

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE  
COMMUNICATIONS APPROVAL REPORT - NOVEMBER 2022**

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Get Healthy 2022-23	Department for Health and Wellbeing	28/11/2022	28/02/2023	21/11/2022	\$173,000	A campaign to promote a free coaching Service (Get Healthy), a confidential telephone-based service designed to support adults to make sustained improvements in healthy eating, physical activity and healthy weight
THINK! Road Safety - Adelaide Lightning 2022-23	Department of Infrastructure and Transport	2/11/2022	30/06/2023	11/10/2022	\$112,000	A campaign to raise awareness of key road safety issues and encourage fans to think about their behaviour on the roads
Cervical Screening Self Collection Campaign	Department for Health and Wellbeing	1/11/2022	31/03/2023	02/09/2022	\$198,000	A campaign to inform women aged 25-74 that they can access a self-collection test as soon as they are due for their next screen

**CAMPAIGNS \$200,000 plus**

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Riverland Campaign 2022	Department of Primary Industries and Regions	30/11/2022	31/03/2023	\$500,000	A campaign targeting Riverland residents to drive the local community to act and address the significant threat of fruit fly in the region
Playford Alive Marketing 2022-23	Renewal SA	28/11/2022	30/06/2023	\$650,000	A campaign to raise awareness of Playford Alive and promote the new Sales and Information Centre and builder Display Village
2023 Adelaide Festival	Adelaide Festival Corporation	9/11/2022	19/03/2023	\$400,000	A campaign to promote the 2023 Adelaide Festival's events to intrastate and interstate visitors
Adelaide Cabaret Festival 2023	Adelaide Festival Centre Trust	7/11/2022	24/06/2023	\$325,000	A campaign celebrating the Adelaide Festival Centre's 50th birthday
Testimonials Campaign 2022-23	South Australia Police	1/11/2022	31/03/2023	\$340,000	A campaign to raise awareness of the fatal five, currently defined as drink and drug driving, speeding, distraction, seatbelts, and dangerous road users

**EVALUATIONS**

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Home Seeker SA 21/22	South Australian Housing Authority	17/01/2022	30/06/2022	17/11/2022	\$165,000	\$151,409
Demand management 2021	Department for Health and Wellbeing	4/06/2021	30/09/2021	17/11/2022	\$610,000	\$549,739
COVID SAfe Check-In	Department for Health and Wellbeing	4/12/2020	4/01/2021	17/11/2022	\$657,000	\$630,233
Flu Vaccination	Department for Health and Wellbeing	14/04/2020	13/06/2020	17/11/2022	\$150,000	\$142,601
Repat Reactivation 2019 - 2022	Department for Health and Wellbeing	1/07/2019	31/12/2021	17/11/2022	\$150,000	\$150,100



Government of  
South Australia

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** HomeSeeker SA 21/22

**Department:** SA Housing Authority

**Campaign Start Date:** 17 January 2022

**Campaign Completion Date:** 30 June 2022

**Campaign Total Spend:** \$151,409 (ex GST)

**Campaign Approval Date:** 15 October 2021

**Evaluation Approval Date:**

## Evaluation Summary:

SA Housing Authority launched the HomeSeeker SA program (the Program) and associated website in 2021, retaining the best elements of the former Affordable Homes Program but establishing a more aspirational and contemporary online presence.

HomeSeeker SA supports South Australians to find information about renting or buying a home. It provides the platform for affordable housing listings – homes that are listed at a set price point for a designated period exclusively for home buyers.

The Program helps to connect demand with an increase in affordable housing supply, while driving cultural and service change across the Authority and the affordable housing sector – facilitating the customer journey to the right housing solutions at the right time. In particular, the Program supports the modernisation of the social housing system, by providing customers with a range of affordable housing solutions.

The Program helps purchasers who otherwise would not have been able to enter the housing market, providing stimulus for the local home building sector. Affordable housing supply is sourced from the Authority's construction projects as well as private sector development and Renewal SA projects delivering on the Government's 15% Affordable Housing Policy.

The overall communication objective was to continue to establish strong brand in South Australia amongst key cohorts, as well as driving website visitation and registrations to the database to cultivate sales leads.

The campaign performed strongly, achieving the KPIs set across 3 out of 5 of the set objectives, and partially achieving the remaining 2. Strong performing platforms included REA and Google Search, which contributed to many website visits and database registrations.

At the completion of the campaign, the database recorded 2789 registrations, and 96,656 unique users had visited the website. eDMs were well received by subscribers, with a high average open rate throughout the campaign, higher than the 20-21 campaign.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Demand management 2021

**Department:** Department for Health and Wellbeing

**Campaign Start Date:** 04 June 2021

**Campaign Completion Date:** 30 September 2021

**Campaign Total Spend:** \$549,739 (ex GST)

**Campaign Approval Date:** 19 May 2021

**Evaluation Approval Date:** 17 November 2022

## Evaluation Summary:

The campaign was effective at reducing Category 1, 3, 4 and 5 presentations.

The post-campaign survey demonstrated community awareness slightly improved about what constitutes a health emergency since 2019. Awareness about what to do in an emergency remained the same, while alternative courses of action if not an emergency had slightly reduced. Health literacy increased slightly.

While there was a reduction from 2019, the post-campaign research showed a high awareness level of alternative care options for non-life-threatening illnesses and injuries, with the majority of people choosing the correct intended behaviour in the event of a health issue. There was a significant increase (6%) in intending to do the right thing when a child has a persistent high fever, which was the subject of one of the ads.

The lowest rates of preferred course of action based on actual experiences were for chest pain (41% correct) and when your child has a persistent high fever (66% correct), which are emergency situations.

The campaign had extremely high reach with 64% of South Australians seeing at least one advertisement. The ads were successful in helping people understand when to use an ED. 88% of people agreed "the ads tell an important message". Further to this, 86% said "it showed me the alternative care options for non-emergencies" compared to 83% in 2019, and 83% said "seeing the ads makes me understand when and when not to go to an ED" which is the same as in 2019.

The ads also impacted attitudes and intended behaviour; 59% of people that saw an ad began to think or behave differently about how and when to use an ED compared to 58% in 2019. 97% of people agree EDs should be used for emergencies only, which increased from 95% in pre-campaign research.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** COVID SAfe Check-In

**Department:** Department for Health and Wellbeing

**Campaign Start Date:** 04 December 2020

**Campaign Completion Date:** 04 January 2021

**Campaign Total Spend:** \$630,233 (ex GST)

**Campaign Approval Date:** 03 December 2020

**Evaluation Approval Date:** 17 November 2022

## Evaluation Summary:

The campaign achieved its objective of educating South Australian businesses, activities and consumers about their contact tracing recording requirements under the Public Activities Direction:

- there were 30,206,906 digital check ins during the campaign period, compared to 28,641,586 during a non-campaign period in April 2021, achieving the target of a 5% increase from a comparable non-campaign period, and
  - 58% of South Australians surveyed saw at least one of the ads, achieving the target of 50% of people having seen the ad.
- The campaign slightly underachieved its objective of informing South Australian consumers how to check in using the mySA gov app, with a target of 50% increase on the number of mySA gov app downloads. The mySA gov app installed on approximately 369,000 devices on 4 December 2020 and on 537,000 devices on 4 January 2021, which is an increase of 45%.

The campaign achieved its objective of educating South Australian consumers and businesses about why the digital check-in is an important measure to keep SA COVID safe with 73% of people surveyed agreeing the social media advert told them why they should check in. The video was very effective at educating consumers about why check-in is needed with 79% agreeing that it told them why they should check in. The radio ad was the most effective medium with 84% agreeing it told them why they should check in.

Overall, the creative and strategy was effective for use in this campaign and worked particularly well with timing of the campaign commencing shortly after a COVID-19 outbreak in South Australia in November 2020.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Flu vaccination

**Department:** Department for Health and Wellbeing

**Campaign Start Date:** 14 April 2020

**Campaign Completion Date:** 13 June 2020

**Campaign Total Spend:** \$142,601 (ex GST)

**Campaign Approval Date:** 07 April 2021

**Evaluation Approval Date:**

## Evaluation Summary:

The 2020 campaign used new creative focusing on high risk groups due to the COVID-19 pandemic. An educational approach was taken to encourage high risk groups to get vaccinated to help protect them from the flu, which can lower immunity and make people susceptible to other illnesses including COVID-19.

Paid social media activity on Facebook and Instagram delivered 1,335,259 impressions, generated 9,083 link clicks, had a CPC of \$0.84 and a Click-Through-Rate (CTR) of 0.73%. This is compared to 2,973,472 impressions, 9,235 link clicks, a CPM of \$3.770 and CTR of 0.32% in 2019, which was targeted at the general public. The campaign had an extremely efficient CPC of \$0.84 compared to \$3.77 in 2019 and well below the planning estimate of \$3.00. The CTR also increased in 2020 by 0.41%, despite delivering a smaller number of impressions, which shows the activity reached the intended target audience and encouraged them to look into flu vaccination.

Organic social media (Facebook) reached a total of 638,498 people, and generated 45,178 engagements and 1,780 link clicks compared to a total reach of 216,911, 22,041 engagements and 260 link clicks in 2019. The large increase could be partially due to the interest in COVID-19 during this period, as well as increasing the numbers of posts to the general public to keep them informed due to the risk of COVID-19.

The campaign achieved its target of increasing the uptake of flu vaccines, with the National Immunisation Program 2020 distribution at 3.1% higher than 2019 in week 13 of the program. The total vaccine distributed in 2020 totaled 664,381 in week 13, which reached 101% of the population. This is compared to 616,762 doses in 2019 and 510,339 in 2018, showing a steady rise in total vaccines delivered.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Repat Reactivation 2019 - 2022

**Department:** Department for Health and Wellbeing

**Campaign Start Date:** 01 July 2019

**Campaign Completion Date:** 31 December 2021

**Campaign Total Spend:** \$150,100 (ex GST)

**Campaign Approval Date:** 01 July 2019

**Evaluation Approval Date:**

## Evaluation Summary:

The Repat Concept Master Plan was released on 17 February 2019. The State and Federal Government committed \$80 million to revitalise the Repat Health Precinct.

The State Government provided a further \$30 million in funding for a care transition facility and a facility for patients with dementia with complex care needs. This investment enabled Southern Adelaide Local Health Network to expand its capacity to manage presentations to the Flinders Medical Centre Emergency Department and increase the clinical capability of Noarlunga Hospital.

In October 2019, the first significant demolition works commenced to start revitalising the Repat site.

This communications campaign sought to increase community awareness that the State Government was Reactivating the Repat and the services and facilities it would provide, increase awareness on the progress of the development of the Repat site, and increase public confidence that the Repat will provide high-quality, complimentary non-acute services.

Communications tactics included web content, stakeholder communications, media, and social media. Paid tactics included newsletters and site signage. Communications were aligned to key milestones throughout the reactivation of the Repat to keep the community regularly informed. Two community newsletters were mailed to residents in the southern suburbs to keep the community informed about the progress of the site. Signage was installed around the perimeter of the Repat site to promote the project.

The communications campaign was highly effective at achieving these objectives and at keeping the South Australian community and stakeholders regularly informed about developments at the Repat site.

In September 2019, community awareness of reactivating the Repat site was 47%. As of November 2021, community awareness had risen to 61% (South Australians who said they were aware of the Repat reactivation and that beds had already opened at the site). This represents a 29.8% increase in awareness over the 26-month duration of the campaign.