

File: T&F17/0589
A725311



Government of South Australia

**Department of Treasury
and Finance**

22 November 2017

Hon David Ridgway MLC
Parliament House
North Terrace
ADELAIDE SA 5000

State Administration Centre
200 Victoria Square
Adelaide SA 5000

GPO Box 1045
Adelaide SA 5001

DX56205

Tel 08 8226 9500

Fax 08 8226 3819

<http://www.treasury.sa.gov.au>

ABN 19 040 349 865

Sent via email: david.franchitto@parliament.sa.gov.au

Dear Mr Ridgway

Freedom of Information – Budget and actual spend on social media promotion

I refer to your application under the *Freedom of Information Act 1991* (FOI Act), received by the Department of Treasury and Finance (DTF) on 29 September 2017.

Your application specifically requested:

'All documents relating to budget and actual spend of social media by DTF for 2014/2015, 2015/2016, 2016/2017 and 2017/2018 periods - financial years.'

The purpose of this letter is to advise you of my determination.

A total of 35 documents were identified as answering the terms of your application and I have determined as follows:

- I grant you access in full to 9 documents, copies of which are enclosed, and
- I grant you access in part to 26 documents, copies of which are enclosed.

Please refer to the attached schedule that describes each document and sets out my determination and reasons in summary form.

Documents released in full

Documents 7, 9, 17 – 18, 21 – 22, 26, 33 - 34

Documents released in part

Documents 1 – 6, 8, 10 – 16, 19 – 20, 23 – 25, 27 – 32, 35

These documents contain account numbers which form part of the business and financial affairs of external third parties. These account numbers are still active. If released there is a possibility some adverse effect could flow from their disclosure. As the release of this information is not likely to enhance participation by members of the public in the democratic process, but could possibly have some adverse effect on the third parties financial affairs, DTF considers that, on balance, it would be contrary to the public interest to release it. In light of this, DTF submits that the information is exempt pursuant to clause 7(1)(c) of Schedule 1 to the FOI Act.

Exemptions

Clause 7 – Documents affecting business affairs

...

- (c) if it contains matter—
 - (i) consisting of information (other than trade secrets or information referred to in paragraph (b)) concerning the business, professional, commercial or financial affairs of any agency or any other person; and
 - (ii) the disclosure of which—
 - (A) could reasonably be expected to have an adverse effect on those affairs or to prejudice the future supply of such information to the Government or to an agency; and
 - (B) would, on balance, be contrary to the public interest

In compliance with Premier and Cabinet Circular PC045 - *Disclosure Logs for Non-Personal Information Released through Freedom of Information* (PC045), DTF is now required to publish a log of all non-personal information released under the *Freedom of Information Act 1991*.

In accordance with this Circular, any non-personal information determined for release as part of this application, may be published on the DTF website. A copy of PC045 can be found at the following address: <http://dpc.sa.gov.au/what-we-do/services-for-government/premier-and-cabinet-circulars> Please visit the website for further information.

Appeal Rights

If you are aggrieved with this determination, you have a right to apply for internal review under subsection 29(1) of the FOI Act. Pursuant to subsection 29(2), your application must:

- be in writing
- be addressed to the principal officer, and
- be lodged at an office of DTF, or emailed to freedomofinformation2@sa.gov.au within 30 days after the day on which you receive this letter or within such further time as the principal officer may allow.

If you require any further information please phone Natalie Haigh on (08) 8429 0839.

Yours sincerely



Paul Williams

ACCREDITED FREEDOM OF INFORMATION OFFICER

Schedule of Documents

T&F17/0589 'Access to all documents relating to the budget and actual spend of social media promotion by the Department of Treasury and Finance for the 2014/15, 2015/16, 2016/17 and 2017/18 periods'

Doc. No.	Date	Description of Document	# of pages	Determination	Exemption Clause
1	25/04/2015	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
2	26/04/2015	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
3	27/04/2015	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
4	5/06/2015	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
5	30/06/2015	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
6	31/07/2015	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
7	27/10/2015	Email	12	Released in full	
8	20/10/2015	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
9	19/11/2015	Social media strategy	1	Released in full	
10	30/11/2015	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
11	29/02/2016	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest

Schedule of Documents

Doc. No.	Date	Description of Document	# of pages	Determination	Exemption Clause
12	31/03/2016	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
13	31/05/2016	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
14	31/05/2016	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
15	31/08/2016	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
16	30/09/2016	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
17	7/10/2016	Minute	1	Released in full	
18	2/11/2016	Email	1	Released in full	
19	13/11/2016	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
20	30/11/2016	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
21	1/12/2016	Email	1	Released in full	
22	20/02/2017	Email	1	Released in full	
23	27/02/2017	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
24	28/02/2017	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest

Schedule of Documents

Doc. No.	Date	Description of Document	# of pages	Determination	Exemption Clause
25	28/02/2017	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
26	1/03/2017	Email	4	Released in full	
27	13/03/2017	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
28	31/03/2017	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
29	19/04/2017	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
30	31/05/2017	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
31	21/09/2017	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
32	23/09/2017	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest
33	26/09/2017	Email	3	Released in full	
34	27/09/2017	Email	2	Released in full	
35	30/09/2017	Receipt	1	Released in part	7(1)(c)(i)(ii)(A)(B) - Contains information concerning the business, professional, commercial or financial affairs of any agency or person & contrary to public interest

Receipt for Accu SA
Account ID: 1385593365093631



Payment Date
Apr 25, 2015 2:46pm

Payment Method

Clause 7c

Paid

\$62.71 AUD

No reason available.

Product Type
Facebook

Campaigns

[04/23/2015] Promoting Anzac Centenary South Australia

\$62.71

From Apr 23, 2015 6:30pm to Apr 24, 2015 11:30pm

[04/23/2015] Promoting Anzac Centenary South Australia

6,104 Impressions

\$62.71

Receipt for Accu SA

Account ID: 1385593365093631



Payment Date

Apr 26, 2015 2:46pm

Payment Method

Clause 7c

Paid

\$50.00 AUD

No reason available.

Product Type

Facebook

Campaigns

[04/23/2015] Promoting Anzac Centenary South Australia

\$50.00

From Apr 25, 2015 12:00am to Apr 25, 2015 11:30pm

[04/23/2015] Promoting Anzac Centenary South Australia

4,904 Impressions

\$50.00

Receipt for Accu SA
Account ID: 1385593365093631



Payment Date
Apr 27, 2015 2:41pm

Payment Method

Clause 7c

Paid

\$50.00 AUD

No reason available.

Product Type
Facebook

Campaigns

[04/23/2015] Promoting Anzac Centenary South Australia

\$50.00

From Apr 26, 2015 12:00am to Apr 27, 2015 12:00am

[04/23/2015] Promoting Anzac Centenary South Australia

5,970 Impressions

\$50.00

Receipt for Accu SA

Account ID: 1385593365093631



Payment Date

Jun 5, 2015 1:52am

Payment Method

Clause 7c

Paid

\$60.30 AUD

No reason available.

Product Type

Facebook

Campaigns

[04/23/2015] Promoting Anzac Centenary South Australia**\$60.30**

From Jun 3, 2015 1:00pm to Jun 5, 2015 2:00am

South Australia - 18+	3,834 Impressions	\$60.30
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Receipt for Accu SA
Account ID: 1385593365093631



Payment Date
Jun 30, 2015 3:53am

Payment Method

Clause 7c

Paid

\$136.52 AUD

No reason available.

Product Type
Facebook

Campaigns

[04/23/2015] Promoting Anzac Centenary South Australia

\$136.52

From Jun 5, 2015 12:30am to Jun 9, 2015 12:00am

South Australia - 18+	10,277 Impressions	\$136.52
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Receipt for Accu SA

Account ID: 1385593365093631



Payment Date
Jul 31, 2015 8:18am

Payment Method

Clause 7c

Paid

\$80.00 AUD

No reason available.

Product Type
Facebook

Campaigns

Post: "Please share this post with your friends and..."

\$80.00

From Jun 30, 2015 8:00pm to Jul 2, 2015 6:30pm

Post: "Please share this post with your friends and..."

14,506 Impressions

\$80.00

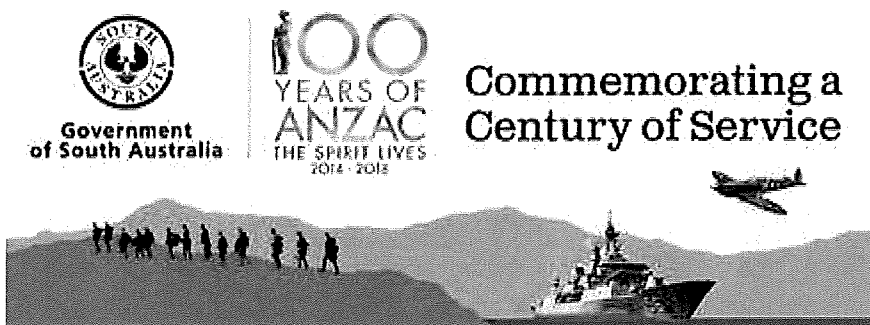
Natale, Andrew (DTF)

From: Natale, Andrew (DTF)
Sent: Tuesday, October 27, 2015 2:13 PM
To: Cleary, Sharon (DTF)
Subject: RE: Event Social Media Campaign - Anzac Centenary/Narratives of War Symposium promo campaign.

GREAT!! Confirm spend of \$200 with campaign finishing on Friday 14th November?

Andrew Natale
Principal Project Officer
Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square
 Adelaide SA 5000
 t +61 (0) 8 8226 8543 e andrew.natale@sa.gov.au



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Government of South Australia
 Veterans SA

From: Cleary, Sharon (DTF)
Sent: Tuesday, 27 October 2015 2:10 PM
To: Natale, Andrew (DTF)
Cc: Julie White (Julie.white@unisa.edu.au)
Subject: FW: Event Social Media Campaign - Anzac Centenary/Narratives of War Symposium promo campaign.

Hi Andrew,

Final Facebook ad copy incorporating Julie's changes below:

It's been one hundred years since the Anzac legend was forged at Gallipoli and never a more appropriate time to reflect upon Australia's military history. Don't miss a rare opportunity to hear scholarly reflections on the

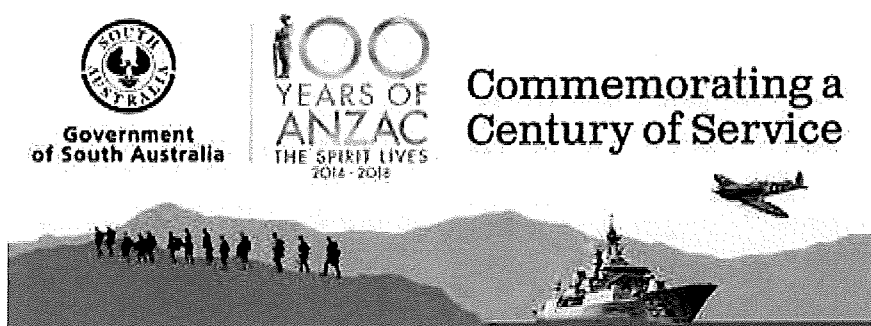
impact of Australia's participation in war over the past 100 years. 2 days. 8 sessions. 30 speakers. All FREE. Join us.

For more information and to register: <http://bit.ly/1LlkVQ>

Ta
Sharon

Sharon Cleary
Manager, Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square
Adelaide SA 5000
t +61 (0) 8 8226 8545 | m 0407 990 983 | e sharon.cleary2@sa.gov.au



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Government of South Australia
Veterans SA

From: Julie White [<mailto:Julie.White@unisa.edu.au>]
Sent: Monday, 26 October 2015 3:01 PM
To: Cleary, Sharon (DTF)
Cc: Sharon Mascall-Dare
Subject: FW: Event Social Media Campaign - Anzac Centenary/Narratives of War Symposium promo campaign.

Hi Sharon

The only query I'd have is perhaps with the numbers: we have 8 sessions, 5 key note speakers and 30 speakers – I'm not sure if they are all experts (or whether that matters?)

Julie

Julie White | Team Leader: Research
School of Communication, International Studies & Languages
University of South Australia | Room C2-15 | Magill Campus | IPC: Mag-03
☎: +618 8302 4799 | ✉: Julie.white@unisa.edu.au

From: Julie White
Sent: Monday, 26 October 2015 8:19 AM

To: Cleary, Sharon (DTF)

Cc: Sharon Mascall-Dare; Kerry Green; Ben Stubbs

Subject: RE: Event Social Media Campaign - Anzac Centenary/Narratives of War Symposium promo campaign.

Hi Sharon

Sorry I didn't get back to you on Friday, I wasn't in the office. Kerry and Ben – have you got any comments?

Julie

Julie White | Team Leader: Research

School of Communication, International Studies & Languages

University of South Australia | Room C2-15 | Magill Campus | IPC: Mag-03

☎: +618 8302 4799 | ✉: Julie.white@unisa.edu.au

From: Cleary, Sharon (DTF) [<mailto:Sharon.Cleary2@sa.gov.au>]

Sent: Friday, 23 October 2015 12:50 PM

To: Julie White <Julie.White@unisa.edu.au>

Cc: Sharon Mascall-Dare <sharon.mascall@gmail.com>

Subject: FW: Event Social Media Campaign - Anzac Centenary/Narratives of War Symposium promo campaign.

Hi Julie,

We are running an ad campaign through the Anzac Centenary SA Facebook page over the next four weeks, with the aim of raising the profile of the partnership between Veterans SA and Uni SA on the NoW Symposium, and to encourage engagement with the Anzac Centenary overall – naturally we also hope this will translate into registrations for the Symposium.

Below is some wording we have proposed for this ad:

It's 100 years since the Anzac legend was forged at Gallipoli. If ever there was an appropriate time to reflect upon Australia's military history it is now. Don't miss this rare opportunity to hear first-hand, scholarly reflections on the impact of Australia's participation in war over the last 100 years. 2 days. 12 sessions. 20 experts. All FREE. Join us.

For more information and to register: <http://bit.ly/1LlkVQ>

Please let me know if you have any concerns/changes you would like to see, or if you're happy for us to go ahead? We plan to run with the campaign from today if possible.

Ta

Sharon

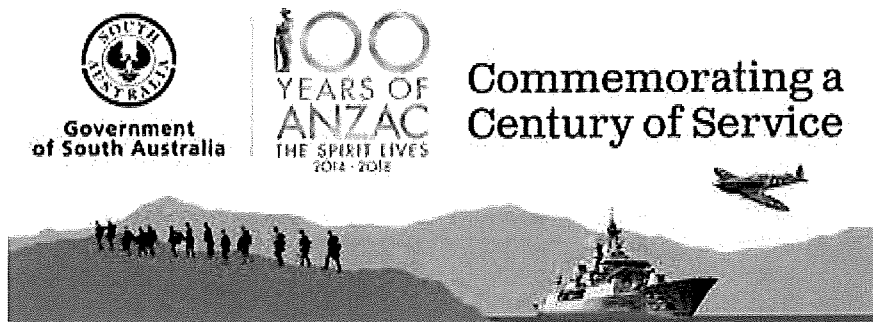
Sharon Cleary

Manager, Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square

Adelaide SA 5000

t +61 (0) 8 8226 8545 | m 0407 990 983 | e sharon.cleary2@sa.gov.au



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Government of South Australia
Veterans SA

From: Natale, Andrew (DTF)
Sent: Friday, 23 October 2015 11:12 AM
To: Cleary, Sharon (DTF)
Cc: Barns, Melissa (DTF)
Subject: RE: Event Social Media Campaign - Anzac Centenary/Narratives of War Symposium promo campaign.

Please see below:

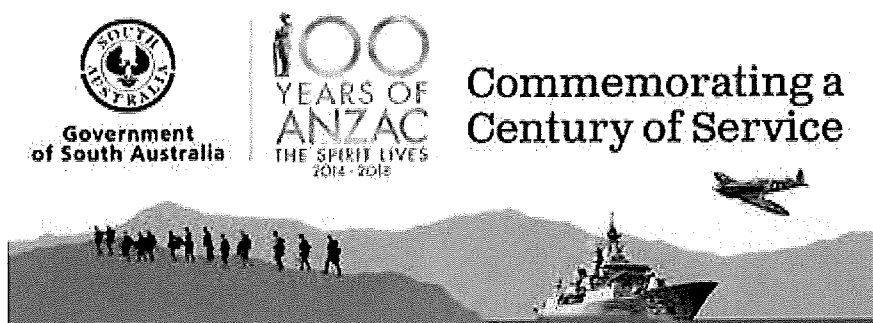
It is 100 years since allied forces landed at Gallipoli in Turkey. If there was ever a more appropriate time to reflect on Australia's involvement, it is now. An opportunity for South Australians to hear firsthand SA's military experts

For more information <http://bit.ly/1LlkVQ>

All sessions are FREE.

Andrew Natale
Principal Project Officer
Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square
 Adelaide SA 5000
 t +61 (0) 8 8226 8543 e andrew.natale@sa.gov.au



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Government of South Australia
Veterans SA

From: Cleary, Sharon (DTF)
Sent: Friday, 23 October 2015 11:07 AM
To: Natale, Andrew (DTF)
Cc: Manton, Robert (DTF)
Subject: FW: Event Social Media Campaign - Anzac Centenary/Narratives of War Symposium promo campaign.

Hi Andrew,

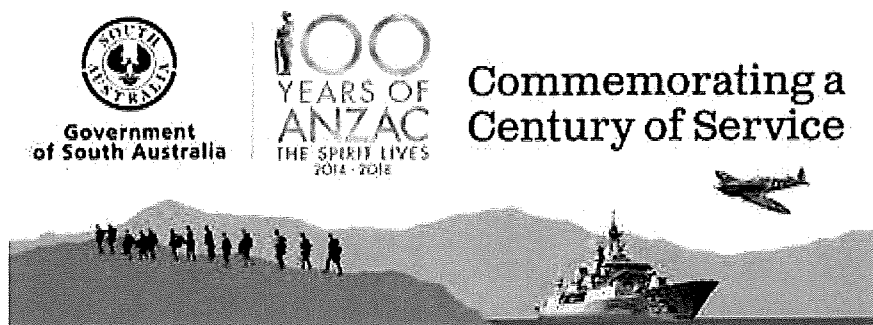
Please see Rob's approval to proceed below.

Ta
Sharon

Sharon Cleary
Manager, Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square
Adelaide SA 5000

t +61 (0) 8 8226 8545 | m 0407 990 983 | e sharon.cleary2@sa.gov.au



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Government of South Australia
Veterans SA

From: Manton, Robert (DTF)
Sent: Friday, 23 October 2015 7:51 AM

To: Cleary, Sharon (DTF)

Subject: RE: Event Social Media Campaign - Anzac Centenary/Narratives of War Symposium promo campaign.

Go ahead. Please ensure Veterans SA, and the ACCU, are highlighted.

Rob Manton

Director, Veterans SA

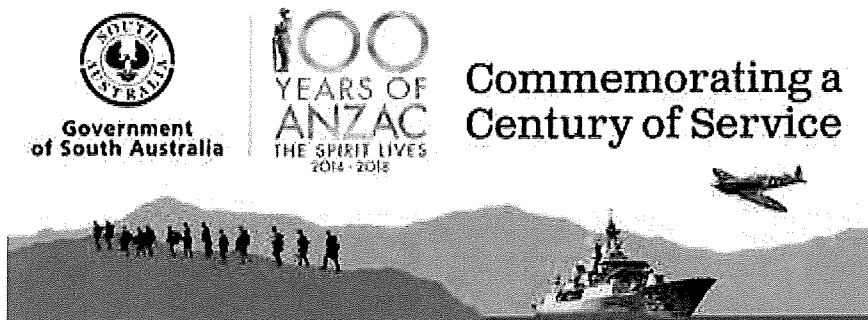
Level 13, State Administration Centre, 200 Victoria Square

Adelaide, South Australia 5000

GPO Box 1045

Adelaide SA 5001

t +61 (0)8 8226 8542 | m 0421 866 191 | e Robert.Manton@sa.gov.au



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Government of South Australia
Veterans SA

From: Cleary, Sharon (DTF)

Sent: Thursday, 22 October 2015 5:56 PM

To: Natale, Andrew (DTF); Manton, Robert (DTF)

Cc: Barns, Melissa (DTF)

Subject: FW: Event Social Media Campaign - Anzac Centenary/Narratives of War Symposium promo campaign.

Thanks Andrew

I agree the potential exposure and rationale for this campaign aligns well with the aims of our partnership between Veterans SA and Uni SA on the NoW Symposium as you've outlined below. Could you please adjust the dates so that this campaign finishes on November 14. Once that is done, please go ahead as planned, pending Rob's approval to proceed on the basis of the information he has asked me to check below...

Rob, our rationale for undertaking the partnership with the University was on the basis of the brand profile it offers the Anzac Centenary in South Australia –in this case potential to bring academic expertise to the attention of every day South Australian's who are also able to attend this symposium which as you know is themed around "Reflections on War" during the Anzac Centenary. Plus their attendance is free.

This campaign, like our other campaigns undertaken on FB to date, is likely to broaden our engagement with SA audiences significantly and raise their awareness of South Australia's Anzac Centenary activities, of which the Narratives of War Symposium is a major one.

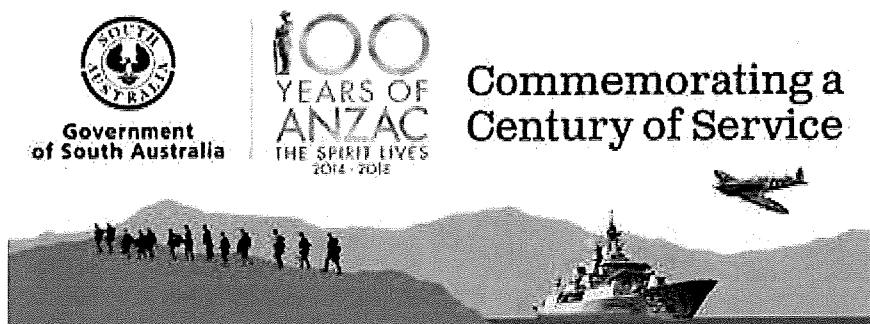
I can confirm that there is no other option for payment of Facebook advertising invoices other than via a credit card linked to a Facebook account – in this case yours. Facebook issues monthly receipts, which are clearly marked. Unfortunately they do not operate on an invoice for payment method. They only work on the basis of users making payment via credit card, with this payment invoiced and receipted according to the spend threshold set by the user. We have set that threshold at \$200 for this campaign. We will then set another for the Cheer Up Hut Club campaign we propose running from November 15, again with your approval.

Andrew as per our discussion today, so we can keep track of this social media campaign spend, made via Rob's credit card, can you please ensure the invoice, when it arrives at the end of the month, is forwarded to Melissa to incorporate into the ACCU Budget spreadsheet. This will enable us to provide Rob with a snapshot view should he request it. Over to you to reconcile with Rob's credit card statement Melissa, as per the usual process.

Ta
Sharon

Sharon Cleary
Manager, Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square
Adelaide SA 5000
t +61 (0) 8 8226 8545 | m 0407 990 983 | e sharon.cleary2@sa.gov.au



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Government of South Australia
Veterans SA

From: Natale, Andrew (DTF)
Sent: Thursday, 22 October 2015 4:39 PM
To: Cleary, Sharon (DTF)
Cc: Barns, Melissa (DTF)
Subject: Event Social Media Campaign

Hey Sharon,

As per the campaign below, a Facebook campaign with a \$200 spend over thirty days will give a post reach into a potential audience of up to 52,000 people. Not only will this highlight our relationship with the University of South

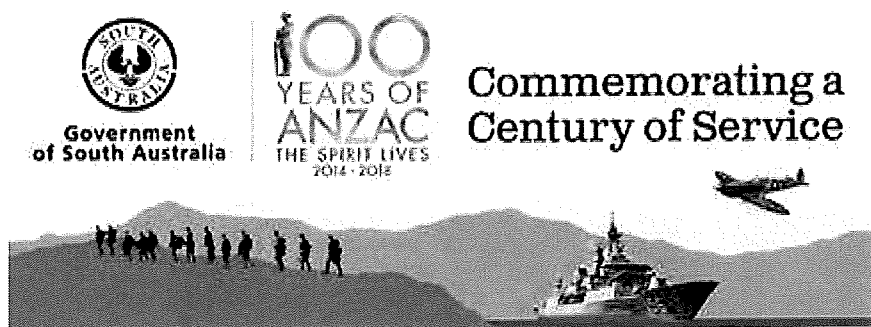
Australia, we will also highlight the work of the Anzac Centenary Unit which will give us a flow on effect of increased page likes.

A campaign like this will both advertise the upcoming symposium and increase our audience.

Cheers,

Andrew Natale
Principal Project Officer
Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square
Adelaide SA 5000
t +61 (0) 8 8226 8543 e andrew.natale@sa.gov.au



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Government of South Australia
Veterans SA

From: Natale, Andrew (DTF)
Sent: Thursday, 8 October 2015 3:16 PM
To: Cleary, Sharon (DTF)
Cc: Barns, Melissa (DTF)
Subject: RE: Event Social Media Campaign

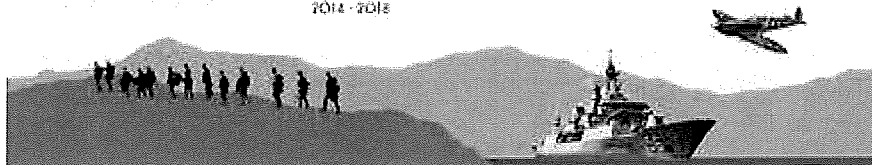
Did you want the final reminder to be Tuesday 18th or Wednesday 19th? See below

Andrew Natale
Principal Project Officer
Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square
Adelaide SA 5000
t +61 (0) 8 8226 8543 e andrew.natale@sa.gov.au



Commemorating a Century of Service



anzaccentenary.sa.gov.au is an interactive website designed specifically for South Australians. Contribute your family's and community's Anzac stories and memorabilia to this site and join thousands of others who by doing so become part of this state-wide time capsule project.

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Government of South Australia
Veterans SA

From: Cleary, Sharon (DTF)
Sent: Thursday, 8 October 2015 3:09 PM
To: Natale, Andrew (DTF)
Cc: Barns, Melissa (DTF)
Subject: RE: Event Social Media Campaign

Thanks Andrew,

I have added the other Comms commitments I agreed upon with the NOW organising group when we met a month or so ago to your table below.

I'll add this summary table to the Comms tab of the Project plan which I hope to pull into shape tomorrow or early next week.

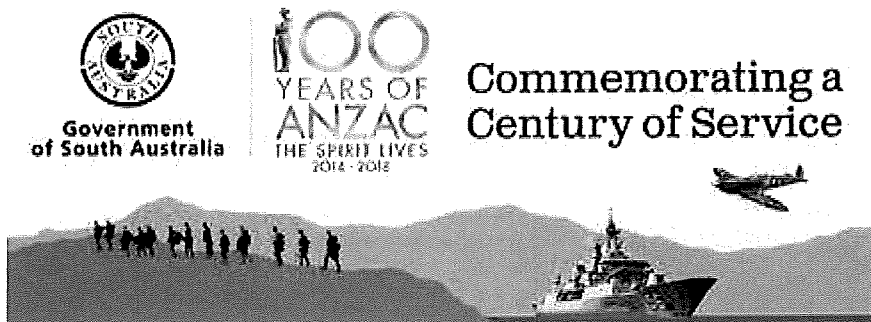
I have sent you the banner ad, which will be a good one to add to our Linked In header along with a spot in our carousel on the homepage. This should link to the article info we prepped for this month's Enews which will be an update of the original page we published. I'll prep this article too.

Ta
Sharon

Sharon Cleary
Manager, Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square
Adelaide SA 5000

t +61 (0) 8 8226 8545 | m 0407 990 983 | e sharon.cleary2@sa.gov.au



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Government of South Australia
Veterans SA

From: Natale, Andrew (DTF)
Sent: Thursday, 8 October 2015 12:47 PM
To: Cleary, Sharon (DTF)
Cc: Barns, Melissa (DTF)
Subject: Event Social Media Campaign

Hey Sharon,

Please see my thoughts below regarding the communications plan for Narratives of War. This will largely depend on if we have a budget for post promotion – so I've included two options. If you're happy with this I'll populate the Turkish exhibition spreadsheet with a similar table. From a budget perspective \$200-\$300 would be great for both this and Turkish Exhibition.

Narratives of War – Thu 19th and Fri 20th November, 2015.

Date	Action	Resource	Responsibility	Budget
Friday 11 th October	VSA Enews	Campaign Monitor	Andrew to import – Sharon to approve Melissa to develop invite list	Ni
Friday 16 th October	Standalone E-Alert to VSA & NOW contacts.	Campaign Monitor	Andrew to import – Sharon to approve Melissa to develop invite list	Ni
Friday 16 th October to Wednesday 18 th November	Facebook event post linked to web article. (Post promotion campaign).	Facebook, Twitter and Linked In.	Andrew to create	\$200-\$300
22 nd October	E – Alert Reminder VSA + NOW contacts	Campaign Monitor	Andrew to import – Sharon to approve	Ni
5 th November	E – Alert Reminder VSA + NOW contacts	Campaign Monitor	Andrew to import – Sharon to approve	Ni

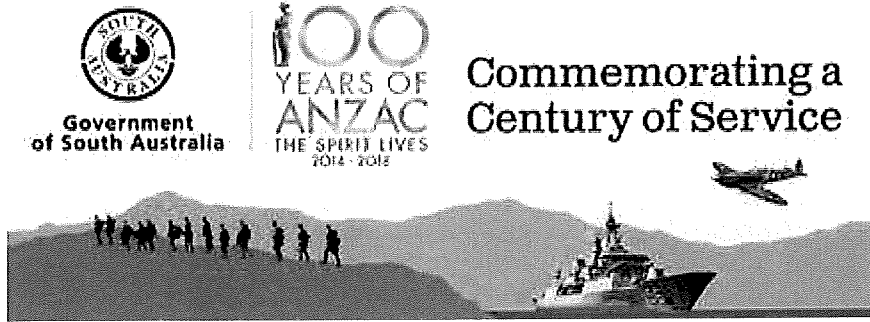
Wednesday 12 th November	Media Release for Media only re Bill Corey, Felicity Packard, etc.	Campaign Monitor FB, Twitter and Linked In.	Andrew to import – Sharon to approve Sharon Mascall Dare and Sharon Cleary seeking Radio interviews for keynotes in the week leading up to the symposium.	Nil
Wednesday 18 th November 9.00am	E-Alert VSA contacts (Final reminder to Register)	Campaign Monitor	Andrew to import – Sharon to approve	Nil
Wednesday 19 th November 9.00am	E-Alert Bill Corey	Campaign Monitor	Andrew to import – Sharon to approve	Nil

Cheers,

Andrew Natale
Principal Project Officer
Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square
Adelaide SA 5000

t +61 (0) 8 8226 8543 e andrew.natale@sa.gov.au



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Government of South Australia
Veterans SA

Receipt for Accu SA
Account ID: 1385593365093631



Payment Date
Oct 31, 2015 2:15am

Payment Method

Clause 7c

Paid

\$25.35 AUD

No reason available.

Product Type
Facebook

Campaigns

Post: "It's been one hundred years since the Anzac..."		\$25.12
From Oct 26, 2015 9:30pm to Oct 30, 2015 12:00am		
Post: "It's been one hundred years since the Anzac..."	1,683 Impressions	\$25.12
Post: "It's been one hundred years since the Anzac..."		\$0.09
From Oct 26, 2015 9:30pm to Oct 30, 2015 12:00am		
Post: "It's been one hundred years since the Anzac..."	6 Impressions	\$0.09
Post: "It's been one hundred years since the Anzac..."		\$0.14
From Oct 26, 2015 9:30pm to Oct 30, 2015 12:00am		
Post: "It's been one hundred years since the Anzac..."	16 Impressions	\$0.14

Social Media Campaign Narratives of War Symposium – Thursday 19th and Friday 20th November, 2015
Uni SA, Magill Campus

Date	Action	Resource	Responsibility	Budget	Status
Friday 11th October	VSA Enews	Campaign Monitor	Andrew to import – Sharon to approve Melissa to develop invite list	Nil	Complete
Friday 16 th October	Standalone E-Alert to VSA & NOW contacts.	Campaign Monitor	Andrew to import – Sharon to approve Melissa to develop invite list	Nil	20% Complete
Friday 16 th October to Wednesday 18 th November	Facebook event post linked to web article. (Post promotion campaign).	Facebook, Twitter and Linked In.	Andrew to create	\$100.00	In progress
22 nd October	E – Alert Reminder VSA + NOW contacts	Campaign Monitor	Andrew to import – Sharon to approve	Nil	In progress
5 th November	E – Alert Reminder VSA + NOW contacts	Campaign Monitor	Andrew to import – Sharon to approve	Nil	In progress
Wednesday 12 th November	Media Release for Media only re Bill Corey, Felicity Packard, etc.	Campaign Monitor FB, Twitter and Linked In.	Andrew to import – Sharon to approve Sharon Mascall Dare and Sharon Cleary seeking Radio interviews for keynotes in the week leading up to the symposium.	Nil	In progress
Wednesday 18 th November 9.00am	E-Alert VSA contacts (Final reminder to Register)	Campaign Monitor	Andrew to import – Sharon to approve	Nil	In progress
Thursday 19 th November 9.00am	E-Alert Bill Corey	Campaign Monitor	Andrew to import – Sharon to approve	Nil	In progress

Receipt for Accu SA

Account ID: 1385593365093631



Payment Date

Nov 30, 2015 1:01am

Payment Method

Clause 7c

Paid

\$164.88 AUD

No reason available.

Product Type

Facebook

Campaigns

Post: "It's been one hundred years since the Anzac..."

\$164.88

From Oct 30, 2015 12:00am to Nov 13, 2015 4:00pm

Post: "It's been one hundred years since the Anzac..."

12,387 Impressions

\$164.88

Receipt for Accu SA
Account ID: 1385593365093631



Payment Date
Feb 29, 2016 7:43am

Payment Method

Clause 7c

Paid

\$145.59 AUD

No reason available.

Product Type
Facebook

Campaigns

Cheer-Up Hut Club JOIN NOW

\$145.59

From Feb 7, 2016 10:30pm to Feb 27, 2016 9:00pm

Adelaide, Port Augusta, Mount Gambler, Barossa - 18+

212 Link Clicks

\$145.59

Receipt for Accu SA

Account ID: 1385593365093631



Payment Date

Mar 31, 2016 6:43am

Payment Method

Clause 7c

Paid

\$104.41 AUD

Remaining ad costs at the end of the month.

Product Type

Facebook

Campaigns

Cheer-Up Hut Club JOIN NOW

\$104.41

From Feb 28, 2016 12:30am to Mar 21, 2016 3:30am

Adelaide, Port Augusta, Mount Gambler, Barossa - 18+

161 Link Clicks

\$104.41

Receipt for Accu SA
Account ID: 1385593365093631



Payment Date
May 31, 2016 10:03am

Payment Method
Clause 7c

Failed

\$28.00 AUD

Remaining ad costs at the end of the month.

Product Type
Facebook

Campaigns

Post: "Come to the Cheer-Up Hut this weekend to record..."		\$28.00
From May 17, 2016 12:30am to May 23, 2016 12:00am		
Post: "Come to the Cheer-Up Hut this weekend to record..."	5,952 Impressions	\$28.00

Receipt for Accu SA

Account ID: 1385593365093631



Payment Date

May 31, 2016 10:03am

Payment Method

Clause 7c

Paid

\$28.00 AUD

Remaining ad costs at the end of the month.

Product Type

Facebook

Campaigns

Post: "Come to the Cheer-Up Hut this weekend to record..."

\$28.00

From May 17, 2016 12:30am to May 23, 2016 12:00am

Post: "Come to the Cheer-Up Hut this weekend to record..."

5,952 Impressions

\$28.00

Receipt for Accu SA

Account ID: 1385593365093631



Payment Date

Aug 31, 2016 2:50am

Payment Method

Clause 7c

Paid

\$1.73 AUD

Remaining ad costs at the end of the month.

Product Type

Facebook

Campaigns

Post: "This is Leanne. Leanne served in the Royal..."

\$1.73

From Aug 29, 2016 12:30am to Aug 30, 2016 12:00am

Post: "This is Leanne. Leanne served in the Royal..."

329 Impressions

\$1.73

Receipt for Accu SA

Account ID: 1385593365093631



Payment Date

Sep 30, 2016 2:10am

Payment Method

Clause 7c

Paid

\$38.27 AUD

Remaining ad costs at the end of the month.

Product Type

Facebook

Campaigns

Post: "This is Leanne. Leanne served in the Royal..."

\$38.27

From Aug 30, 2016 12:00am to Sep 18, 2016 11:30pm

Post: "This is Leanne. Leanne served in the Royal..."

5,813 Impressions

\$38.27

MINUTES forming ENCLOSURE to

File VSA16/0030
Doc No VSA16/0021

To Chief Operating Officer

USE OF CORPORATE CREDIT CARD FOR SOCIAL MEDIA ADVERTISING PAYMENT

Timing: Comments sought by 7/10/2016

Recommendations/Issues: It is recommended that you:

Note the information below and confirm/approve allocation of \$100 per quarter to be spent on social media advertising for the Anzac Centenary Project, charged to Director of Veteran's SA, Rob Manton's credit card.

Noted Approved

Nicolle Rantanen
Chief Operating Officer
Department of Treasury & Finance

/ /

Key Points:

- The Anzac Centenary Coordination Unit uses social media channels such as Facebook, Twitter, Instagram, LinkedIn and You Tube to promote the Anzac Centenary program and more specifically the Anzac Centenary Cheer-Up Hut Regional Engagement Strategy.
- Facebook in particular is used to promote the regional Cheer-Up Hut re-creations which are being undertaken at key locations throughout South Australia for the duration of the Anzac Centenary.
- Social media advertising has a significant impact on the audience reach for promotion of the Anzac Centenary program to the wider South Australian community; ie beyond the veterans and defence communities who receive direct marketing campaigns via email. For example, a spend of \$100 per quarter has potential to increase a social media post reaching an average of 250 viewers to more than 4,500 viewers. Plus these advertised posts can be targeted to specific regions.
- Social media platforms only accept payment through Credit Card with Facebook campaigns currently being charged to staff personal credit cards and then reimbursed by the agency.

Contact Officer: Rob Manton, Director Veterans SA
Telephone: 8226 8542

Natale, Andrew (DTF)

From: Natale, Andrew (DTF)
Sent: Wednesday, November 2, 2016 5:04 PM
To: Cleary, Sharon (DTF)
Subject: Facebook Ad Campaign

Hey Sharon,

As discussed in today's team meeting I have started a Facebook campaign to promote the Cheer-Up Hut in Port Augusta – budget \$30. In parallel to this, I would also like to run an additional campaign for a further \$30 promoting the Anzac Centenary Facebook Page and Website – bringing our total spend to \$60.

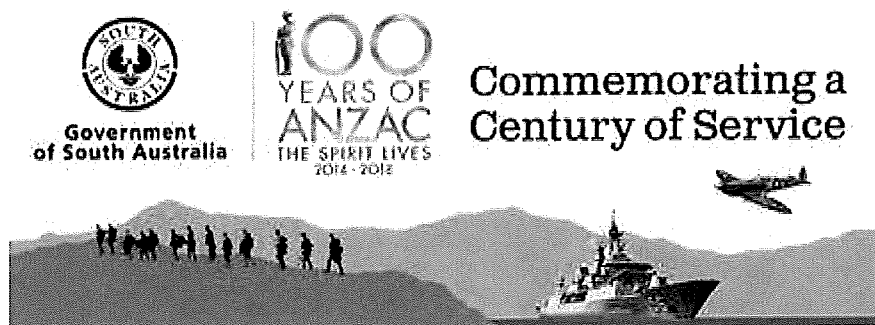
The rationale is that we have both running concurrently so that people see both the page and the event, giving them more than one way to engage. I've found this to be a useful strategy in the past, and one to adopt going forward when we continue to roll out the Community Engagement Strategy.

The event ad for \$30 is currently running and will conclude on Monday 14th November.

Regards,

Andrew Natale
Principal Project Officer
Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square
 Adelaide SA 5000
 t +61 (0) 8 8226 8543 e andrew.natale@sa.gov.au



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Government of South Australia
 Veterans SA

AMOUNT BILLED

\$30.00 AUD

DATE RANGE

Nov 01, 2016 12:00am - Nov 13, 2016 11:59pm

PRODUCT TYPE

Facebook Ads

BILLING REASON

Remaining ad costs at the end of the month.

PAYMENT METHOD

Clause 7

CAMPAIGN

RESULTS AMOUNT

Post: "The Cheer-Up Hut will pop up at the Central Oval..."

3,726 \$30.00
Impressions

Clause 7

Thanks,
The Facebook Ads Team[Manage Your Ads](#)[See Full Receipt](#)

This is an automated message. Please do not reply. If you have questions about ads, you can [get help](#). You can also manage your email notification settings for this ad account.

Facebook, Inc., Attention: Community Support, 1 Hacker Way, Menlo Park, CA 94025



Receipt for Accu SA
Account ID: 1385593365093631



Payment Date
Nov 30, 2016 11:58am

Payment Method

Clause 7c

Paid

\$30.00 AUD

Remaining ad costs at the end of the month.

Product Type
Facebook

Campaigns

Post: "The Cheer-Up Hut will pop up at the Central Oval..."

\$30.00

From Nov 1, 2016 11:23pm to Nov 13, 2016 9:30pm

Post: "The Cheer-Up Hut will pop up at the Central Oval..."

3,726 Impressions

\$30.00

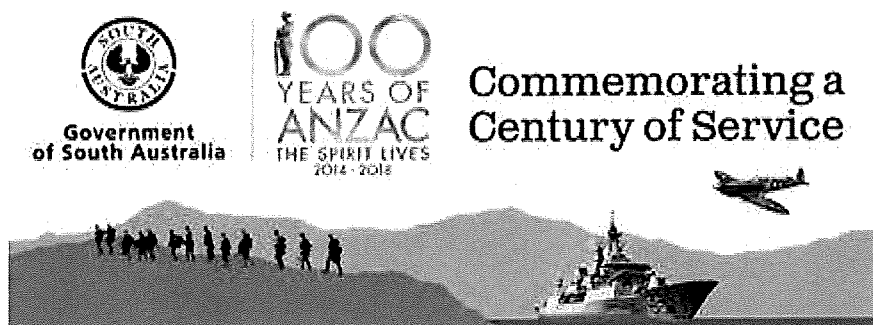
Natale, Andrew (DTF)

From: Natale, Andrew (DTF)
Sent: Thursday, December 1, 2016 9:21 AM
To: Barns, Melissa (DTF)
Subject: FW: Your Facebook Ads Receipt (Account ID: 1385593365093631)

Here you go...

Andrew Natale
Principal Project Officer
Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square
 Adelaide SA 5000
 t +61 (0) 8 8226 8543 e andrew.natale@sa.gov.au



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Government of South Australia
Veterans SA

From: Facebook Ads Team [mailto:advertise-noreply@support.facebook.com]
Sent: Thursday, 1 December 2016 6:28 AM
To: Natale, Andrew (DTF) <Andrew.Natale@sa.gov.au>
Subject: Your Facebook Ads Receipt (Account ID: 1385593365093631)



Receipt for Accu SA (Account ID: 1385593365093631)

Summary

Natale, Andrew (DTF)

From: Natale, Andrew (DTF)
Sent: Monday, February 20, 2017 11:25 AM
To: Barns, Melissa (DTF)
Cc: Graham, Chantelle (DTF); Hennessy, Clare (DTF)
Subject: Facebook Advertising - Rob's Credit Card

Hey Melissa/Claire,

Just a heads up that Rob's Credit Card will be charged on 28th February (\$30) for the Facebook campaign that was run recently promoting Chantelle's Think Piece.

I will provide invoice ones it's generated on Facebook.

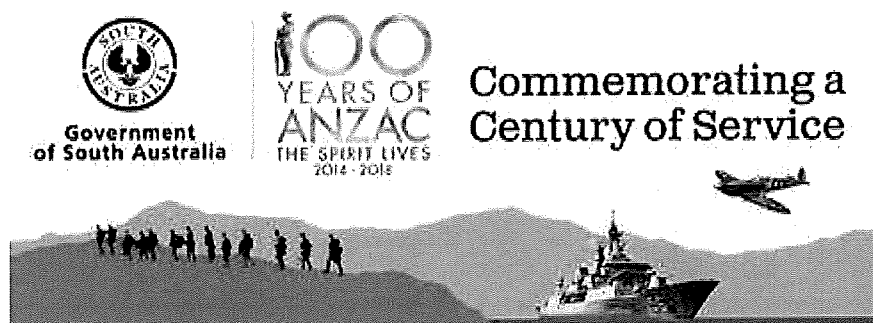
Cheers,

Andrew Natale
Principal Project Officer
Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square

Adelaide SA 5000

t +61 (0) 8 8226 8543 e andrew.natale@sa.gov.au



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Government of South Australia
 Veterans SA

Receipt for Accu SA
Account ID: 1385593365093631



Payment Date
Feb 27, 2017 5:19pm

Payment Method

Clause 7c

Paid

\$30.00 AUD

You're being billed because you reached your \$30.00 billing threshold.

Product Type
Facebook

Campaigns

Post: ""I like to think that even just for a moment, In..."

\$30.00

From Feb 1, 2017 11:00am to Feb 9, 2017 4:00pm

Post: ""I like to think that even just for a moment, In..."

2,487 Impressions

\$30.00

Natale, Andrew (DTF)

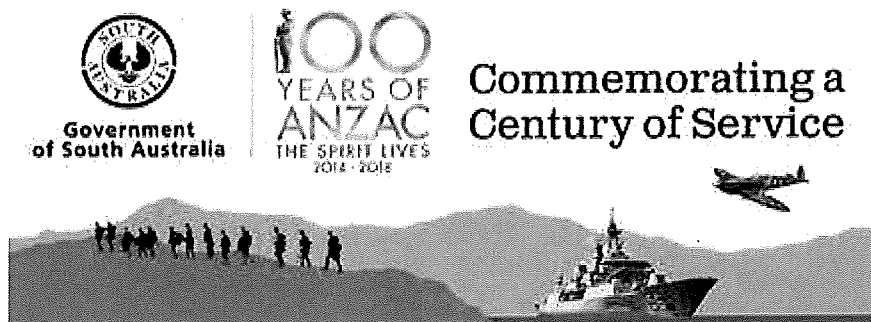
From: Natale, Andrew (DTF)
Sent: Tuesday, February 28, 2017 1:35 PM
To: Graham, Chantelle (DTF)
Subject: FW: Your Facebook Ads Receipt (Account ID: Clause 7)

This is what \$30 bought us...I'll have some more to request for cheer up hut.

Cheers,

Andrew Natale
Principal Project Officer
Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square
 Adelaide SA 5000
 t +61 (0) 8 8226 8543 e andrew.natale@sa.gov.au



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Government of South Australia
 Veterans SA

From: Facebook Ads Team [mailto:advertise-noreply@support.facebook.com]
Sent: Tuesday, 28 February 2017 11:49 AM
To: Natale, Andrew (DTF) <Andrew.Natale@sa.gov.au>
Subject: Your Facebook Ads Receipt (Account ID: 1385593365093631)



Receipt for Accu SA (Account ID: Clause 7)

Summary

AMOUNT BILLED

\$30.00 AUD

BILLING REASON

You're being billed because you reached your \$30.00 billing threshold.

DATE RANGE

Feb 01, 2017 12:00am - Feb 09, 2017 11:59pm

PRODUCT TYPE

Facebook Ads

PAYMENT METHOD

Clause 7c

CAMPAIGN

RESULTS AMOUNT

Post: "I like to think that even just for a moment, in..."

2,487 \$30.00
Impressions

Clause 7c

Thanks,
The Facebook Ads Team

[Manage Your Ads](#)
[See Full Receipt](#)

This is an automated message. Please do not reply. If you have questions about ads, you can [get help](#). You can also manage your email notification settings for this ad account.

Facebook, Inc., Attention: Community Support, 1 Hacker Way, Menlo Park, CA 94025



Natale, Andrew (DTF)

From: Natale, Andrew (DTF)
Sent: Wednesday, March 1, 2017 4:42 PM
To: Graham, Chantelle (DTF)
Subject: RE: Facebook Advertising Proposal

Yeh sure – normally a Facebook post will get between 100-250 reach (meaning audience that sees the post).

With your Think Piece post, of a cost of \$30, our reach was 1,840. The reach of a post has flow on to interaction. So for a small cost, it can have a reasonable reach.

I am hoping that if we can get through these smaller campaigns that eventually, we can try for some big wins when we need larger post reach; competitions for example.

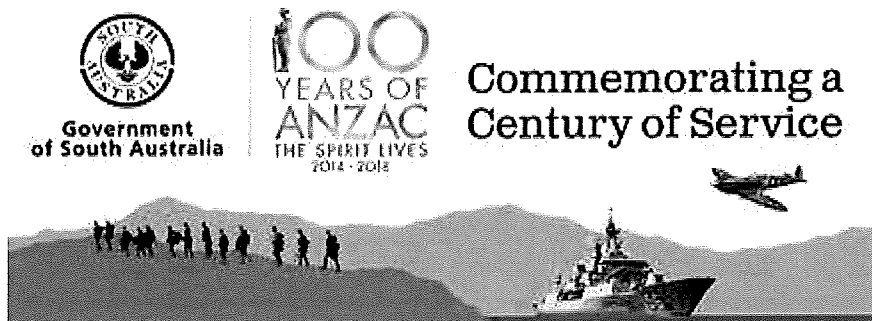
Cheers,

Andrew Natale
Principal Project Officer
Anzac Centenary Coordination Unit

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Government of South Australia
 Veterans SA

From: Graham, Chantelle (DTF)
Sent: Wednesday, 1 March 2017 4:33 PM
To: Natale, Andrew (DTF) <Andrew.Natale@sa.gov.au>
Subject: RE: Facebook Advertising Proposal

Can you tell me the difference in 'clicks' between previous Think Pieces and the one we had a paid campaign for? I know we got about 2500k clicks from the campaign, but how do others fair up that we haven't paid for?

I know its hard to compare the grants/cheerup hut/think pieces, but I need to be able to tell Rob why I believe we should spend the \$\$ value wise.

Thanks

C.

Chantelle Graham
Deputy Director, Veterans SA

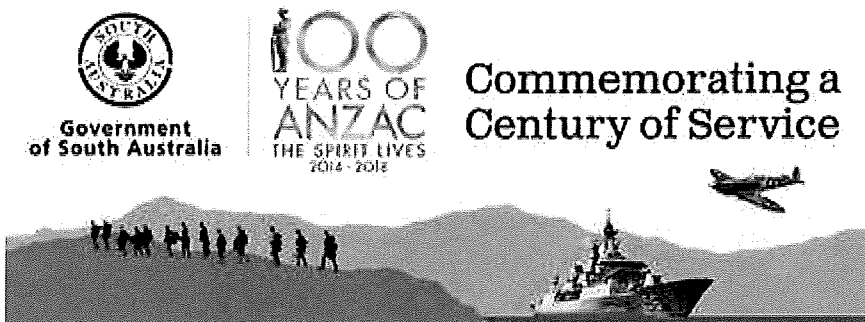
Level 13, State Administration Centre, 200 Victoria Square

Adelaide, South Australia 5000

GPO Box 1045

Adelaide SA 5001

t +61 (0)8 8226 8705 | m 0404 864 153 | e Chantelle.Graham@sa.gov.au



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Government of South Australia
Veterans SA

From: Natale, Andrew (DTF)
Sent: Wednesday, March 1, 2017 4:29 PM
To: Graham, Chantelle (DTF) <Chantelle.Graham@sa.gov.au>
Subject: Facebook Advertising Proposal

Hey Chantelle,

Requesting approval for a Facebook campaign for the following posts below:

Campaign One

Anzac Day Commemoration Grant promoting that the grants are open.

Cost: \$30 (Thursday 2 March, 2017 – 16 March, 2017)



Anzac Centenary South Australia

Published by Anzac SA Ltd - February 22 at 2:00pm

Organisations and community groups are invited to apply for funding for projects within South Australia aimed at educating the community about the significance of the Anzac Centenary and commemorating our nation's military heritage.

Grants are NOW OPEN

Guidelines and to APPLY ONLINE HERE: <http://bit.ly/2kX7F0z>

#AnzacCentenary_SA



State Grants

Organisations and community groups are invited to apply for funding for projects within South Australia aimed at educating the community about the significance of the Anzac Centenary and commemorating our nation's military heritage.

<http://bit.ly/2kX7F0z>

Campaign Two

Cheer-Up Hut Podcasts promotion of first podcast live.

Cost: \$30 (Thursday 2 March, 2017 – Thursday 9 March, 2017).



Anzac Centenary South Australia

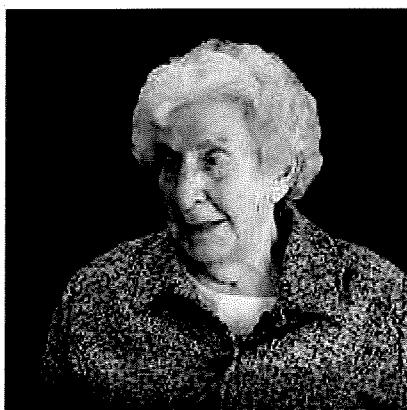
Published by Anzac SA Ltd - 2 hrs

"Well my husband was having blackouts and I didn't know what was causing them and the doctor said it was his body's way of getting over what he'd seen."

One of Adelaide's WWII Cheer-Up volunteers, Pat Hewish was interviewed at the Adelaide Cheer-Up Hut. Pat talks about her time serving the soldiers, while her husband of four days, was off to war.

Listen online HERE: <http://bit.ly/2IR2uCS>

#AnzacCentenary_SA #CheerUpHut #podcast



Patricia Hewish



Patricia Hewish

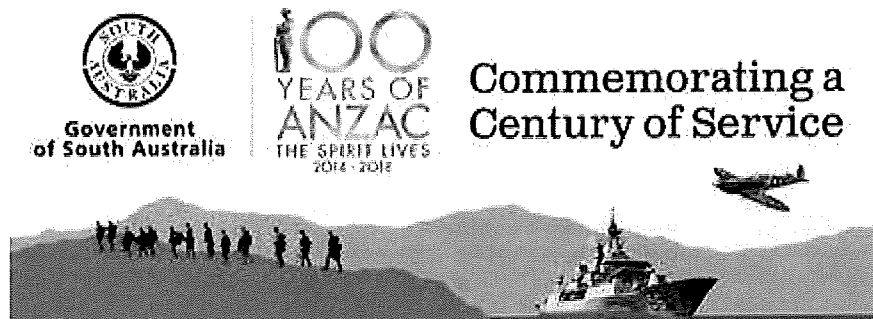
Regards,

Andrew Natale

Principal Project Officer

Anzac Centenary Coordination Unit

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Adelaide SA 5000
t +61 (0) 8 8226 8543 e andrew.natale@sa.gov.au



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Government of South Australia
Veterans SA

Receipt for Accu SA

Account ID: 1385593365093631



Payment Date

Mar 15, 2017 4:16pm

Payment Method

Clause 7c

Paid

\$30.00 AUD

You're being billed because you reached your \$30.00 billing threshold.

Product Type

Facebook

Campaigns

Post: ""Well my husband was having blackouts and I..."

\$30.00

From Mar 2, 2017 4:30pm to Mar 15, 2017 4:00pm

Post: ""Well my husband was having blackouts and I..."

2,643 Impressions

\$30.00

Receipt for Accu SA
Account ID: 1385593365093631



Payment Date
Mar 31, 2017 9:40am

Payment Method

Clause 7c

Paid

\$2.08 AUD

Remaining ad costs at the end of the month.

Product Type
Facebook

Campaigns

Post: "This Is Howard Hendrick DFC. Howard joined the..."

\$2.08

From Mar 29, 2017 5:04pm to Mar 31, 2017 12:00am

Post: "This Is Howard Hendrick DFC. Howard joined the..."

247 Impressions

\$2.08

Receipt for Accu SA

Account ID: 1385593365093631



Payment Date
Apr 19, 2017 9:15pm

Payment Method

Clause 7c

Paid

\$30.00 AUD

You're being billed because you reached your \$30.00 billing threshold.

Product Type
Facebook

Campaigns

Post: "This is Howard Hendrick DFC. Howard joined the..."

\$30.00

From Mar 31, 2017 12:00am to Apr 19, 2017 9:00pm

Post: "This is Howard Hendrick DFC. Howard joined the..."

3,281 Impressions

\$30.00

Receipt for Accu SA

Account ID: 1385593365093631



Payment Date

May 31, 2017 2:11am

Payment Method

Clause 7c

Paid

\$4.07 AUD

Remaining ad costs at the end of the month.

Product Type

Facebook

Campaigns

Post: "This is Howard Hendrick DFC. Howard joined the..."

\$4.07

From Apr 29, 2017 12:00am to May 1, 2017 4:00pm

Post: "This is Howard Hendrick DFC. Howard joined the..."

575 Impressions

\$4.07

Receipt for Accu SA

Account ID: 1385593365093631



Payment Date

Sep 21, 2017 11:38pm

Payment Method

Clause 7c

Paid

\$29.75 AUD

You're being billed because you reached your billing threshold.

Product Type

Facebook

Campaigns**Post: "The Anzac Centenary Reflections Competition is..."****\$27.58**

From Sep 17, 2017 9:30pm to Sep 21, 2017 11:30pm

Post: "The Anzac Centenary Reflections Competition is..."

3,219 Impressions

\$27.58

Post: "The Anzac Centenary Reflections Competition is..."**\$0.31**

From Sep 17, 2017 9:30pm to Sep 21, 2017 11:30pm

Post: "The Anzac Centenary Reflections Competition is..."

30 Impressions

\$0.31

Post: "100 years ago 38,000 Australian men were either..."**\$1.86**

From Sep 17, 2017 9:30pm to Sep 21, 2017 11:30pm

Post: "100 years ago 38,000 Australian men were either..."

206 Impressions

\$1.86

Receipt for Accu SA

Account ID: 1385593365093631



Payment Date

Sep 23, 2017 11:12pm

Payment Method

Clause 7c

Paid

\$29.48 AUD

You're being billed because you reached your billing threshold.

Product Type

Facebook

Campaigns

Post: "100 years ago 38,000 Australian men were either..."

\$15.00

From Sep 21, 2017 2:00am to Sep 23, 2017 11:00pm

Post: "100 years ago 38,000 Australian men were either..."

1,535 Impressions

\$15.00

Post: "The Anzac Centenary Reflections Competition Is..."

\$14.48

From Sep 21, 2017 2:00am to Sep 23, 2017 11:00pm

Post: "The Anzac Centenary Reflections Competition Is..."

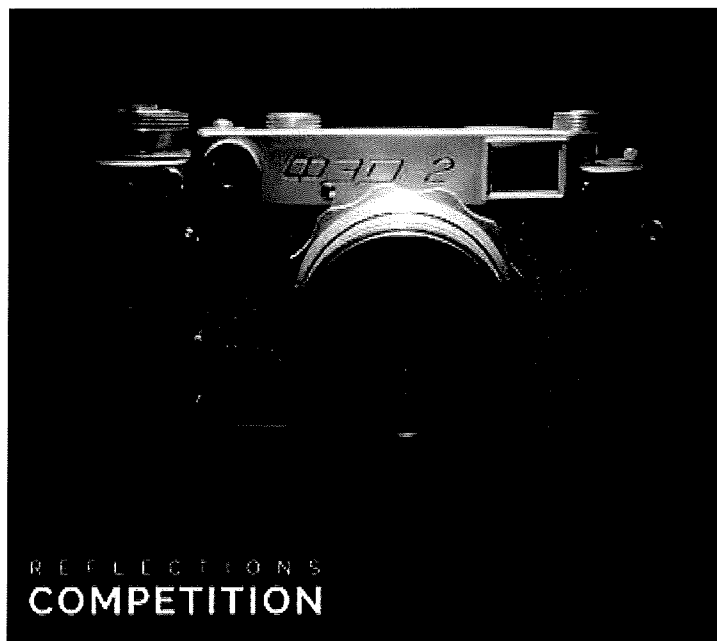
1,096 Impressions

\$14.48

Natale, Andrew (DTF)

From: Natale, Andrew (DTF)
Sent: Tuesday, September 26, 2017 4:33 PM
To: Graham, Chantelle (DTF)
Subject: Segment Competitions Advertising

Photography - \$75 to 11 November, 2017



anzaccenatary.sa.gov.au/competitions



Win a trip for 2 to the Australian War Memorial in Canberra!

The Anzac Centenary Reflections Competition is open and calling on all photographers to contribute up to three photos during this time of national reflection.

Entries close 11 November, 2017

(link to site)

conditions apply

Short Film - \$75 to 11 November, 2017



anzaccentenary.sa.gov.au/competitions



Win a trip for 2 to the Australian War Memorial in Canberra!

The Anzac Centenary Reflections Competition is open and calling on all film makers to contribute a short film (up to 5 minutes) during this time of national reflection.

Entries close 11 November, 2017

(link to site)

conditions apply

Creative Writing and Poetry - \$75 to 11 November, 2017



anzaccentenary.sa.gov.au/competitions



Win a trip for 2 to the Australian War Memorial in Canberra!

The Anzac Centenary Reflections Competition is open and calling on all creative writers and poets to contribute a short story or poetry during this time of national reflection.

Entries close 11 November, 2017

(link to site)

conditions apply

Andrew Natale

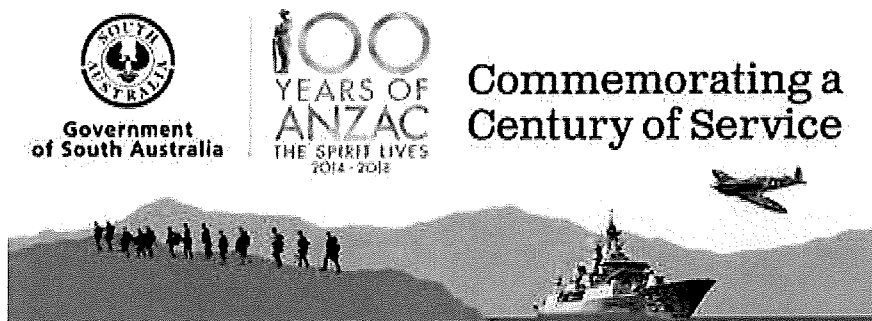
Principal Project Officer

Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square

Adelaide SA 5000

t +61 (0) 8 8226 8543 e andrew.natale@sa.gov.au



anzaccentenary.sa.gov.au is an interactive website designed specifically for South Australians. Contribute your family's and community's Anzac stories and memorabilia to this site and join thousands of others who by doing so become part of this state-wide time capsule project.

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Government of South Australia
Veterans SA

Natale, Andrew (DTF)

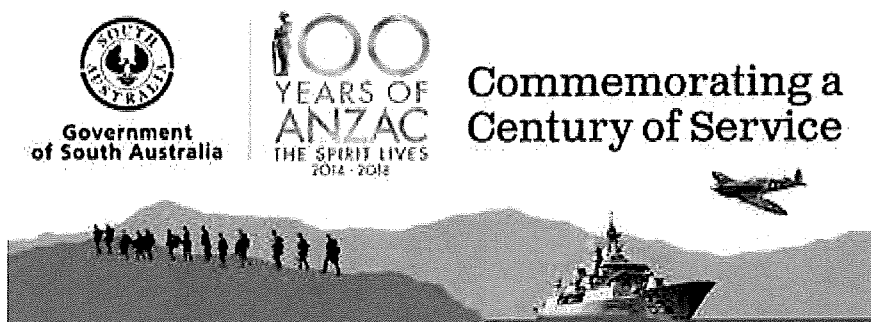
From: Natale, Andrew (DTF)
Sent: Wednesday, September 27, 2017 10:13 AM
To: Graham, Chantelle (DTF)
Subject: RE: Competitions Advertising

Great thanks...hope it's going well.

Cheers,

Andrew Natale
Principal Project Officer
Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square
 Adelaide SA 5000
 t +61 (0) 8 8226 8543 e andrew.natale@sa.gov.au



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Government of South Australia
 Veterans SA

From: Graham, Chantelle (DTF)
Sent: Tuesday, September 26, 2017 5:21 PM
To: Natale, Andrew (DTF) <Andrew.Natale@sa.gov.au>
Subject: Re: Competitions Advertising

Yep, Happy with that.

Sent from my iPhone

On 26 Sep 2017, at 02:41, Natale, Andrew (DTF) <Andrew.Natale@sa.gov.au> wrote:

Hey Chantelle,

Please see the breakdown below – happy with this approach? I'll email through the text for each of the segment posts with image for approval separately.

That \$50 campaign saw a post reach of 4,010 with 101 link clicks to the website, which is a good first week boost – I've already got one entry come through.

Proposing the below:

Segment 1

Short Film Post - \$75 until 11 November, 2017

Segment 2

Photography Post - \$75 until 11 November, 2017

Segment 3

Writing Post- \$75 until 11 November, 2017

General Competitions Post (one already boosted) \$75 until 11 November, 2017

Boosted video post (no text) \$50 until 11 November, 2017

Competitions Launch boosted post \$50 spent
DECS fax \$60 spent

TOTAL \$460

BUDGET \$500

Leaves \$40 allocation for other boosted posts. I'm suggesting that I re-boost the post you approved from tomorrow until the end of competition. The others to start from next week or when you return.

Cheers,

Andrew Natale

Principal Project Officer

Anzac Centenary Coordination Unit

Level 13, State Administration Building, 200 Victoria Square

Adelaide SA 5000

t +61 (0) 8 8226 8543 e andrew.natale@sa.gov.au

<image001.jpg>

anzaccentenary.sa.gov.au is an interactive website designed specifically for South Australians. Contribute your family's and community's Anzac stories and memorabilia to this site and join thousands of others who by doing so become part of this state-wide time capsule project.

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<image002.gif>

Receipt for Accu SA

Account ID: 1385593365093631



Payment Date
Sep 30, 2017 8:32am

Payment Method

Clause 7c

Paid

\$26.77 AUD

Remaining ad costs at the end of the month.

Product Type
Facebook

Campaigns

Post: "The Anzac Centenary Reflections Competition Is..."**\$13.63**

From Sep 23, 2017 5:00am to Sep 28, 2017 11:00pm

Post: "The Anzac Centenary Reflections Competition Is..."

969 Impressions

\$13.63

Post: "100 years ago 38,000 Australian men were either..."**\$13.14**

From Sep 23, 2017 5:00am to Sep 28, 2017 11:00pm

Post: "100 years ago 38,000 Australian men were either..."

1,232 Impressions

\$13.14
