



Office of the Chief Executive

Our reference: F077/17-18

Hon David Ridgway MLC
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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 documents relating to the budget and actual spend of social media promotion by the Department for Child Protection for the 2014/15, 2015/16, 2016/17 and 2017/18 periods.

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 that it would accept a response from DCP for the 2016/17 and 2017/18 financial years (to date). Your office also confirmed on 11 October 2017 that it would grant a one week extension to enable DCP to complete your application.

One document was 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 this document in full. This document is detailed in the attached schedule and a copy is included.

I can also advise the total media spend by DCP on social media promotion for the 2016/17 and 2017/18 financial years to date is \$8,333.


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

SCHEDULE OF DOCUMENTS

Item No.	Dated	Author	Recipient	Title/Description	Determination
1	5 September 2017	MEC	Department for Child Protection	Media schedule – Choose to Care	Release

From: Nazira Patoli
To: Daniell, Esther (DCP)
Cc: West, Amanda (DCP); Matthew Hofmeyer
Subject: RE: Media Schedule - Choose to Care
Date: Tuesday, 5 September 2017 1:11:55 PM
Attachments: [image005.gif](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[image012.jpg](#)
[image013.jpg](#)
[image014.jpg](#)
[image015.jpg](#)
[image016.jpg](#)
[DCP Choose to Care v15.xlsx](#)
[Expenditure Report Choose To Care-complete.pdf](#)

Hi Esther,

Please find attached the most recent media schedule (V15) we have in file. I have also attached a credit expenditure report for all digital activity from the campaign commencement in September 2016.

Since the campaign was 'migrated' from DECD to DCP (and there were a few internal changes in our finance systems), there are multiple lines to cross check. Please find below a small guide that may be useful to reconcile media with what we have in the digital schedule:

Google YouTube = [GOOASI] Total media in our finance systems \$15,000

Mi9 = [NINMSN] Total media in our finance systems \$28,018.99

Outbrain = [OUTBRA] Total media in our finance systems \$10,000

Facebook = [FACEBO] Total media in our finance systems \$19,999

MCN = [MCNETW] Total media in our finance systems \$10,000

Adserving, Tracking, Reporting and Set Up = [EYEBLA] & [MOAT] & [SIZMEK] & [MECINT] Total media in our finance systems \$2,955. There is a discrepancy of \$34 between finance schedule and media schedule (i.e. \$2,921).

Let us know if you have any questions.

Thank you,

Nazira

Nazira Patoli

MEC

Client Executive

nazira.patoli@mecglobal.com

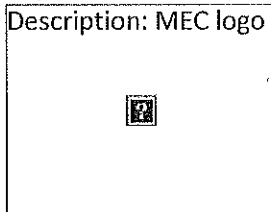
Office: 08 8366 4709

Mobile: 0422 979 719

Level 1, 1 - 5 Wakefield Street, Kent Town SA 5067 Australia

<http://www.mecglobal.com.au>

Description: MEC logo



A GroupM Company



cid:image008.jpg@01D265BD.33DD9670



From: Daniell, Esther (DCP) [mailto:Esther.Daniell@sa.gov.au]

Sent: Thursday, 31 August 2017 10:59 AM

To: Nazira Patoli

Cc: West, Amanda (DCP)

Subject: Media Schedule - Choose to Care

Hi Nazira

Could you please send me the updated Media Schedule for Choose to Care by COB Tuesday 5 September. Please include costs and media from commencement of campaign in mid-September 2016 to most recent burst of digital activity.

Any queries let me know. Thanks in advance.

Cheers

Esther Daniell

Senior Communications and Engagement Consultant

Department for Child Protection

p 8226 7372 m 0451 384 787 e Esther.Daniell@sa.gov.au w www.childprotection.sa.gov.au



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