



**Government of South Australia**  
Department for Child Protection

**Office of the Chief Executive**

Our reference: F076/17-18

Hon David Ridgway MLC  
C/- Parliament House  
North Terrace  
ADELAIDE SA 5000

Level 1 East  
31 Flinders Street  
Adelaide SA 5000  
GPO Box 1072  
Adelaide SA 5001  
DX 214  
Tel (08) 8226 6847  
Fax (08) 8463 6202  
ABN 54 598 525 171

[www.childprotection.sa.gov.au](http://www.childprotection.sa.gov.au)

Dear Mr Ridgway

I refer to your Freedom of Information application received on 29 September 2017. You have requested a copy of the following:

*"I request access to all correspondence (emails, briefing notes etc) between representatives of the Department of Premier and Cabinet and media/communications staff within the Department for Child Protection regarding social media promotion for the period of 1 January 2014 till present."*

On 5 October 2017, I wrote to your office requesting consideration be given to amending the scope of your application to reflect the date the Department for Child Protection (DCP) came into operation. On 5 October 2017, your office confirmed in writing it would accept a response from DCP from 1 November 2016 till present. Your office also confirmed on 11 October 2017 that it would grant a one week extension to enable DCP to complete your application with the revised due date of Friday, 3 November 2017.

A total of three documents were identified as falling within the scope of your request. I have considered the information with reference to the Freedom of Information Act 1991 and have determined to release two documents in full and one in part. These documents are detailed in the attached schedule and copies are included.

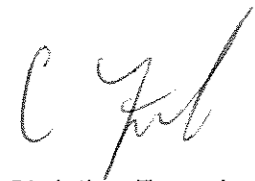
There are no costs levied for the processing of your application.

If you have any questions regarding this determination please contact me on telephone (08) 8226 6622.

If you are dissatisfied with this determination, you can seek an Internal Review by writing to the Chief Executive, Department for Child Protection as the Principal Officer of this agency. Your request should be sent within 30 days of receipt of this letter.

I have also enclosed a copy of your rights to review and appeal this determination, which explains your review options.

Yours sincerely

A handwritten signature in black ink, appearing to read 'C Fenech', written in a cursive style.

Christian Fenech  
**ACCREDITED FREEDOM OF INFORMATION OFFICER**

2 November 2017

**FREEDOM OF INFORMATION ACT 1991**  
**YOUR RIGHTS TO REVIEW AND APPEAL**

### **1. INTERNAL REVIEW**

If you are dissatisfied or "aggrieved" with certain decisions or "determinations" of an agency/council/university (regarding access to documents or amendment of records), under S.29 and S.38 of the *Freedom of Information Act (SA) 1991*, you can apply to the agency/council/university concerned for an internal review of its determination.

To apply for an internal review of a determination you must write a letter addressed to the Principal Officer or lodge an internal review application form with the same agency/council/university as made the determination. This also must be addressed to the Principal Officer. The application must be accompanied by the appropriate fee (if applicable). The application should be lodged within 30 days of the original determination.

The agency/council/university will undertake its internal review and advise you of its decision within 14 days of receipt of the application.

There is no right to an internal review of a determination made by a Minister or Principal Officer of an agency/council/university.

### **2. INVESTIGATION BY THE OMBUDSMAN/POLICE COMPLAINTS AUTHORITY**

After an internal review has been completed, if you are still dissatisfied with the agency/council/university's determination, you can request an external review by the Ombudsman/Police Complaints Authority of the determination. The Ombudsman/Police Complaints Authority is empowered to investigate the conduct of any person or body in relation to a determination made by an agency/council/university under this Act. (If an application determination was made by a police officer, or the Minister responsible for the administration of the SA Police, applications for external review are made to the Police Complaints Authority. All other applications for external review should be made to the Ombudsman.)

You may also request an external review by the Ombudsman/Police Complaints Authority if you have no right to an internal review.

The application for review by the Ombudsman/Police Complaints Authority should be lodged within 30 days of the date of a determination.

Investigations by the Ombudsman/Police Complaints Authority are free. Further information is available from the Office of the Ombudsman or Police Complaints Authority.

### **3. REVIEW BY SACAT**

You have a right to apply for a review by SACAT if you are unhappy with:

- a determination not subject to Internal Review
- an Internal Review determination, or
- the outcome of a review by the Ombudsman SA or the Police Ombudsman.

You must exercise your right of review with SACAT within 30 calendar days after being advised of the above types of determinations or the results of a review. Any costs will be determined by SACAT, where applicable.

For more information contact SACAT. Contact Details:  
**South Australian Civil and Administrative Tribunal**  
**(SACAT)**

Phone: 1800 723 767

Email: [sacat@sacat.sa.gov.au](mailto:sacat@sacat.sa.gov.au)

**SCHEDULE OF DOCUMENTS**

<b>Item No.</b>	<b>Dated</b>	<b>Author</b>	<b>Recipient</b>	<b>Title/Description</b>	<b>Determination</b>
1	19 January 2017	Amanda West - Department for Child Protection	Department of the Premier and Cabinet	DCP Foster Care Services 2016 – Media Schedule	Release
2	4 April 2017	Brett Manuel – Department of the Premier and Cabinet	Department for Child Protection	Facebook Live – Visual 2	Release
3	19 January 2017	Foster Care Services – Choose to Care	Department for Child Protection	Foster Care Services – Choose to Care	Release in part

**From:** West, Amanda (DCP)  
**To:** Rossetto, Nikki (DPC)  
**Cc:** Draysey, Rebecca (DCP)  
**Subject:** RE: Choose to Care - tactical regional activity  
**Date:** Thursday, 19 January 2017 2:02:46 PM  
**Attachments:** DCP Foster Care Services 2016 17 Media Schedule V3.xlsx  
image003.jpg  
image004.jpg  
image005.jpg

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Thanks Nikki

The media schedule has been revised with MEC removing the \$2,000 Facebook spend from the schedule – see attached.

However we will be handling social media in house – I will let you know how much we spend so it can form part of our evaluation.

Cheers

**Mandy West**

Communications and Marketing Adviser

Department for Child Protection / L2 West 31 Flinders Street Adelaide SA 5000

t (08) 8207 2119 e [amanda.west@sa.gov.au](mailto:amanda.west@sa.gov.au) w [www.childprotection.sa.gov.au](http://www.childprotection.sa.gov.au)



**From:** Rossetto, Nikki (DPC)  
**Sent:** Thursday, 19 January 2017 1:51 PM  
**To:** West, Amanda (DCP)  
**Cc:** Draysey, Rebecca (DCP)  
**Subject:** RE: Choose to Care - tactical regional activity  
Hi Mandy,

The tactical activity is approved from GCA perspective, based on the following:

- This activity is part of the original comms strategy approved by PCAG.
- The additional budget of \$22,262 inc GST for this part of the strategy was not originally included in the comms strategy and will be included in the eventual campaign evaluation report to PCAG for the whole Choose to Care campaign as additional expenditure.
- The tactical media plan is approved as presented, noting that radio has been added to accompany the originally proposed print advertising.
- The radio script is approved, noting the same talent is being sourced for consistency with overarching campaign. Please ensure that a Govt end tag is included at the end of the radio script (ie *A message from the Government of South Australia*). Please send me the final version of the radio track for our files on an FYI basis.
- The revised tactical print ad concepts are much more consistent with the overarching campaign's creative strategy. They are approved for execution to promote the individual sessions as necessary.

Please touch base if you have any questions.

Thanks,

Nikki

**Nikki Rossetto**

Principal Communications Consultant

Government Communications Advice

Department of the Premier and Cabinet

P: +61 8 8204 9174

M: 0411 152 691  
Level 5, 25 Grenfell St, Adelaide  
[www.govcommunications.sa.gov.au](http://www.govcommunications.sa.gov.au)

\*Please note: I am available Mon - Thurs.

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**From:** West, Amanda (DCP)

**Sent:** Thursday, 19 January 2017 9:40 AM

**To:** Rossetto, Nikki (DPC)

**Cc:** Draysey, Rebecca (DCP)

**Subject:** Choose to Care - tactical regional activity

Hi Nikki

Please find attached media plan for Foster Care Services – Choose to Care – tactical regional activity.

**Choose to Care collateral**

**Press concept x 3**

The following examples are attached:

- Image of 'child'
- Image of 'lady'
- Image of 'Aboriginal family'

**Radio script (30 sec)**

Ever considered being a foster carer? By becoming a foster carer you can bring hope and light to a young life. Choose to care visit [fostercare.sa.gov.au](http://fostercare.sa.gov.au) for your closest information session.

**Voiceover for radio ad**

Petra Schulenburg (sourced through SA Casting) – same VO used for TVC. Booked Friday 20 January 2017.

**Social media**

MEC recommended that we boost our Facebook posts internally in the lead up to each information session.

Thank you for all your guidance so far and I look forward to receiving your advice.

Many thanks.

**Mandy West**

**Communications and Marketing Adviser**

Department for Child Protection / L2 West 31 Flinders Street Adelaide SA 5000

t (08) 8207 2119 e [amanda.west@sa.gov.au](mailto:amanda.west@sa.gov.au) w [www.childprotection.sa.gov.au](http://www.childprotection.sa.gov.au)



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**From:** Manuel, Brett (DPC)  
**To:** Daniell, Esther (DCP); Legedza, Christie (DCP)  
**Cc:** Irmier, Christine (DCP); Watson, Leah (DCP); Boyce, Brenden (DCP)  
**Subject:** RE: Facebook Live-VISUAL2  
**Date:** Tuesday, 4 April 2017 3:13:37 PM  
**Attachments:** image002.jpg  
image003.jpg

Hiya Esther  
I've put it on ... do you have dates/times that you'd like me to draw attention to – or do you want to join the facebook group more generally and keep an ongoing relationship with them?  
Thx  
B

**From:** Daniell, Esther (DCP)  
**Sent:** Tuesday, 4 April 2017 2:28 PM  
**To:** Manuel, Brett (DPC) ; Legedza, Christie (DCP)  
**Cc:** Irmier, Christine (DCP) ; Watson, Leah (DCP) ; Boyce, Brenden (DCP)  
**Subject:** Facebook Live-VISUAL2  
Hi Brett - please find attached visual for YourSAy on our Facebook live session.  
Hi Christie – for public website / focus groups page pls.  
Cheers  
Esther

**From:** Martin, Sheridan (DCP)  
**Sent:** Tuesday, 4 April 2017 9:49 AM  
**To:** Daniell, Esther (DCP)  
**Subject:** FW: 17-106 CPRIT DIGI Profile banner Facebook Live-VISUAL2  
Hi Esther,  
Attached is the Facebook live event graphic for approval.  
Thanks,  
**Sheridan Martin**  
Graduate Officer (Media and Digital)  
Department for Child Protection / 31 Flinders Street, Adelaide  
t (08) 8226 1105 e [Sheridan.martin@sa.gov.au](mailto:Sheridan.martin@sa.gov.au) w [www.childprotection.sa.gov.au](http://www.childprotection.sa.gov.au)



**From:** Davey, Matt (DECD)  
**Sent:** Tuesday, 4 April 2017 9:38 AM  
**To:** Martin, Sheridan (DCP)  
**Subject:** 17-106 CPRIT DIGI Profile banner Facebook Live-VISUAL2  
**Matt Davey**  
Graphic Designer  
Department for Child Protection / 31 Flinders Street, Adelaide  
t (08) 8226 0984 e [Matt.Davey2@sa.gov.au](mailto:Matt.Davey2@sa.gov.au) w [www.childprotection.sa.gov.au](http://www.childprotection.sa.gov.au)  
id:image001.jpg@01D236B2.BE739490



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**CLIENT:** Department of Child Protection  
**PRODUCT:** Foster Care Service  
**CAMPAIGN:** Foster Care Services - Choose To Care  
**TARGET AUDIENCE:** Regional SA  
**BMD SCHEDULE NOS:**

**DATE:** 19/01/17  
**VERSION:** 3

PLANNED  
 BOOKED  
 Booking Number  
 Public Holidays  
 School Holidays

Medium/Market	Size/ Duration	Position/ Day	Material Deadline	Booking Number	JANUARY					FEBRUARY				MARCH				Total No	Rate/ CPT	Cost	Colour/ Position	Cost Per Insertion including loading	Total Cost
					1	8	15	22	29	5	12	19	26	5	12	19	26						
DIGITAL																							
Facebook	Managed in house																				DCP-In-House		

<b>CREATIVE AGENCY DETAILS</b>	Caston Design Sally Caston
Contact:	
Phone:	
Email:	

Gross Media Cost	
Media Rebate	
Production Fees	
MEC Fee	57 (1)
Ad Serving Fees	
TOTAL COST EXC GST	
GST	
TOTAL COST INC GST	
Budget	
BUDGET REMAINING	

**IMPORTANT - PLEASE NOTE:**  
 Please be aware these are planning costs only and may not be a true indication of what can be bought at time of booking. Commercial in confidence, rates and fees are strictly confidential.  
 Approval to book must be accompanied with evidence of appropriate approvals prior to MEC buying.  
 NB: TV plans are subject to confirmation on completion of negotiations.

\* (IMS) - denotes the use of inventory and/or Proprietary and/or Content Media Services