



**Government
of South Australia**

TRS19D1107

Hon Stephen Mullighan MP
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Dear Mr Mullighan

APPLICATION UNDER THE *FREEDOM OF INFORMATION ACT 1991*

I refer to your applications made under the *Freedom of Information Act 1991* (FOI Act), dated 9 May 2019.

Your application seeks access to:

“All minutes, briefings and correspondence titled ‘Motor Accident Commission – Reducing the Motor Accident Commission (MAC) Brand Presence’ as described on the Objective document management system, between 12 July 2018 and 9 May 2019.”

The legislative prescribed timeframe to determine this application has expired and is now deemed to have refused you access to all documents relevant to your application. I refer to my letter dated 26 May 2019 where I sought additional time to make my determination.

The purpose of this letter is to advise you of my determination. An extensive search was conducted within this office. A total of 1 document was identified as answering the terms of your application

I grant you access in full to 1 document; a copy of which is enclosed.

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

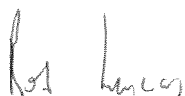
In accordance with this Circular, any non-personal information determined for release as part of this application, may be published on the DTF website. A copy of PC045 can be found at the following address: <http://dpc.sa.gov.au/what-we-do/services-for-government/premier-and-cabinet-circulars>. Please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

As I am determining this application as Principal Officer, Section 29(6) of the Act does not provide for an internal review. If you are dissatisfied with my determination you are entitled to exercise your rights of external review with the Ombudsman.

Alternatively, you can apply to the South Australian Civil and Administrative Tribunal. If you wish to seek a review, Section 39(3) of the Act states you must do so within 30 calendar days of receiving the determination.

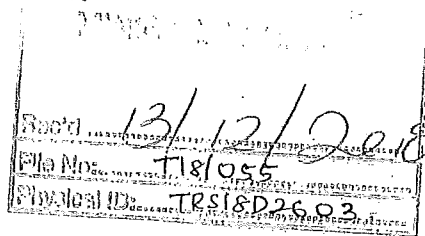
If you require any further information, please contact Vicky Cathro on 8226 9769.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Rob Lucas'.

Hon Rob Lucas MLC
Principal Officer

22 June 2019



MINUTES forming ENCLOSURE to

MAC18D0326
MAC18/0062 PT. 1

TO: TREASURER

CC: MINISTER FOR POLICE, EMERGENCY SERVICES AND CORRECTIONAL SERVICES

REDUCING THE MOTOR ACCIDENT COMMISSION (MAC) BRAND PRESENCE

Recommendations/Issues:

That you note the activity being undertaken to reduce the presence of the MAC brand, whilst continuing to ensure appropriate and timely road safety messages are delivered to the South Australian community.

Noted

Treasurer

19/12/2018

Background

On 22 October 2018 it was announced MAC would cease its road safety responsibilities from 30 June 2019, with its key functions to primarily be transferred to South Australia Police (SAPOL).

While details of the transfer and future messaging have not been finalised, ensuring appropriate and timely road safety messaging to the South Australian community remains MAC's priority.

The following information has been prepared to outline MAC's immediate and short term plan to scale back its branding presence, whilst ensuring road safety messaging continues to be delivered to the South Australian community. This approach is based on feedback received on 22 November 2018 from the Treasurer to reduce the presence of the MAC brand whilst continuing to deliver road safety messaging, to ensure a smooth transition occurs.

Discussion

The role of communication in driving behavioural change and influencing road safety policy is important – it plays a crucial role alongside interventions in seeking to persuade target audiences to adopt or advocate a particular behaviour.

Since the announcement on 22 October 2018, MAC has assumed a business as usual (BAU) approach to its road safety communications activity whilst it waited for advice from the Department of Treasury and Finance as to whether the MAC brand would continue.

This BAU approach included:

MAC's communications approach pre 1 December 2018.

MAC's road safety communications have been delivered via a range of targeted communication platforms. These included mass media, MAC's partnership strategy, digital initiatives and media/public relations. Each medium offers a unique mechanism by which to target key issues and audience groups, with the layering of multiple approaches currently shown to be the most effective means of creating awareness and achieving behaviour change.

To deliver an optimal outcome for each road safety issue, MAC took a moderate to high level of risk exposure in its campaigns, engagement and messaging. Careful consideration has always been given to ensure an evidence-based and cost effective approach is adopted.

The following table identifies elements utilised within each communications platform:

MASS MEDIA	PARTNERSHIPS	DIGITAL INITIATIVES	PUBLIC RELATIONS	COMMUNITY ENGAGEMENT
Television	Education Programs	Website Content	News Media	Education Programs
Radio	Message Extension	Social Media Content	Public Activations	
Print	Interventions	Mobile Applications	Launches	
Outdoor/Ambient	Research		Competition	
Digital/Social				

Between 22 October 2018 and 1 December 2018, MAC's communications activity had remained at a level consistent with that of the previous 12-months. It should be noted that delays incurred in obtaining Ministerial approval to return pre-existing campaigns to market during September 2018 resulted in MAC having a lower than anticipated mass media presence during this period.

Communication activity traditionally increases from November through to January and again in March in recognition that the periods present a greater road safety risk due to seasonal factors (i.e. summer, longer daylight hours, holiday periods, etc.).

Communications approach post 1 December 2018.

Effective from 1 December 2018, MAC has implemented a number of changes to its communications approach, based on the following principles:

- a) Continue road safety messaging;
- b) Reduce presence of the MAC logo, where practical;
- c) Change to the SA Government logo for any new campaigns;
- d) Remove MAC logo from existing campaign material if practical and cost effective; and
- e) Do not cease already planned communication activity.

The following information summarises the revised communications approach by platform.

Mass Media

Each of MAC's existing mass media campaigns feature considerable creative executions, with each execution featuring the MAC logo.

There are no changes planned to the campaign creative or the media schedule for the campaign messages to go to market between 1 December 2018 and 31 March 2019 as it would be cost prohibitive in the required time frame.

The following summarises the planned media activity. Visibility of this activity is provided through the Department of the Premier and Cabinet's Communications Approval Portal (CAP):

Issue	Campaign	Timing
Speed	'Slow Down Before Things Get Hairly'	<ul style="list-style-type: none"> • November 2018 • January 2019
Seatbelts	'Get Your S**T Together'	<ul style="list-style-type: none"> • November 2018
Inattention / Distraction	'No One Is Driving If You Are Distracted'	<ul style="list-style-type: none"> • November 2018 • February 2019
Motorcycles	'No Place To Race'	<ul style="list-style-type: none"> • November 2018 • December 2018 • January 2019
Drink Driving	'10 Year Hangover'	<ul style="list-style-type: none"> • December 2018 • March 2019
Fatigue	'Our Town Could Save Your Life'	<ul style="list-style-type: none"> • December 2018 • January 2019
Christmas	'Lights Out'	<ul style="list-style-type: none"> • December 2018
Drug Driving	'Increased Penalties'	<ul style="list-style-type: none"> • January 2019 • March 2019
Regional	'Who Will You Leave Behind'	<ul style="list-style-type: none"> • February 2019
Pedestrians	'Watch Out'	<ul style="list-style-type: none"> • March 2019

No new mass media campaign creatives will be finalised between 1 December 2018 and 30 June 2019. Development work (i.e. data analytics, market research, etc.) is underway for new drug driving, speed and motorcycle campaigns. The selection of approach and production will not occur until processes are agreed with SAPOL.

Partnerships

In line with the details provided in announcing MAC would transfer its road safety responsibilities from 30 June 2019, all existing partnership agreements are in the process of being renewed. The new expiry terms are based on the contracted activity with the relationships now expiring between 31 October 2019 and 30 June 2020 (e.g. the football season ends in September and so contractual obligations end in October).

MAC will retain its presence in through the following events given all promotional material has been produced, and reproduction has a significant expense:

- All branded collateral to promote the New Year's Eve free bus services have been produced. The MAC logo will therefore have a presence during this period.
- All Tour Down Under (TDU) signage and messaging has been confirmed and will be retained. This includes naming rights to Stage 6, the 'Be Safe Be Seen Stage 6,' and the installation of the Be Safe Be Seen 'Big Bike' in the TDU Tour Village in Victoria Square.
- Messaging opportunities through the Adelaide 36ers, Adelaide Lightning and Adelaide United.

Planning of MAC's road safety activity with partners whose activity straddles 30 June 2019 (i.e. SANFL, Community Football, Footy Express, etc.) is still to be confirmed. It is the intention that the messaging opportunities will not contain a heavily branded MAC logo presence, allowing the activity to continue to be run post 30 June 2019.

Digital Initiatives

The branding of MAC digital communications channels has been amended to reduce the visibility of the MAC logo.

The following are examples of the changes implemented:

Facebook pre 1 December 2018:



Visible removal of obvious MAC referencing

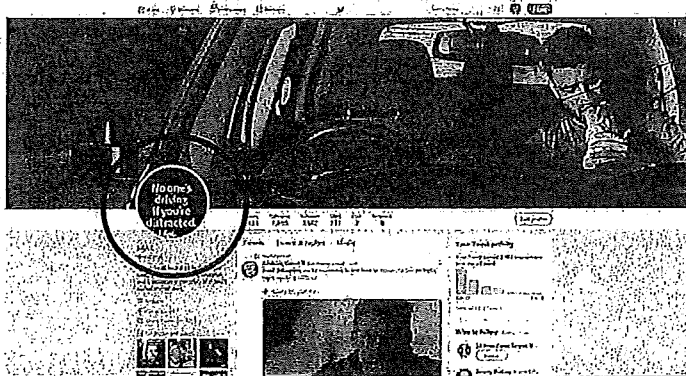
Facebook post 1 December 2018:



Twitter pre 1 December 2018:



Twitter post 1 December 2018:



Visible removal of obvious MAC referencing

MAC's digital communications take two forms:

- Ad hoc messaging – activity with an organic reach, with a short run life span.
- Boosted messaging – paid activity, with a targeted audience and broader campaign objective.

Ad hoc content will continue to be produced and promoted via MAC's digital channels. All new ad hoc content to be featured on these platforms will continue to deliver an appropriate road safety message for the time and audience and, where possible, be unbranded.

The following is an example of such content:



In contrast to the ad hoc content, boosted content utilises all existing campaign creative and does feature the MAC logo. This content will continue to be displayed. Removal of the MAC logo will take time and a plan will be put in place once the costs associated with removal are identified.

Public Relations

The generation of proactive news media opportunities has ceased. This includes making use of television and radio media to announce the return of mass media road safety campaigns to market or reacting to emerging road safety issues through the distribution of media releases.

News outlets seeking reactive media comment are being redirected to SAPOL and where appropriate the office of the Minister responsible for road safety. It should be noted that the RAA will naturally develop a greater road safety voice during this transition, likely to fill the media void in those areas SAPOL are not in a position to provide comment on.

For example, MAC has become the lead road safety agency coordinating a unified Christmas road safety message to the South Australian community with the State's emergency service agencies (SAPOL, MFS, GFS, SES, etc.). This involves the delivery of a road safety message via the media through a large scale public activation. This will not occur in advance of the 2018 Christmas period and has been flagged with SAPOL.

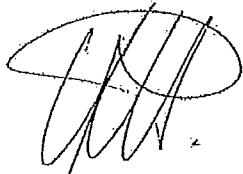
Community Engagement

The activities of MAC partners who deliver structured community engagement programs will continue however MAC has ceased its promotion of the programs delivered (i.e. RAA's Street Smart, RAP delivered by the MFS, SAPOL's road safety education).

Costs are currently being sourced to de-brand all existing MAC campaign creative, with the intention that a strategy be put in place to de-brand existing MAC campaign material when it is brought back to market. It should be noted that developing new creative for all road safety issues and user groups is cost prohibitive. MAC has traditionally refreshed 2-3 campaigns per year as the desired campaign impact deteriorates amongst its target audience.

Recommendation

It is recommended that you note the contents of this briefing paper.



TRUDY MINETT

Chief Executive Officer
Motor Accident Commission

13 December 2018