

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - JUNE 2025**

CAMPAIGNS \$55,000 to \$199,999

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Regional Campaign FY24/25	South Australia Police	18/06/2025	30/06/2025	17/06/2025	\$177,468	A road safety campaign that targets regional drivers in South Australia
Metro Growth Functional Advertising	SA Water	22/06/2025	30/06/2026	16/06/2025	\$194,000	A campaign to promote the \$1.2billion SA Water investment in building and upgrading large-scale water and wastewater infrastructure to support housing growth

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
SA Is Building	Department of the Premier and Cabinet	30/06/2025	30/06/2026	30/06/2025	\$2,200,000	A campaign to inform and engage South Australians about the significant infrastructure projects underway across the state, including new roads, hospitals and recreation facilities
OzAsia Festival 2025	Adelaide Festival Centre Trust	22/07/2025	9/11/2025	30/06/2025	\$230,000	A campaign to promote the 2025 OzAsia Festival
News Corp Year 3	Department of the Premier and Cabinet	1/07/2025	30/06/2026	30/06/2025	Commercial in Confidence	A media partnership between DPC and NewsCorp that provides the opportunity to enhance understanding amongst South Australians on State Government policies affecting them, so that citizens are more knowledgeable on important subjects relevant to their lives
LiveLighter - Toxic Fat and Sugary Drinks	Preventive Health	29/06/2025	30/06/2026	23/06/2025	\$1,830,000	The LiveLighter campaign seeks to address the state's obesity public health issue
LIV Golf Adelaide 2026	SA Tourism Commission	7/07/2025	31/03/2026	30/06/2025	Commercial in Confidence	A campaign to promote the annual LIV Golf Adelaide event
Here for the Game Year 4	Department of Human Services	15/06/2025	11/10/2025	13/06/2025	\$357,500	A campaign to raise awareness of the potential harms of sports betting and disrupt the normalisation of gambling in sport
Buy SA. For SA. Phase 3	Department of State Development	30/06/2025	30/06/2026	30/06/2025	\$644,000	A campaign to raise awareness of the benefits of buying South Australian goods, services, experiences and produce
Building a Bigger Health System - Phase 2	Department of the Premier and Cabinet	6/07/2025	1/02/2026	30/06/2025	\$1,900,000	A public information campaign to inform South Australians of the State Government's improvements to the public health system
2025 Adelaide Grand Final	SA Motor Sport Board	10/08/2025	1/12/2025	30/06/2025	\$1,535,000	A campaign to promote the bp Adelaide Grand Final

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Australian Council For Educational Leaders 2024 National Conference Sponsorship	Department for Education	29/09/2023	31/10/2024	13/06/2025	\$75,000	\$75,000
SA Water Summer Messaging 2024-25	SA Water	16/12/2024	31/03/2025	13/06/2025	\$100,000	\$93,151
Transport Strategy and Public Transport Strategy	Department for Infrastructure and Transport	8/11/2024	16/12/2024	13/06/2025	\$2,000,000	\$259,456
Protective Security Officer Recruitment	South Australia Police	8/08/2021	31/10/2021	13/06/2025	\$150,000	\$109,885
Adelaide Festival 2025	Adelaide Festival Corporation	4/11/2024	16/03/2025	30/06/2025	\$400,000	\$343,999



CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Australian Council for Educational Leaders (ACEL) 2024 National Conference
Sponsorship

Department: Department for Education

Campaign Start Date: 29 September 2023

Campaign Completion Date: 31 October 2024

Campaign Total Spend: \$75,000 (ex GST)

Campaign Approval Date: 28 September 2023

Evaluation Approval Date: 13 June 2025

Evaluation Summary:

The Australian Council for Education Leaders (ACEL) National Conference 2024 was held in Adelaide and presented in collaboration with the South Australian Department for Education. The sellout conference ran over 3 days, with 70% of the 620 attendees either interstate or international visitors. The conference theme 'Reimagining Education: A future beyond boundaries' explored and advanced thinking on navigating the complexities of our world and the transformation of the educator's role in shaping the future. Insights and learnings from the conference were amplified across the department's 30,000 educator employees.



CAMPAIGN EVALUATION SUMMARY

Campaign:	SA Water Summer Messaging 2024-25
Department:	SA Water
Campaign Start Date	16 December 2024
Campaign Completion Date	31 March 2025
Campaign Total Spend	\$93,151.00(exc. GST)
Campaign Approval Date	12 December 2024
Evaluation Approval Date	13 June 2025

Evaluation Summary:

<p>Key findings:</p> <p>Brand Health Index</p> <ul style="list-style-type: none"> • The approach of simple, targeted messaging to different segments of our target audience was successful and had a positive impact on our Brand Health Index score. Significantly higher Brand Health Index score among the 31% of surveyed customers who saw water wise messaging from January to March 2025 (8.1), compared with the 69% that didn't see water wise messaging (7.4). • The mean score in our Brand Health research for Q3 24/25 in regards to 'SA Water educate customers to be water conscious and to use water efficiently' increased by 0.3 to a total of 7.2 which is the highest mean score in over two years. <ul style="list-style-type: none"> o Agreement with this statement increased from 59% to 61% (rating 7-10 out of 10) and 43% to 63% (rating 8-10 out of 10). o At the 8-10 agreement rating level, 60% of respondents who had heard of any SA Water initiative in Q3 24/25 agreed that SA Water educate customers to be water conscious and use water efficiently, compared to just 30% of those who had not heard of any SA Water initiative (a statistically significant difference). • In Q3 24/25, information about being water wise achieved the highest recall rate at 31%. <p>Reach of message</p> <ul style="list-style-type: none"> • Reach of this summer messaging campaign was 2,305,947, which represents an increase of 84.65% on the 2023–24 summer messaging campaign, indicating significantly improved audience engagement and the effectiveness of the updated communication strategies. <p>Engagement through social media click through rates</p> <ul style="list-style-type: none"> • Social media click-through rate of 0.82%, exceeding South Australian Government benchmark standards (0.3-0.5%).
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CAMPAIGN EVALUATION SUMMARY

Campaign:	Transport Strategy and Public Transport Strategy
Department:	Department for Infrastructure and Transport (DIT)
Campaign Start Date	08 November 2024
Campaign Completion Date	16 December 2024
Campaign Total Spend	\$259,456.00(exc. GST)
Campaign Approval Date	30 September 2024
Evaluation Approval Date	13 June 2025

Evaluation Summary:

A campaign was required to raise awareness of and drive participation in consultation activities to inform development of South Australia's first Transport Strategy. The approach included pop-up community consultation activities featuring a virtual reality (VR) experience, dedicated microsite, paid advertising, use of owned channels and earned media, and stakeholder engagement activities. The communications and engagement approach was very successful in raising awareness about the development of the Transport Strategy and driving the community to participate in consultation activities, resulting in 80% higher participation than targeted across a broad representation of the community. Over 3,600 pieces of feedback were received including online survey responses, written submissions, and in-person and online VR participants. During the campaign period, the microsite was viewed nearly 40K times and paid advertising across radio, out of home, print, social and digital resulted in significant reach and engagement.



CAMPAIGN EVALUATION REPORT

Campaign:	Protective Security Officer Recruitment
Department:	South Australia Police

Campaign Start Date:	08 August 2021
Campaign Completion Date:	31 October 2021
Campaign Total Spend:	\$109,885 (ex GST)

Campaign Approval Date:	18 June 2021
Evaluation Approval Date:	13 June 2025

Evaluation Summary:

In response to the COVID-19 pandemic, the State Government announced they would fund an additional 114 fully trained Protective Security Officers (PSO) to be primarily deployed to COVID19 medi-hotel duties. As a result, SA Police required an urgent and concentrated recruiting functional advertising campaign to attract applicants for these positions. With no pre-existing PSO campaign assets the proposed approach was to select tactics that have quick turnaround in which they can be created and put in market in a cost-effective way.

Although there was a requirement to educate the target audience on the role of a PSO and the positives of joining SA Police, the focus was on the recruitment of positions (i.e. more functional in nature - 114 spots available, with courses starting in September so apply now), ahead of branding of the role and SA Police. Campaign deliverables, which ran from August - October 2021, included:

- Radio – a partnership with FreshFM that included commercial air-time, interviews, displays and articles in Fresh Jobs gateway website, and posts on their Facebook and Instagram.
- Digital – Xaxis, Indeed, Seek, Facebook, Instagram
- Search engine optimisation.

The campaign, in tandem with the Hoban partnership and SAPOL's concerted effort on our owned assets, performed well in driving digital engagement, attendance at seminars, applications and ultimately the numbers to fill the required PSO courses.

While the campaign was successful, the concurrent PSO and Police Officer creatives were very similar based on available assets and included similar media channels. This could have inadvertently caused some double up or confusion/dilution in market of available roles and Wavemaker's recommendation is to activate campaign in bursts vs an always-on approach if they are longer than 4-6 weeks and separate campaigns, and for SAPOL to invest in updated visual assets to avoid using the similar creative.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Adelaide Festival 2025
Department:	Adelaide Festival Corporation
Campaign Start Date	04 November 2024
Campaign Completion Date	16 March 2025
Campaign Total Spend	\$343,999(exc. GST)
Campaign Approval Date	15 October 2024
Evaluation Approval Date	30 June 2025

Evaluation Summary:

The 2025 Adelaide Festival truly fulfilled its promise of being Australia's premier international festival. This year's 40th edition showcased an extraordinary program, featuring breathtaking performances across all genres and a global lineup of world-class artists and creators celebrating the transformative power of art in its many forms. Year on year, Adelaide Festival enables Australian audiences to see the absolute pinnacle of artistic achievement from around the world and the social and economic impacts are far-reaching. Adelaide Festival remains a key component of a thriving visitor economy and driver of important economic benefits to the State, capturing 29% of audiences in 2025 from interstate and overseas, creating an estimated 121,485 visitor nights and generating a \$47.1 million net impact on Gross State Product. A comprehensive, integrated marketing campaign across multiple national markets drove 365,402 attendances (including WOMADelaide) and 97,834 ticket sales, surpassing box office sales targets and audience development objectives.