spend
ROAD SAFETY CAMPAIGNS	March	18,430.00	Drink Drive	Media Spend
ROAD SAFETY CAMPAIGNS	March	1,248.00	Speed	Media Spend
ROAD SAFETY CAMPAIGNS	March	44,590.00	Motorcycles	Production costs

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Description	GLMonth	Amount \$	Description	Additional Details
ROAD SAFETY CAMPAIGNS	March	38,399.16	Motorcycles	Production costs
ROAD SAFETY CAMPAIGNS	March	89,440.00	Motorcycles	Production costs
ROAD SAFETY CAMPAIGNS	March	696.90	Drink Drive	Drink Driving TV Campaign - Refresh of CAD Approvals following two year expiry of existing CAD numbers
ROAD SAFETY CAMPAIGNS	March	34,675.00	Fringe	Production costs
ROAD SAFETY CAMPAIGNS	March	3,762.60	Easter	Production costs
ROAD SAFETY CAMPAIGNS	March	455.00	Fringe	Production costs
ROAD SAFETY CAMPAIGNS	March	455.00	Fringe	Production costs
ROAD SAFETY CAMPAIGNS	March	355.00	Fringe	Production costs
ROAD SAFETY CAMPAIGNS	March	455.00	Fringe	Production costs
ROAD SAFETY CAMPAIGNS	March	355.00	Fringe	Production costs
ROAD SAFETY CAMPAIGNS	March	355.00	Fringe	Production costs
ROAD SAFETY CAMPAIGNS	March	355.00	Fringe	Production costs
ROAD SAFETY CAMPAIGNS	March	255.00	Fringe	Production costs
ROAD SAFETY CAMPAIGNS	March	255.00	Fringe	Production costs
ROAD SAFETY CAMPAIGNS	March	255.00	Fringe	Production costs
ROAD SAFETY CAMPAIGNS	March	1,155.00	Fringe	Production costs
ROAD SAFETY CAMPAIGNS	March	24,859.25	Speed	Extreme Speed - campaign development
ROAD SAFETY CAMPAIGNS	March	24,998.00	Drug Drive	Drug Driving 2022 See Ya Campaign - campaign development
<b>TOTAL</b>		<b>1,083,126.06</b>		

**Disclosure Log**

In accordance with the requirements of Premier and Cabinet Circular PC045, details of your FOI application, and the documents to which you are given access, may be published on the SAPOL website Disclosure Log. A copy of PC045 can be found at [https://www.dpc.sa.gov.au/data/assets/pdf\\_file/0019/20818/PC045-Disclosure-Log-Policy.pdf](https://www.dpc.sa.gov.au/data/assets/pdf_file/0019/20818/PC045-Disclosure-Log-Policy.pdf). If you disagree with publication, please advise the undersigned in writing by **2 June 2023**.

Yours sincerely



Senior Sergeant Kelly Johnson  
**Freedom of Information Unit**  
(Accredited Freedom of Information Officer)

5 May 2023