

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - MARCH 2023**

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
HomeSeeker SA FY22/23 Campaign	SA Housing Authority	1/03/2023	30/06/2023	8/02/2023	\$100,000	A campaign to improve access to affordable housing opportunities

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Global Engagement Campaign 2023	Study Adelaide	31/03/2023	30/06/2023	\$610,000	A campaign to promote post study career options available in Adelaide across key industry growth sectors
River Recovery 2023	South Australian Tourism Commission	7/03/2023	29/09/2023	\$1,290,000	A campaign committed to helping tourism in the Riverland and Murray River Lakes and Coorong regions, assisting with recovery
SA Health Recruitment Campaign 2023	Department for Health and Wellbeing	8/03/2023	27/08/2023	\$1,700,000	A campaign to inform health professionals located interstate and overseas of a recruitment drive and to encourage them to join the health workforce in regional and metropolitan South Australia
Here For The Game - Adelaide Crows	Department of Human Services	17/03/2023	26/08/2023	\$350,000	A campaign to generate discussion about sports betting and disrupt the normalisation of gambling in sport
AFL Gather Round	Department of the Premier and Cabinet	16/03/2023	31/05/2023	\$780,000	Content series to promote Gather Round and South Australia
First Nations Voice	Department of the Premier and Cabinet	17/03/2023	26/03/2023	\$210,000	A campaign to create awareness about the Special Parliamentary Sitting Day to pass the First Nations Voice Bill and encourage the community to attend the Parliament House Steps and witness this historical event

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Adelaide 500	Department of the Premier and Cabinet	7/08/2022	4/12/2022	3/03/2023	\$2,300,000	\$3,716,858
TAFE SA Google Ads Campaign 2021-2022	TAFE SA	1/07/2021	30/06/2022	3/03/2023	\$133,000	\$133,000
Family Day Care Marketing Communications Campaign 2020-2021	Department for Education	24/02/2020	16/05/2020	3/03/2023	\$149,200	\$155,531
Flu Vaccination	Department for Health and Wellbeing	3/06/2022	28/06/2022	3/03/2023	\$80,000	\$79,682
COVID Positive	Department for Health and Wellbeing	13/06/2022	10/07/2022	3/03/2023	\$80,000	\$59,457
COVID-19 Primary School Vaccination Program	Department for Health and Wellbeing	24/05/2022	20/08/2022	3/03/2023	\$150,000	\$105,428
Supporting Local Business	Department of the Premier and Cabinet	19/06/2022	19/11/2022	3/03/2023	\$1,000,000	\$992,872
New WCH Site	Department of the Premier and Cabinet	27/09/2022	22/10/2022	17/03/2023	\$1,000,000	\$904,910
SA Health interstate and international recruitment	Department for Health and Wellbeing	14/02/2022	30/06/2022	17/03/2023	\$400,000	\$376,311
ICC Men's T20 World Cup 2022	Events South Australia	1/08/2022	9/11/2022	31/03/2023	\$185,000	\$173,563
Have A Date With Your State	South Australian Tourism Commission	14/02/2022	30/06/2022	31/03/2023	\$175,989	\$175,989



Government of
South Australia

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Adelaide 500

Department: Department of the Premier and Cabinet

Campaign Start Date: 07 August 2022

Campaign Completion Date: 04 December 2022

Campaign Total Spend: \$3,716,858 (ex GST)

Campaign Approval Date: 27 July 2022

Evaluation Approval Date: 03 March 2023

Evaluation Summary:

Since its inception in 1999, the Adelaide 500 has been one of the centrepieces of the South Australian events calendar and one of the state's largest tourism events. In early 2022 the Government signed a historic agreement with Supercars, bringing the event back to Adelaide as the final race of the championship season for the next five years.

The 2022 VALO Adelaide 500 required a bold brand refresh, to 'reposition' the event and appeal to both intrastate and interstate audiences alike, with two strategic campaign phases, representing the core of the 2022 marketing funnel;

- an overarching hero brand phase, "The Streets are Calling", to showcase the totality of our state, and the event – invoking state pride and exciting audiences Interstate/Nationally, complimented by;
- a targeted retail phase nudging our core target audiences; motorsport enthusiasts, entertainment seekers and families, by showcasing breadth of event program aligned to their wants/needs, and promoting key proof points (i.e. Kids 12 and Under Free for Families)

The media strategy focused on two tactics;

- Mass reach, high impact or attention-grabbing channels to launch the campaign both interstate and intrastate with Brand creative;
- Progressing to a combination of mass reach and targeted channels including utilising performance media, to reach core audiences with retail messaging, to nudge ticket purchase.

The media campaign was supported by below the line marketing tactics as well as an always on PR strategy and organic social media content plan.

The 2022 VALO Adelaide 500 proved an overwhelming success not only based on 4-day attendance figures but with media response and coverage, fan engagement and attendee sentiment all exceeding estimates. The objectives of the communications plan were exceeded and interstate visitation achieved.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: TAFE SA Google Ads Campaign 2021/22

Department: TAFE SA

Campaign Start Date: 01 July 2021

Campaign Completion Date: 30 June 2022

Campaign Total Spend: \$133,000 (ex GST)

Campaign Approval Date: 16 September 2021

Evaluation Approval Date: 03 March 2023

Evaluation Summary:

TAFE SA has been running Google Ads since 2015 with a commitment to increase brand presence and help drive enrolments. As part of the Digital Marketing Strategy and overarching Marketing Plan TAFE SA has continued using Google Ads as a key channel to drive conversion through the website.

The campaign overachieved both KPIs. In particular, with higher comparative spends in November, April, May and June, there were gains in both website visits and the 'Apply Now' metric, demonstrating the importance of this marketing activity.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Flu Vaccination

Department: Department for Health and Wellbeing

Campaign Start Date: 03 June 2022

Campaign Completion Date: 28 June 2022

Campaign Total Spend: \$79,682 (ex GST)

Campaign Approval Date: 14 June 2022

Evaluation Approval Date: 03 March 2023

Evaluation Summary:

The 2022 paid flu advertising campaign was developed following the announcement of the free flu vaccination on 29 May 2022 and in response to the increasing concern about the number of flu cases in South Australia. The campaign was developed to promote free flu vaccinations to all South Australians, with targeted messaging to at risk cohorts eligible as part of the NIP.

The campaign achieved all the evaluated objectives, with a 14% increase in the number of vaccinations administered for people aged 5 to 65, and a 13% increase for people eligible for the NIP.

There was a 59% increase in unique website views to the www.sahealth.sa.gov.au/flu webpage in the campaign period, compared to the previous month. There were 2,511 unique website views during the campaign period. While this is not a significant number of visits, the campaign's call to action was very clear and concise, meaning people did not need to visit the website for more information.

Overall, the campaign creative and strategy was effective in reaching target audiences.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: COVID Positive

Department: Department for Health and Wellbeing

Campaign Start Date: 13 June 2022

Campaign Completion Date: 10 July 2022

Campaign Total Spend: \$59,457 (ex GST)

Campaign Approval Date: 14 June 2022

Evaluation Approval Date: 03 March 2023

Evaluation Summary:

The COVID Positive awareness campaign was developed in response to the change in management of COVID-19 cases in South Australia and lack of awareness of where to access COVID-19 support and information. The change in process saw an increase in calls to Triple Zero and presentations to Emergency Departments.

The campaign achieved its objective of providing information to the community about how COVID-19 care will be managed in the community. Unique page views to the SA Health website increased by 21.1%.

The campaign slightly underachieved on its objective of promoting healthcare options for people who test positive to COVID-19, including to those who are at risk and may be unable to easily access primary care. There was a 1.85% decrease in the number of calls to the National Coronavirus Helpline.

While the number of calls to the National Coronavirus Helpline decreased during the campaign period, this is likely due to the decrease in positive COVID-19 cases reported during this period. There were 76,022 cases reported in the four-week campaign period and 81,858 cases reported in the four weeks prior to the campaign. This demonstrated a 7.18% decrease in COVID-19 cases reported. With less people testing positive to COVID-19, this would likely decrease the number of people requiring COVID-19 health support.

Overall, the campaign creative and strategy was effective in reaching target audiences.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: COVID-19 Primary School Vaccination Program

Department: Department for Health and Wellbeing

Campaign Start Date: 24 May 2022

Campaign Completion Date: 20 August 2022

Campaign Total Spend: \$105,428 (ex GST)

Campaign Approval Date: 14 June 2022

Evaluation Approval Date: 03 March 2023

Evaluation Summary:

A COVID-19 community vaccination program was established to increase rates of COVID-19 vaccination for children aged five to 11 years, as well as increasing access to first, second and third COVID-19 vaccine doses for people in areas of lower vaccination rates.

The COVID-19 Vaccination Primary School Program campaign achieved its objective of informing school communities about the vaccination program for children aged five to 11 years, measured by the number of paid Facebook and Instagram impressions and the number of unique views to the dedicated web page. Due to it being a new program/campaign with a newly developed web page, especially for the program, there is no benchmark available to measure the campaign objectives against.

A social media traffic campaign ran from 23 May to 25 June and 24 July to 20 August 2022, including a post aimed at parents in areas of the participating schools and a post aimed at parents in areas of participating schools with higher indigenous populations. The social media campaign was very effective, with posts delivering a total of 2,096,599 impressions and drove 8,709 link clicks to the website at an average cost per click of \$1.53 and click through rate of 0.42%.

The advertising campaign directed people to visit a dedicated web page on the SA Health website for information about participating schools and dates. There were 19,403 total page views during the campaign period. The average time spent on the web page was 2 minutes and 36 seconds.

Overall, the campaign creative and strategy was effective in reaching the target audience and driving traffic to the campaign landing page.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Supporting Local Business

Department: Department of the Premier and Cabinet

Campaign Start Date: 19 June 2022

Campaign Completion Date: 19 November 2022

Campaign Total Spend: \$992,872 (ex GST)

Campaign Approval Date: 24 May 2022

Evaluation Approval Date: 03 March 2023

Evaluation Summary:

The campaign message – to support local businesses – was acknowledged by the majority.

Awareness of the campaign increased from 35% to 52% when exposed to the campaign collateral. Outdoor adverts had the highest recall followed by the tagline “Go out and support small business” and print, while the digital adverts had the lowest recall. Six in ten people liked the campaign, with high support for the message, although some felt it was not impactful enough to change their behaviour.

There were high levels of agreement for the relevance and believability of the campaign and its ability to clearly articulate the concept into an easy to comprehend message.

A third of those aware of the campaign stated that it changed their views towards small businesses in a positive way, while others already had a good opinion of them.

Of those whose views changed positively, the campaign motivated them to go and support local businesses and heightened their appreciation and awareness of the struggle of small businesses.

Two in five of those aware of the campaign have spent slightly more than usual on small businesses in the previous month.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: New WCH Site

Department: Department of the Premier and Cabinet

Campaign Start Date: 27 September 2022

Campaign Completion Date: 22 October 2022

Campaign Total Spend: \$904,910 (ex GST)

Campaign Approval Date: 21 September 2022

Evaluation Approval Date: 17 March 2023

Evaluation Summary:

The New Women's and Children's Hospital Site campaign was successful in promoting the announcement of the new location and educating South Australians on the associated benefits.

- All website KPIs were well exceeded, which is not surprising given the website was the call to action for the campaign.
- The overall paid TARP goals for metropolitan television were achieved (50-55% of P18-54 years across Nine, Seven, Ten and SBS).
- All regional television networks over-delivered on spots, to the value of \$6,513.
- All metropolitan and regional radio stations delivered on their booked spots, with 760 bonus spots.
- The platinum wrap of The Advertiser on Wednesday 28 September communicated the campaign messaging to a readership of 343,000 people in metropolitan Adelaide. A significant proportion of regional South Australia was also reached through double-page spread insertions in 27 regional publications.
- The campaign creative, including the tagline, provides a platform that can be used for future communications about the project.
- The use of a respected clinician as the face of the campaign enabled the message to be delivered with authenticity and credibility.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: SA Health international recruitment

Department: Department for Health and Wellbeing

Campaign Start Date: 14 February 2022

Campaign Completion Date: 30 June 2022

Campaign Total Spend: \$376,311 (ex GST)

Campaign Approval Date: 20 January 2022

Evaluation Approval Date: 17 March 2023

Evaluation Summary:

The interstate and international recruitment campaign was developed to inform relevant health professionals, located interstate and overseas, of the recruitment opportunities available at SA Health and encourage them to join the health workforce in South Australia.

The campaign overachieved its marketing objective of increasing interest in working in South Australia's health sector with a target of generating 30,000 clicks through to the campaign web page. There were 81,607 page views of the campaign landing page between 14 February to 30 June 2022, more than doubling the objective target by 172%.

The campaign overachieved its objective of increasing awareness of roles available in South Australia's health sector to interstate and international applicants, with a target of receiving 300 enquiries from interstate and international applicants during the campaign period. An enquiry inbox was never set up by the project team, however, there were 843 completed applications for the internationally trained health professionals 2022 recruitment drive between 14 February to 30 June 2022, which is 181% over the objective target.

The campaign overachieved its objective of increasing South Australia's health workforce, with a target of generating 1000 clicks through to the application process. There were 960 clicks on the apply now button and 5332 clicks on the how to apply button on the campaign landing page between 14 February to 30 June 2022, which together is 529.2% over the objective target. There were 23,222 page views of the internationally trained health professionals job ad between 14 February to 30 June 2022. Overall, the creative and strategy was very effective for use in this campaign and was particularly effective at reaching interstate and international audiences and driving traffic to the campaign landing page.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: ICC Men's T20 World Cup 2022

Department: Events South Australia

Campaign Start Date: 01 August 2022

Campaign Completion Date: 09 November 2022

Campaign Total Spend: \$173,563 (ex GST)

Campaign Approval Date: 15 July 2022

Evaluation Approval Date: 31 March 2022

Evaluation Summary:

The ICC Men's T20 World Cup campaign achieved the key objectives of the communication strategy; more than 119k tickets were sold across the four matches held in Adelaide, with 14% of sales attributed to interstate tickets. The ICC Men's T20 World Cup Local Organising Committee reported outstanding host city support at the Fan Zone with activations at Adelaide Oval. The campaign focused on a combination of middle and bottom of funnel messaging, leveraging both the national campaign activity, and destination marketing campaign to drive interstate visitation, particularly New South Wales and Victorian audiences. This was achieved through a combination of reach and performance media. Driving attendance to the Fan Zone was driven by targeted intrastate activity utilising tactical media channels.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Have A Date With Your State

Department: South Australian Tourism Commission

Campaign Start Date: 14 February 2022

Campaign Completion Date: 30 June 2022

Campaign Total Spend: \$175,989 (ex GST)

Campaign Approval Date: 28 January 2022

Evaluation Approval Date: 31 March 2023

Evaluation Summary:

In early 2022, there was a sense of optimism with intrastate tourism doing well, to help achieve the 2021-22 target of \$5.926 billion in domestic visitation, there was a need to diversify the audience segments the South Australian Tourism Commission (SATC) advertised to, to combat market fatigue and capitalise on changing travel patterns.

Therefore, with young locals aged 18-34 identified as the second largest intrastate audience, additional marketing activity was created to speak to this audience and position South Australia competitively against other destinations and increasing market share.

The Have A Date With Your State campaign launched as a secondary campaign to For Those Who Want A Little More, on 14 February 2022.

Overall, the Have A Date With Your State was determined a success. A secondary audience was identified as being vulnerable to competition, coinciding with an increased interest in their own back yard as a holiday destination. Using minimal budget, bespoke creative was designed to speak to this secondary audience and influence their engagement with advertising related to South Australia as well as their travel behaviour. In addition to the results outlined within this evaluation, tourism operators shared supporting anecdotes that younger travellers were spending more and booking more experiences than usual – and in some cases stating that this campaign had motivated their behaviour.