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The Premier’s View

Communication is one of the four main levers of government alongside legislation, regulation and taxation. When done well, its contribution to delivering government policies is profound.

Over my time in government, I have seen the communications profession evolve in response to new technology and audience expectations.

More than ever, government communicators need to be multi-skilled and passionate about the work they do to inform and influence the public. One needs to be responsive and empathetic because many of our messages affect people’s lives.

**How we communicate with South Australians can build trust and confidence in our government.**

It should therefore be no surprise that I regard communications as one of the major professions within our public sector.

While the priorities of the government remain unchanged in this third iteration of the South Australian Government Communications Plan, I’d like to continue to encourage bold, creative and strategic thinking in the delivery of our messaging.

Let’s continue to explore more impactful avenues that are pre-emptive rather than reactive. Go beyond the traditional channels, listen intently so we can continue to respond clearly and openly. Often, we have been wary of social media but it’s time that we fully embrace and maximise its utility under a new whole of government policy.

**To give South Australians more direct access to the information they are seeking, I would like to see you create more content that is broadcast on our own channels.**

Let’s ensure we continue to understand our regional and metropolitan audiences and their preferences so we can reach them effectively. Observe what other countries and their governments are doing, there is so much we can learn from their approaches.

Inevitably, our state will face various challenges and it is our job to deliver messages of confidence and assurance that relay the government’s response to overcoming those hurdles.

Ahead, I foresee a year of communication projects and campaigns that better engage with the community and involves them throughout policy development, announcement, implementation and evaluation. We have so many achievements to showcase and countless exciting milestones ahead.

We are after all, changing and saving lives, transforming the economy and representing the great state of South Australia on the global stage.

Jay Weatherill
Premier
Government of South Australia
Communications at a Glance

I’m privileged in my role as Head of Profession to be leading a group of talented communicators who effectively convey the ambitions and successes of our state government.

**My responsibility is to ensure the ongoing quality, value, effectiveness, integration and consistency of the government’s strategic messaging.**

While it’s exciting that our media landscape is changing so rapidly, it can be challenging to keep up with consumer expectations in a government setting.

To ensure we have a best practice approach, we commissioned a review of public communications across the South Australian Government. Undertaken by WPP’s Government & Public Sector Practice in early 2017, the review provides great insight into what we are doing well and the key areas for improvement across departments.

The review’s recommendations include expanding our individual skill sets under a capability framework by giving you more opportunities to develop skills in multiple communications disciplines. That means developing an integrated workforce plan for the communications profession, creating more all-rounders instead of subject matter experts.

Over the next 12 months, you can expect to see more collaboration between agencies and some structural changes that will modernise the operational delivery of marketing communications across government.

The review also proposed improving how we finance campaign activities to better meet the government’s priorities and ensure public funds continue to be invested wisely.

In addition, there is red tape we can cut in the approval process of government communications.

With the assistance and support of the Directors of Communications Committee, I plan to increase the profile of communications among all agency executive teams as an important tool for strategic policy delivery in a manner that’s international best practice.

In summary, our upcoming whole of government communication projects will:

- deliver greater value from our arrangement with a Master Media Agency
- enhance efficiency with the creation of a Communication Service Panel
- modernise our delivery via a new Communications Operating Model
- consolidate, from across government, insights and data on South Australians
- build capacity by designing a Professional Development Curriculum
- improve efficiency via a new communications approval process.

While agencies will continue to have their own Communication Plans with specific KPIs, the purpose of this plan is to ensure that collectively, we aspire to the same standards and contribute towards achieving whole of government outcomes.

We must continue to deliver messaging that:

- Builds confidence in our state’s economic direction
- Prompts positive public health behaviours, shared responsibility and sustainability in our communities
- Upholds the rights and responsibilities of citizens in safety, equality, opportunity and justice
- Promotes innovation and high performance in the public sector
- Better positions South Australia in Commonwealth negotiations and promotes the results delivered.

Ultimately, my goal is to ensure we build the capabilities of the communications cohort so we have the right tools and resources to be better communicators than we were 12 months ago.

Rik Morris
Executive Director
Government Communications, Engagement and International Relations
Department of the Premier and Cabinet
Communication Trends

Governments and public sector organisations face unprecedented challenges and demands to deliver effective, efficient communications and to develop the educated communicators they need to deliver them.

Governments and public sector organisations need to address a new set of challenges when communicating with citizens. These include:

- Responding to the shift from text-based to visual communication
- Making content bite-sized, relevant, personalised and shareable
- Integrating communications across online and offline channels
- Identifying and harnessing the power of digital influencers
- Building an emotional connection with audiences.

In this challenging environment, reassessing the structures, tools, processes and personnel required to deliver government communications is key.

WPP’s research across 40 countries (including Australia) for The Leaders’ Report found that:

- Communication is rarely understood fully by policymakers
- It is frequently regarded as a tactical and shared service, rather than as a strategic function of policy delivery
- It is under skilled in areas such as social media, data analytics, audience segmentation and citizen engagement.

Senior government communicators who participated in The Leaders’ Report concluded that how and why governments should communicate has changed but communication structures have not.

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**Ten key drivers of high-performing government communication functions**

**Strategy**
- Having a clearly defined role of, and structure for government communications
- Understanding the wider socio-economic and cultural environment of citizens

**People**
- Creating collaborative team environments
- Sustaining investment in talent, skills and professional development

**Process**
- Maintaining consistency of messages across government and across channels
- Working across government on communications priorities

**Structure**
- Maintaining sufficient access to senior stakeholders
- Driving a focus on the citizen throughout the organisation

**Tools**
- Accessing a range of data sources to inform decision making
- Embracing technology to become more citizen focused
What this means for South Australia

The Leaders Report provides an important foundation to help improve the way communication is developed and implemented in South Australia.

To best leverage improvements across government, the Department of Premier and Cabinet (DPC) will take the leading role in the strategic planning and delivery of the following activities:

1. Ensure that communications is integrated into the policy development cycle and all citizen engagement activity.
2. Shift the emphasis of communications delivery from publisher (of press releases) to developer, broadcaster and syndicator (of content).
3. Increase the profile of communications as an important tool for strategic policy delivery.
4. Restructure the delivery of government marketing activity.
5. Create an insights hub that pulls together, from across government, knowledge, research and data on South Australians.
6. Ensure investment in professional development is sustained and sustainable.
7. Ensure that the South Australian Government Communications Plan is used as a tool to prioritise communications activities and resources in departments and agencies.
8. Increase investment in the delivery and cross-government coordination of internal communications, with a view to using public sector employees and volunteers as communications channels.
9. Ensure communications leaders in each department and agency have sufficient executive team access.
Our Communication Themes

We’re positioning South Australia as the best place to do business while opening new markets across the nation and around the world.

We’re reducing costs for businesses by becoming the lowest taxing Australian state.

We’re backing the industries and jobs of the future.

The state government’s grant schemes will encourage jobs growth in areas which will drive our state’s economic future.

Everyone wants to live in a place that has a high standard of living, strong social connections, ways to stay healthy and happy, and that’s safe for residents and visitors.

We’re encouraging South Australians to actively take part in our communities, so that they can become safer, healthier and better places to live, work, socialise and play.

We’re building strong communities that are designed around people and encourage healthy living.

5 key areas are:

Transforming our economy

Building safer, healthier communities

We’re investing: $1.2B to improve our public housing for vulnerable South Australians.

We’re spending: $1.1B to modernise our health services across the metropolitan area, in addition to opening the new Royal Adelaide Hospital, Australia’s most advanced hospital.
South Australians are known for their commitment to a compassionate society and the idea that everyone deserves an equal opportunity in life. Fundamental to our approach is a focus on the needs of children.

Science now shows us that early experiences affect how the brain’s connections are built and this has a lasting effect on later success in school and life.

South Australian Government programs will include a stronger focus on better educational and health outcomes for children from birth to five years.

We will focus on improvements to our criminal justice system, strengthen efforts to respond to and prevent violence against women, remove discriminatory aspects of existing laws, and improve support to people with a disability and people living with mental illness.

South Australians expect the state government to be their advocate and seek to influence national decisions that affect our jobs and essential services.

The government has a strong track record standing up for the state in areas including defence, education, health, water, tax and energy policy.

We will work constructively with the Federal Government to reform the Federation in a way that improves the productivity, prosperity and wellbeing of our citizens.

We will partner with the Commonwealth to deliver infrastructure that will boost growth in our regional and metropolitan economies.

The state government will always stand up for South Australia. We'll offer opportunities for the public to take part in innovative decision-making processes.

We'll change our public sector to better meet the needs of the community. It will be modernised with new technologies and systems that make us more capable and responsive.

We'll invest in the infrastructure that underpins our state’s success by building new schools, hospitals, public transport and roads while replacing out-of-date facilities that are no longer fit for purpose.

Delivering innovation and reform in the state’s public sector is needed to provide the highest standard of service possible to our citizens, communities and businesses.
Key Initiatives

The listed key communication activities for 2017-18 show the breadth and complexity of government messaging.
### INVESTMENT ATTRACTION SOUTH AUSTRALIA (IASA)

**Boosting Investment**
IASA's digital marketing activities will promote SA as an investment destination, helping to build new industries and continuing to support the state's growth sectors in targeted interstate and international markets (Middle East and North Africa, South East Asia, China, Europe, North Asia and India). Key platforms include sponsored and organic social media posts, paid search and content seeding.

Content showcasing case studies and our key value propositions will be broadcast on social media and digital networks.

Attending and/or sponsoring in-market events such as outbound/inbound business missions, conferences and events held locally, interstate and overseas will help leverage IASA's relationships with industry associations and target sectors.

### DEPARTMENT OF THE PREMIER AND CABINET (DPC)

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Taking charge of our energy future</td>
<td>DPC’s campaign will keep the public well informed of the deliverables from the state’s energy plan - ensuring current and future generations enjoy clean, sustainable and affordable energy.</td>
</tr>
<tr>
<td>South Australian Jobs</td>
<td>This public information campaign promotes the state’s growth industries and major policy measures, principally the $200 million Future Jobs Funds, to support business expansion and job creation.</td>
</tr>
<tr>
<td>JOBEX</td>
<td>South Australia’s largest employment and careers exhibition will showcase jobs in emerging industries.</td>
</tr>
<tr>
<td>Job Accelerator Grant (JAG)</td>
<td>This campaign promotes the JAG scheme that supports business growth and employment.</td>
</tr>
<tr>
<td>Fund My Neighbourhood</td>
<td>DPC will enable citizens to decide how $40 million in government funds should be allocated under Fund My Neighbourhood, one of the world’s biggest participatory budgeting exercises.</td>
</tr>
<tr>
<td>Communications Reform</td>
<td>DPC will lead the implementation of the government communications review – recommendations will help build capacity and achieve world-class benchmarks.</td>
</tr>
<tr>
<td>GREEN INDUSTRIES SA</td>
<td>A campaign is planned to promote the benefits of moving towards a more Circular Economy in South Australia.</td>
</tr>
<tr>
<td>Recycle Right* Workplace recycling systems trial</td>
<td>Online website support will help educate households about recycling via a search functionality for recycling and recovery options plus a telephone hotline for queries.</td>
</tr>
</tbody>
</table>

**Potential benefits of a more Circular Economy**
A campaign is planned to promote the benefits of moving towards a more Circular Economy in South Australia.
SOUTH AUSTRALIAN TOURISM COMMISSION (SATC)

Events South Australia
Showcasing Adelaide’s vibrancy, creating jobs and boosting tourism, Events South Australia will promote and run major events including:
- Santos Tour Down Under
- Tasting Australia
- Adelaide Fashion Festival
- Bridgestone World Solar Challenge
- Adelaide 500
- Credit Union Christmas Pageant.

International Marketing
SATC will undertake activities in key international markets (UK, North America, Continental Europe, Southeast Asia, China, India and New Zealand) to promote SA as a desirable holiday destination. Tactical campaigns, direct to consumer and proactive public relations activities will be run.

South Australia National Campaign
Digital marketing in intrastate and interstate markets will promote South Australia as a great tourism destination, generating leads for SA tourism operators. Marketing activities titled “There is so much, so close to home” and “There is so much, so close in Adelaide” will encourage intrastate and interstate visits.

Tourism Champions and corporate videos
SATC will continue to capture case studies on tourism operators, highlighting their business growth and employment. Videos highlighting key achievements of the tourism industry will help showcase local successes.

DEPARTMENT FOR COMMUNITIES AND SOCIAL INCLUSION (DCSI)

National Disability Insurance Scheme
DCSI will run a state-wide communications and engagement campaign to support the transition of people with a disability to the NDIS. The campaign will also support sector growth and reform in response to the NDIS.

Problem Gambling
DCSI will run a targeted communications campaign, funded via the Gamblers Rehabilitation Fund, to encourage people affected by problem gambling to seek help and reduce the incidence of problem gambling in the community.

Screening Checks
DCSI will communicate improvements made to screening checks that help identify people who may pose a risk to children or the vulnerable to build public confidence in the system.

Multicultural Festival
This free biannual event showcases South Australia’s cultural diversity.
## SOUTH AUSTRALIA POLICE (SAPOL)

<table>
<thead>
<tr>
<th>Road Safety</th>
<th>SAPOL will undertake public relations campaigns to support our visible policing, law enforcement and education services to protect the community from harm on our roads.</th>
</tr>
</thead>
<tbody>
<tr>
<td>District Policing Model</td>
<td>Communication activities will support the implementation of the new District Policing Model which is designed to enhance involvement in the local community and deliver an effective, agile and responsive operation service.</td>
</tr>
<tr>
<td>Neighbourhood Watch</td>
<td>This advertising and public relations campaign will support the reinvigoration of the NHW program, including an improved online presence and initiatives focussed on higher levels of engagement with the community to aid crime prevention and build community resilience.</td>
</tr>
<tr>
<td>Workforce diversity</td>
<td>Communication activities will support the progressive implementation of the Equal Opportunities Commission review recommendations to develop a more confident, capable, diverse and inclusive workforce where our people are safe, respected and supported to reach their full potential.</td>
</tr>
<tr>
<td>Protective Security Officers</td>
<td>Public relations activity will help increase the profile of Protective Security Officers as a career choice.</td>
</tr>
</tbody>
</table>

## SOUTH AUSTRALIAN FIRE & EMERGENCY SERVICES COMMISSION (SAFECOM)

| Alert SA update | Updates made to the AlertSA app will be promoted to existing and new users to give access to timely, relevant and personalised event and warning information. |

## SOUTH AUSTRALIAN STATE EMERGENCY SERVICE (SES)

<table>
<thead>
<tr>
<th>Extreme Heat</th>
<th>SES will continue to educate South Australians about the Extreme Heat icon and how we can be better prepared for times of prolonged heat.</th>
</tr>
</thead>
<tbody>
<tr>
<td>132 500</td>
<td>This campaign will re-educate the community about when it is appropriate to call 132 500 for SES assistance.</td>
</tr>
</tbody>
</table>

## COUNTRY FIRE SERVICE (CFS)

<table>
<thead>
<tr>
<th>Bushfire Ready Awareness Campaign</th>
<th>CFS will undertake state-wide bushfire pre-season awareness promotion and public relations activities. This aims to shift awareness and contemplation to action.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bushfire Ready Month</td>
<td></td>
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</table>

## SA METROPOLITAN FIRE SERVICE (MFS)

<table>
<thead>
<tr>
<th>Diversity in recruitment</th>
<th>MFS will undertake promotional activities to increase the diversity of its recruits.</th>
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</table>
DEPARTMENT OF PRIMARY INDUSTRIES AND REGIONS SA (PIRSA)

**Fruit Fly**
PIRSA will run an advertising and public relations campaign to alert the public, fruit and vegetable importers/exporters, wholesalers and retailers on the measures required to keep SA’s fruit fly free status. This includes messaging on the movement of fruit and vegetables from interstate into SA, or from within SA into the Riverland.

**OneBiosecurity**
This public relations campaign targets the livestock industry to raise awareness about the new OneBiosecurity registration system.

**Premium Food and Wine**
PIRSA will continue communications and engagement activities to promote achievements made under the ‘Premium food and wine from our clean environment and exported to the world’ economic priority.

**Regional Development**
PIRSA will continue to deliver targeted communication activities to support South Australia’s regional development agenda.

DEPARTMENT OF STATE DEVELOPMENT (DSD)

**Drive Your Future**
DSD will continue to support automotive supply chain workers affected by closures to transition to new industries.

**Northern Economic Plan**
Integrated communications and engagement activity will continue to promote economic and social transformation in northern Adelaide.

**Living Innovation**
DSD will promote the state’s efforts to encourage industrial innovation by administering the:
- Adelaide Gig City Program
- South Australian Early Commercialisation Fund
- South Australian Venture Capital Fund.

MOTOR ACCIDENT COMMISSION (MAC)

- **Speeding**
- **Drink Driving**
- **Drug Driving**
- **Inattention**
- **Seatbelts**
- **Fatigue**
- **Pedestrian safety**
- **Motorcycling safety**
- **Regional drivers**
- **Young drivers**

MAC will run mass media and community based communications and programs targeting various issues and the road users most implicated in road trauma. MAC aims to educate road users, shift attitudes, change behaviours, encourage greater adherence to road rules and ultimately, contribute to a reduction in fatalities and injuries on our roads.

HOMESTART FINANCE

**Future You**
This media campaign positions HomeStart as a viable option to providing home ownership opportunities sooner than may be possible through a mainstream lender. HomeStart will also sponsor Netball SA to build its profile.
ADELAIDE CEMETERIES AUTHORITY (ACA)

Reflect and remember
ACA will continue to work with industry partners to promote its four sites as places for people to gather, reflect and remember. Site selection and pre-purchasing will be promoted, supporting ACAs goal to be top of mind for end-of-life decision making.

STUDYADELAIDE

Marketing Automation
To boost student enrolments, StudyAdelaide will use marketing automation software to better tailor messaging for individuals on digital platforms. User-generated videos about the Adelaide experience will be filmed by student ambassadors for distribution on social media.

MyAdelaide User-Generated Videos
StudyAdelaide will target interstate education agents to add Adelaide to their list of destinations for international student recruitment. The campaign will involve social and digital promotion in conjunction with events.

Domestic Marketing
StudyAdelaide is planning an online module to engage 8,000+ education agents worldwide to provide consistent messaging and tools to sell Adelaide as a study destination. This will be coupled with a global incentive program.

Global Agent Engagement
This online portal will be promoted to help connect local businesses with international student graduates. Businesses can tap into their knowledge of export markets and culture to better explore overseas opportunities.

DEPARTMENT OF ENVIRONMENT, WATER AND NATURAL RESOURCES (DEWNR)

River Murray
An education campaign will aim to raise awareness about the benefits of environmental water and the Basin Plan for regional communities and jobs.

Book Before You Go
This advertising campaign will inform national park visitors to book online prior to visiting. More camping and park facilities will gain online booking capabilities.

‘SA’s low carbon future’ – Carbon Neutral Adelaide
DEWNR will help South Australians to:
- understand the work the government is doing to move to a low carbon future, in response to climate change
- understand the benefits a low carbon future will bring
- become aware of opportunities to influence how we transition to a low carbon future
- become aware and better understand the Carbon Neutral Adelaide initiative.

ADELAIDE CEMETERIES AUTHORITY (ACA)

Reflect and remember
ACA will continue to work with industry partners to promote its four sites as places for people to gather, reflect and remember. Site selection and pre-purchasing will be promoted, supporting ACAs goal to be top of mind for end-of-life decision making.

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Global Agent Engagement
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Employer Portal
This online portal will be promoted to help connect local businesses with international student graduates. Businesses can tap into their knowledge of export markets and culture to better explore overseas opportunities.
**DEPARTMENT OF PLANNING, TRANSPORT AND INFRASTRUCTURE (DPTI)**

Road and public transport projects:
- Torrens to Torrens
- Torrens Junction
- Darlington Upgrade
- Northern Connector
- O-Bahn Upgrade
- Oaklands Crossing
- South Road Duplication
- City Tram Extension

Addinsight and metroMATE: DPTI’s flagship applications will continue to be updated and their use will be promoted through advertising and social media campaigns.

**DEPARTMENT FOR EDUCATION AND CHILD DEVELOPMENT (DECD)**

Public Education: DECD will launch a campaign to build trust and confidence in public education so more parents and carers consider their local public school when selecting education for their child.

DECD will promote the opening of Adelaide Botanic High School, the state’s first vertical school, which will provide greater choice for inner city schooling.

Transforming science, technology, engineering and maths (STEM) learning: DECD will give students the skills and knowledge they need for jobs of the future via the STEM learning strategy for public education, coupled with a $250 million upgrade to STEM teaching facilities at 139 public schools.

Education for a Stronger Future: The government has released five strategic priorities for education and child development that DECD will work towards. These aim to build a stronger future for South Australia’s children by modernising our education and child development system so young South Australians are ready for jobs of the future.

**DEFENCE SA**

 Defence State: Defence SA will continue to promote the contribution the growing industry is making in job creation and economic growth.

Space Industry: This campaign will promote growth within the South Australian space industry and advocate for a national space agency.

**RETURNTOWORKSA**

Return to Work scheme: ReturnToWorkSA will continue to run tactical communication activities to inform employers and workers of their rights and responsibilities when dealing with workplace injuries.
### ATTORNEY-GENERAL’S DEPARTMENT (AGD)

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Description</th>
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<tbody>
<tr>
<td>Transforming Criminal Justice</td>
<td>AGD is bringing together government, justice and legal sectors to develop and implement a range of reforms in consultation with the community so offenders are held more accountable.</td>
</tr>
<tr>
<td>Liquor Reform</td>
<td>To address alcohol-fuelled violence, AGD will work with licensees, businesses and the community in developing a new regime to support licensed venues.</td>
</tr>
<tr>
<td>Government response to the Domestic Violence discussion paper</td>
<td>Following community and sector feedback on the Domestic Violence discussion paper, AGD will work on a range of initiatives to further tackle domestic violence in South Australia.</td>
</tr>
<tr>
<td>Research, Development and Innovation Bill</td>
<td>Communication activities will support the development of new legislation to put South Australia at the forefront of research, development and innovation, expand local and attract new industries, while supporting our economy and employment.</td>
</tr>
</tbody>
</table>

### RENEWAL SA

- **Tonsley**
- **Bowden**
- **The Square at Woodville West**
- **Playford Alive**
- **Adelaide Riverbank**
- **Festival Plaza redevelopment**
- **Northern Adelaide Food Park**

Renewal SA is undertaking several development projects that encourage investment and tourism, create jobs, provide new housing and regenerate local communities.

### DEPARTMENT FOR CORRECTIONAL SERVICES (DCS)

- **10 by 20: Reducing Reoffending 10% by 2020**

DCS will run promotional activities to help achieve the Reducing Reoffending: 10% by 2020 State Government Response and Action Plan, a landmark change in correctional services policy aimed at improving community safety. Over $40 million will be invested in rehabilitative measures in conjunction with legislative amendments.

### SA WATER

- **Regulatory Business Proposal 2020**

SA Water will begin state-wide communications to engage customers about its water and sewerage retail services to inform its business proposal for 2020-2024.
<table>
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<tr>
<th>SA HEALTH</th>
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<tr>
<td>Asthma and Hay Fever</td>
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<tr>
<td>A New Cervical Screening Test</td>
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<tr>
<td>Healthy Kids Menu Launch</td>
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<tr>
<td>Advance Care Directives</td>
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<tr>
<td>Food Safety Week</td>
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<tr>
<td>Bowel Cancer Screening</td>
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<tr>
<td>Smoking Cessation</td>
</tr>
<tr>
<td>Fight The Bite (protection against mosquito-borne disease)</td>
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<tr>
<td>Five Ways to Wellbeing</td>
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</tbody>
</table>

To encourage better health outcomes and announce service availability, SA Health will run a range of media campaigns in conjunction with support services and health partners.

<table>
<thead>
<tr>
<th>Investing in Health Infrastructure</th>
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</thead>
<tbody>
<tr>
<td>The community will be informed about ongoing improvement projects and changes at various sites:</td>
</tr>
<tr>
<td>New Adelaide Women's Hospital</td>
</tr>
<tr>
<td>Flinders Medical Centre</td>
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<tr>
<td>Lyell McEwin Hospital</td>
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<tr>
<td>The Queen Elizabeth Hospital</td>
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<tr>
<td>Modbury Hospital.</td>
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Decommissioning of the Repatriation General Hospital and reconfiguration of services within SALHN will be communicated.

<table>
<thead>
<tr>
<th>Rehabilitation and Tele-Rehabilitation Services</th>
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<tbody>
<tr>
<td>Activities will promote the expansion of rehabilitation and tele-rehabilitation services across the state.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Alcohol and Other Drugs One Stop Shop</th>
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<tbody>
<tr>
<td>Online materials will be created in support of the recommendations made by the Ministerial Crystal Methamphetamine Taskforce.</td>
</tr>
</tbody>
</table>

Emergency Demand

The “Emergency Departments are for emergencies” campaign will continue in efforts to ensure resources are allocated efficiently.
OFFICE FOR THE PUBLIC SECTOR (OPS)

**Flexibility for the Future**
OPS will work with agencies to promote flexible workplace arrangements to public sector employees via information roadshows (regional and metro), website, social media and stakeholder engagement and awareness sessions with agencies, so employees can achieve better work/life balance. Everyone has the right to request flexible workplace arrangements and we will ask “If not, why not?”

**One Government One Employer**
OPS will launch a new Human Capital Management model that includes a whole of government Employee Value Proposition that will position our sector as an Employer of Choice to attract and retain the best people. A range of internal and external communication activities will be undertaken.

**South Australian Leadership Academy**
OPS will promote the pilot academy that represents the centre of excellence for leadership in our public sector, ensuring a pipeline of strong, astute leaders with the ability to lead a high-performing sector. Business partnerships, agency engagement, social media and email campaigns will form part of the promotional activities.

**Increasing Aboriginal Employment in the Public Sector**
Under the Aboriginal Participation Strategy, OPS will work with agencies to increase Aboriginal employment across all classification levels using online media and stakeholder engagement.

ENVIRONMENT PROTECTION AUTHORITY (EPA)

**Dob In A Litterer**
To reduce roadside litter and change community attitudes towards littering, EPA will promote an app that enables people to report people throwing litter from registered vehicles.

**Good for Environment, Good for Business**
A program of direct engagement, awards and case studies will recognise good environmental performances that support sustainable development and economic growth. EPA will also support small and medium-sized enterprises to improve their capability and capacity.

**Growing the Green Economy**
EPA will work with the waste sector to promote innovation and growth, and to improve recovery and recycling of resources, supporting the government’s Circular Economy.

**TAFE SA**

**Be Yourself**
A comprehensive media campaign will run to encourage student enrolments.

**Growth sectors**
TAFE SA’s flexibility to meet the skill needs of growth industries will be promoted in order to boost enrolments in areas such as defence, NDIS and international studies.
There are many exciting developments occurring in the local media landscape that affect how and where we communicate. Globally, audiences continue to fragment over an increasing number of channels meaning marketers need to be more targeted and up-to-speed with advertising avenues and application developments.

Here is a snapshot from July 2017 of the South Australian trends, shifts and audience shares by channel.
South Australian media landscape

The number of South Australians online has risen 4.5% over the past year. The amount of time South Australians spent online soared, increasing by 32.6% per month.

Facebook continues to dominate social media, reaching an average of 1.2m South Australians each month. While most social networks trended upwards, overall changes to audiences have been minimal.
TELEVISION

With the increasing fragmentation of television and screen viewing time, dynamic trading of television spots appears to represent the future of the television industry. Dynamic Trading is a trading model which allows advertisers to move from a spot based transactional trading model to an audience based trading model. Dynamic Trading will mean a buyer will negotiate with the network on an audience delivery over a set period, for a set price, and the network will use their audience tracking technology to ensure delivery is achieved. The system automatically monitors the campaign on a daily basis, and if there is an under delivery of audience, it will place additional spots to ensure the planned audience levels are reached.

LIVE SPORT 2017/2018

As the free to air TV market experiences audience declines across target audience groups and networks, reality TV and live sport remain the big drawcards for viewers. 2017/18 will be a massive year for live sport, particularly with international events held close to our time zone.

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 AFL Grand Final</td>
<td>September 30</td>
</tr>
<tr>
<td>2017 Rugby League World Cup</td>
<td>October 27 – December 2</td>
</tr>
<tr>
<td>2017 Melbourne Cup</td>
<td>November 6</td>
</tr>
<tr>
<td>2017-2018 Summer of Cricket</td>
<td>Nov 2017 – Feb 2018</td>
</tr>
<tr>
<td>2017 The Ashes</td>
<td>23 November – January 8</td>
</tr>
<tr>
<td>2017-2018 Big Bash League</td>
<td>Dec 2017 – Jan 2018</td>
</tr>
<tr>
<td>2018 Tour Down Under</td>
<td>January 13 - 21</td>
</tr>
<tr>
<td>2018 Australian Open Tennis</td>
<td>January 15 - 28</td>
</tr>
<tr>
<td>2018 Winter Olympics</td>
<td>February 9 - 25</td>
</tr>
<tr>
<td>2018 Adelaide 500</td>
<td>March</td>
</tr>
<tr>
<td>2018 Commonwealth Games</td>
<td>April 4 – 15</td>
</tr>
<tr>
<td>2018 Russia FIFA World Cup</td>
<td>June 14 – July 15</td>
</tr>
</tbody>
</table>

TV VIEWING BY YEAR – PEOPLE AGED 18+ (18:00-22:30)
PRINT

With readership falling by around 10% year on year for the past couple of years, publishers are focusing more on their core offering of reporting on news and telling stories, which presents good opportunities for advertisers.

Publishers are naturally good content creators and we have seen a shift towards clients briefing publishers on both paid advertising and content creation to communicate with their audiences.

The added benefit of creating engaging content with publishers is the content has an authenticity that paid advertising can lack, and it can be amplified across other paid distribution channels to increase the reach of the content.

For example, a story published in the Port Augusta Transcontinental about Sundrop Farms tomato production can achieve national reach if amplified through recommendation engines Plista or Outbrain.

Understanding the difference between the types of print published in South Australia is important. For example, while metropolitan press is declining in readership, the importance of regional print to the local community has not diminished. Additionally, publications targeting more niche audiences such as City Mag and Adelaide Review remain important environments to engage hard-to-reach audiences.

SOUTH AUSTRALIAN ONLINE NEWS

The Advertiser is still the most read Adelaide based online news site.
The Adelaide radio market has remained relatively stable over the past few years, since HIT 107 recovered the audience SAFM had lost.

A better approach to using radio is to consider who you are trying to reach and when they are likely to be listening. A combination of stations will provide the best way to reach them, but consider how you can best tailor the message to the different environments.

For example, Triple M and Mix 102.3 both have the majority of their audience aged 25-54, however the gender skew and content format is significantly different. Triple M is a rock/sport/male-skewed station, and Mix102.3 a pop/female-skewed station.

By changing the tone and delivery of the same message to suit the environment and audience, you can make messages more noticeable and therefore more effective.
CINEMA

Cinema visitation is up 6% year on year as it has been for the past few years. In 2016 the growth was attributed to the number of blockbusters out in market and the return of some much loved storylines (Jurassic World and Star Wars).

With the next Star Wars movie coming out late in 2017, we expect growth to continue.

Val Morgan have innovated how cinema can be bought, with the most interesting new way to buy movie advertising called a Roadblock. This is where you buy every screen of every cinema in SA in a given week, airing across all movies for maximum reach.

The top performing films in SA to date:

<table>
<thead>
<tr>
<th>Film</th>
<th>Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beauty and the Beast</td>
<td>19,600</td>
</tr>
<tr>
<td>Lion</td>
<td>14,900</td>
</tr>
<tr>
<td>Sing</td>
<td>14,600</td>
</tr>
<tr>
<td>Guardians Of The Galaxy Vol 2</td>
<td>13,700</td>
</tr>
<tr>
<td>Boss Baby</td>
<td>12,800</td>
</tr>
<tr>
<td>The Fate of the Furious</td>
<td>11,300</td>
</tr>
<tr>
<td>Moana</td>
<td>11,200</td>
</tr>
<tr>
<td>Logan</td>
<td>9,500</td>
</tr>
<tr>
<td>Hidden Figures</td>
<td>9,000</td>
</tr>
<tr>
<td>Star Wars Rogue One</td>
<td>8,700*</td>
</tr>
</tbody>
</table>

*This figure represents 2017 tickets only.
OUTDOOR

Adelaide is not a commuter city when compared to other capitals on the eastern seaboard, with the majority of people in Adelaide still driving to work, averaging nearly 11,000 km per year in their cars.

The prevalence of digital out of home advertising has taken off over the past few years, with owners focusing on digitising their premium sites first, resulting in the percentage of large format outdoor sites which are digital, doubling in the past few years.

The amount of digital small format has reached saturation point, covering shopping centres, office towers, cafés, pharmacies, GP screens, petrol stations and gyms to go with street furniture like Adshel.

Val Morgan Outdoor (VMO) are innovating by reporting in more detail about people who view advertisements on their screens at petrol stations. They can tell you the age, gender, time of day and day of week, as well as if they had glasses or even facial hair, whether they watched the advertisement, and even if they appeared happy.

When VMO enable targeting based upon these metrics, at scale, advertisers will be presented with a range of ways to deliver more relevant and personalised communication.
People in Adelaide are heavier consumers of radio and Internet, whereas people in regional South Australia spend more time consuming TV and print.

Source: Roy Morgan, Mar 2017
People in Adelaide are more likely to engage with Internet, cinema and out of home advertising than those in regional South Australia, whereas people in regional South Australia are more likely to engage with TV, radio and print. TV, radio and internet are the highest reaching media channels.

REACH BY MEDIA CHANNEL – ADELAIDE AND REGIONAL SA

Source: Roy Morgan, Mar 2017
The difference in reach by age group from youngest to oldest is most significant for print and TV.

REACH BY MEDIA CHANNEL BY AGE GROUP - ADELAIDE

Read a newspaper in last 7 days
Read a magazine (last issue)
Watched pay TV in last 7 days
Watched commercial TV on a normal weekday
Listened to radio in last 7 days
Used the internet in last 7 days
Been to cinema in last 4 weeks
Seen outdoor advertising in last 7 days

Source: Roy Morgan, Mar 2017
People 14-17 can be seen to have significantly different media consumption habits than the next age group, people 18-24, demonstrating the massive lifestyle change that occurs when they leave school and become more independent.
There are many great examples of the work we do to effectively communicate with the community on a range of issues. Here are a few of those examples from 2016-17.
CHOOSE TO CARE
Department for Child Protection
Department for Education and Child Development

The Choose to Care campaign aimed to engage people across South Australia to consider foster care. The nature of the work of promoting foster care and recruiting new individuals and families to consider fostering is an ongoing one and is often a decision that can take years.

In an effort to increase the number of foster carers across the state, DECD ran a mass media campaign that also aimed to raise community awareness of the valuable contribution and vital role of foster carers in addressing the child protection issue.

The target audience were individuals, couples (including same sex couples) or families with or without children aged 25–40.

CALL 1300 236 783
WWW.FOSTERCARE.SA.GOV.AU
MYSA GOV DIGITAL LICENSING APP

Department of the Premier and Cabinet (DPC)

In 2016, DPC began the mySA GOV project to create an online citizen account and digital licensing app to improve the way citizens interact with government.

Underpinning the app was the mySA GOV citizen-account, which leveraged the former EzyReg account base, with over 300,000 account holders.

The app allows citizens to securely digitise selected government-issued passes and licences using their smartphone or tablet.

An extensive communications and engagement program raised awareness and educated citizens about the app.

The app was downloaded 10,000 times during the May-August 2017 period.

GO DIGITAL

You can now digitise selected Government issued passes and licences with the mySA GOV app. It’s safe, convenient, and lets you access your licence information easily online.

To find out more, go to my.sa.gov.au
DESTINATION TRIAGE TOOL

SA Health

In support of the service realignments occurring under Transforming Health, SA Ambulance Service (SAAS) developed a pre-hospital Destination Triage Tool (DTT) to identify and triage suitable patient groups and transport them to the most appropriate destination, ensuring timely access to definitive care and minimising secondary transfers.

Through a variety of mediums, the information campaign sought to encourage the community to trust that paramedics will take patients to the most appropriate hospital based on the care required. The campaign also had an internal communications component targeting SA Health employees, service delivery staff and other health practitioners.

Research undertaken after the promotion indicated the campaign was very effective at delivering the primary message that patients may not always be taken to their nearest hospital. Nearly three-quarters (72%) of those who saw the campaign, recalled this message and 73% found it engaging.
As part of the 2016-17 State Budget key announcements, the Department of Treasury and Finance ran a campaign to educate businesses and the community about the availability of new funding initiatives in support of job creation and economic confidence.

The campaign focussed on encouraging the uptake of the Job Accelerator Grant (JAG) by small and medium sized businesses using a variety of touch points including stakeholder engagement, direct marketing and paid advertising.

Over 4,800 JAG registrations were received.

To find out more and register for a Job Accelerator Grant visit: revenuesa.sa.gov.au
TAKING CHARGE OF OUR ENERGY FUTURE

Department of the Premier and Cabinet

Electricity supply is an essential service and South Australians rightly expect power to be available when it's needed.

To assure the community and business stakeholders that the government is taking action to improve the reliability and security of our electricity, the Premier launched an Energy Plan.

The 'Taking charge of our energy future' campaign promotes the government’s plan to create more generation, more gas supply and more renewable storage ensuring a reliable, affordable and secure power future for South Australia.

Visually, the campaign focusses on empathy and the everyday needs of people within the community, by using personal portraits and messages to express understanding of the dependency on energy and the need for action, now.

Within its first phase, the campaign website achieved an average of 15,797 visits per month and a total of 3,295 Energy Plan downloads. There was also a high level of engagement on social channels, including 256,000 video views, 2,000 post reactions and 1,000 post comments via Facebook.

Research undertaken in August 2017 regarding awareness of the Energy Plan amongst the South Australian community revealed that nearly half had heard about the Energy Plan (45%).
SATC adopted a content-based online marketing approach to support ongoing mass media campaigns. By capturing data and tracking potential travellers from the moment they engage with South Australian content on selected platforms, SATC in partnership with Fairfax Media, had the ability to serve them relevant, authentic content to amplify the South Australian message tailored to their interests (based on their online behaviour), followed by trade partner offers to convert them to book their holiday online.

The campaign designed a platform that could integrate across multiple online platforms, sites and social media that could be evaluated and tracked in real time. Outcomes included:

- 250 pieces of varied content
- Tagged 412,514 unique visitors
- 530,725 page impressions
- Article engagement time outperforms benchmark by 46%
- Over 600 conversions with Virgin Australia Holidays.