

GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE  
COMMUNICATIONS APPROVAL REPORT - OCTOBER 2023

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

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
2023 Bridgestone World Solar Challenge	South Australian Motorsport Board	2/10/2023	29/10/2023	\$58,200	A campaign to raise awareness of the Bridgestone World Solar Challenge event held from 22-29 October 2023
EzyPlates Campaign - 2023	Department of Infrastructure and Transport	2/10/2023	3/02/2024	\$196,549	A campaign to raise awareness of the product types under the EzyPlates brand, namely Custom, Personalised, Premium and Euro plates
THINK! Road Safety - Adelaide United Football Club 2023-2024	Department of Infrastructure and Transport	1/10/2023	31/05/2024	\$112,000	A THINK! Road Safety partnership with the Adelaide United Football Club to raise awareness of key road safety issues directly with multiple key road user groups and encourages fans to think about their behaviour on the roads
THINK! Road Safety - Adelaide 36ers 2023-2024	Department of Infrastructure and Transport	1/10/2023	31/05/2024	\$120,000	A THINK! Road Safety partnership with the Adelaide 36ers to raise awareness of key road safety issues directly with multiple key road user groups and encourage fans to think about their behaviour on the roads

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Autism Inclusion	Department of the Premier and Cabinet	29/10/2023	31/12/2023	\$221,000	A campaign to help inform and champion autism inclusivity in the workplace
Playford Alive FY23/24	Renewal SA	1/10/2023	30/06/2024	\$378,000	A campaign to raise awareness of Playford Alive and promote the Sales and Information Centre and Display Village
2023-24 Be Bushfire Ready	Country Fire Service	31/10/2023	31/03/2024	\$700,000	A campaign to raise awareness campaign about the risk of bushfires for those living and travelling through at-risk areas
Adelaide Festival 2024	Adelaide Festival Corporation	24/10/2023	17/03/2023	\$400,000	A campaign to raise awareness of the Adelaide Festival's extensive 2024 program of paid and free events and encourage South Australians and visitors from interstate and overseas to attend
Drink Driving FY23/24	South Australia Police	10/10/2023	30/06/2024	\$600,000	A campaign aimed to reduce drink driving

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Adelaide 500 – 2023 Pre-Sale Campaign	South Australian Motorsport Board	4/12/2022	4/06/2023	13/10/2023	\$110,000	\$184,942
A Walk Can Work Wonders – Physical Activity 22/23 Campaign	SA Health	1/05/2023	30/06/2023	13/10/2023	\$395,000	\$387,173
Adelaide Cabaret Festival 2023	Adelaide Festival Centre	21/11/2022	24/06/2023	13/10/2023	\$325,000	\$325,085
Defending Australia	Defence SA	2/12/2022	30/06/2023	13/10/2023	Commercial in Confidence	
Bringing Thrive to Life	SACE Board of South Australia	21/06/2023	10/07/2023	13/10/2023	\$150,000	\$167,237
Seatbelts FY21/22	South Australia Police	1/08/2021	30/04/2022	13/10/2023	\$720,000	\$715,886
Drink Drive FY21/22	South Australia Police	1/09/2021	31/03/2022	13/10/2023	\$650,000	\$685,556
Road Trauma Testimonials	South Australia Police	1/08/2021	31/05/2022	13/10/2023	\$642,550	\$655,553
Distractions FY21/22	South Australia Police	1/09/2021	31/05/2022	13/10/2023	\$720,000	\$710,857
Senior Drivers FY21/22	South Australia Police	1/03/2022	31/03/2022	13/10/2023	\$800,000	\$788,618
Regional Drivers FY21/22	South Australia Police	1/10/2021	31/07/2022	13/10/2023	\$850,000	\$861,731
Smoking Cessation FY22/23	Drug and Alcohol Services SA	14/03/2022	30/06/2023	13/10/2023	\$1,612,835	\$1,599,904
Global Engagement 2023	Study Adelaide	1/03/2023	30/06/2023	13/10/2023	\$610,000	\$624,598

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Adelaide 500 - 2023 Pre-Sale Campaign

**Department:** South Australian Motorsport Board

**Campaign Start Date:** 04 December 2022

**Campaign Completion Date:** 04 June 2023

**Campaign Total Spend:** \$184,942 (ex GST)

**Campaign Approval Date:** 29 November 2022

**Evaluation Approval Date:** 13 October 2023

## Evaluation Summary:

The 2023 Pre-Sale Campaign for the VAILO Adelaide 500 consisted of two distinct segments;

1. ADL500 Club (4-Day Grandstand loyalty program/priority booking service)
2. General Admission Pre-Sale, led by the announcement of Robbie Williams as the 2023 Sunday Night Concert headline act. The Adelaide 500 Club (ADL500 Club) is a priority booking service which provides 4-day grandstand ticket holders with the opportunity to often, re-book their seat at the same price, for the following year's event. Members of the Club also enjoy an exclusive hard card and lanyard, Afterpay pay by instalments options as well as in-event exclusive benefits. The ADL500 Club is an important sales revenue generation and customer retention strategy.

For the 2023 campaign, 2022 4-Day Grandstand ticket holders were encouraged to either re-book their seat for 2023 at the same price by December 31, or register to change their seat. New members (those that didn't purchase 2022 4-Day Grandstand tickets) could also join the club to gain access to benefits.

At the conclusion of the ADL500 Club re-booking window numbers were down on 2022 (pre-sale window), but were then offset by a larger increase in new patrons joining the Club.

General Admission pre-sale has provided a strong platform for the 2023 event, exceeding campaign objectives and targets.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Physical Activity 2022/23 - A Walk Can Work Wonders

**Department:** Department for Health and Wellbeing

**Campaign Start Date:** 01 May 2023

**Campaign Completion Date:** 30 June 2023

**Campaign Total Spend:** \$387,173 (ex GST)

**Campaign Approval Date:** 31 March 2023

**Evaluation Approval Date:** 13 October 2023

## Evaluation Summary:

The Walking 2022-23 campaign successfully maintained and extended awareness, exceeding three out of four objectives.

Total campaign recall increased to 47% and 34% specially recalled the 'Start with 10 minutes today'; both are improvements from Wave 2 highlighting that the campaign has gained a level of cut-through and traction. Consistent with previous waves, reported recall was higher among those who were already active (53% vs 35%), suggesting the campaign also continues to encourage walking frequency and maintenance of walking behaviours in active populations. Whilst overall 'inactive' South Australians' recall decreased by 3%, recall improved for most key 'persuadable inactive' target audiences, the highest amongst millennials (18-34, skew male) who are traditionally a difficult segment to reach. The campaign had high reach and recall was spread out amongst a range of channels - TV was by far the most recalled (68%, despite accounting for 55% of budget), followed by social media (23%).

For those that saw the campaign, 69% agreed it made them consider walking more (down 8%). The campaign appears to have the most impact amongst mums with children (73%), millennials 18-34 (71%), and people aged 45-54 (81%), who stated they were significantly more likely to become more physically active in the next 6 months as a result of this campaign (compared to 43% of males 55+).

Whilst actual behaviour change, was not an objective (nor expected as part of the behaviour change model underpinning the five year campaign), it is noted that 34% of respondents stated they had increased their walking activity after seeing the campaign. Pleasingly, whilst this was higher for 'active' people (39%), 21% of inactive people stated they had increased their walking activity since seeing or hearing the campaign.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Adelaide Cabaret Festival 2023

**Department:** Adelaide Festival Centre Trust

**Campaign Start Date:** 21 November 2022

**Campaign Completion Date:** 24 June 2023

**Campaign Total Spend:** \$325,085 (ex GST)

**Campaign Approval Date:** 04 November 2022

**Evaluation Approval Date:** 13 October 2023

## Evaluation Summary:

Adelaide Cabaret Festival celebrated one of its most successful years yet in 2023, boasting 34 sold out performances, featuring 342 artists and musicians, and including 13 world premieres as well as 20 Adelaide premieres by a large contingent of Australian artists and performers from the USA, United Kingdom, and France.

There were more than 50,000 attendances at the festival this year, which also celebrated Adelaide Festival Centre's 50th Anniversary, including an all-star line-up of nine Artistic Directors, The Cabaret Collective: Julia Holt, David Campbell and Lisa Campbell, Kate Ceberano, Eddie Perfect, Ali McGregor, Julia Zemiro, Alan Cumming and Tina Arena.

The campaign overachieved on its box office and ticket targets, as well as the festival's intrastate visitation numbers as a percentage of total ticket buyers. New audience growth was also achieved, but the festival did not achieve an improvement YOY in representation amongst First Nations' attendees or interstate visitation, possible due to survey measurement method and increased overseas travel post-COVID-19, respectively.

Marketing budget was increased in 2023, resulting in the ability to focus more on festival creative and general branding, and increase Media Buy, allowing the brand to have a stronger presence in the market and increase focus and cut-through to attract new and younger audiences in 2023.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

Campaign:	Defending Australia
Department:	Defence SA
Campaign Start Date:	02 December 2022
Campaign Completion Date:	30 June 2023
Campaign Total Spend:	Commercial in Confidence
Campaign Approval Date:	25 November 2022
Evaluation Approval Date:	13 October 2023

**Evaluation Summary:**

South Australia is spearheading a major expansion of Australia's naval capabilities. These projects are some of the most significant naval shipbuilding and Defence projects in the history of Australia, which will benefit the state for decades to come. It is imperative that South Australia has the skilled workforce in place to ensure project requirements are being achieved while enriching adjacent industries and the broader community. The Defending Australia campaign was initiated by News Corp and presented a unique opportunity to reinforce SA's reputation as the Defence State, instil confidence in the capability of the sector, build excitement, communicate key messages regarding the nuclear-powered submarine program and demonstrate the SA Government's commitment to skilled pathways. The strategy for Defending Australia focused on engaging audiences on the eastern seaboard and within South Australia to showcase the state's defence sector strengths, upcoming projects and job opportunities. Media and website analytics were used to evaluate key performance indicators against objectives.

Across the entire campaign period the SA Government placed 11 print insertions reaching an estimated 2,408,000 people, 8 articles featuring or referencing SA Government departments online and in print. Branding across campaign collateral and advertisements were placed in metro and regional mastheads and display media with KPIs delivered to 100%. Compared to the same time a year ago, defence-related article page views on The Advertiser website have increased by 8.5 times, and article dwell times on these topics has increased by 350% which is extremely positive.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Bringing Thrive to Life

**Department:** SACE Board of South Australia

**Campaign Start Date:** 21 June 2023

**Campaign Completion Date:** 10 July 2023

**Campaign Total Spend:** \$167,237 (ex GST)

**Campaign Approval Date:** 14 June 2023

**Evaluation Approval Date:** 13 October 2023

## Evaluation Summary:

Our key objective was to build awareness, desire and ground-up demand amongst SA students and parents about the broader recognition of learning for young people in senior-secondary school.

The idea of broader recognition is complex and challenging to describe. Parents often don't identify that broader recognition of learning is something they need to seek out or demand.

The SACE Board does not have established direct channels to students and parents. The campaign aimed to provide a new way to engage them with a narrative, and key messages that attract interest and resonate. Real life examples were used to engaged parents and demonstrate how to bring SACE's vision for young people to life.

The strategy and bold style of the campaign, which was tested via market research, produced confident campaign messages that worked across platforms, and was successful in reaching the target audience.

A media mix consisting of social, digital, programmatic out-of-home and press activities that were in-market for a relatively short time, however the campaign reported above average results exceeding its estimated targets.

Organic social media supplemented the paid placements and has achieved ongoing engagement with new followers.

Overall, the campaign strategy was successful in building awareness and drove engagement via increased traffic to SACE social media, splashpage and website.

The SACE Board's previously under-utilised social media profiles received significant interaction from the campaign, with ongoing engagement from new followers.

The establishment of a new online platform housing topics of interest for our target audiences and enhanced SACE website content for deeper engagement, leaves us well-positioned to continue to engage audiences.

The We are more campaign has succeeded in establishing an audience of parents and young people upon which we can build on and harness in future campaigns.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Seatbelts FY21/22

**Department:** South Australia Police

**Campaign Start Date:** 01 August 2021

**Campaign Completion Date:** 30 April 2022

**Campaign Total Spend:** \$715,886 (ex GST)

**Campaign Approval Date:** 12 August 2021

**Evaluation Approval Date:** 13 October 2023

## Evaluation Summary:

Overall restraint use is high, with around 95% of occupants being correctly restrained when travelling. However, seatbelt non-use remains a significant contributing factor to road trauma. At time of implementation, over the five year period of 2015-2019 inclusive, 71 or 16% of all fatal crashes and 110 or 5% of serious injury crashes listed seatbelts as a contributing factor. In 2020 it was 29% of lives lost.

In the event of a crash, wearing a seatbelt can reduce the risk of death by approximately 50%, compared to unrestrained vehicle occupants. Research has shown that people not wearing a seatbelt are more likely to undertake other high risk behaviours while driving. Consequently, risk taking drivers that would most benefit from wearing a seatbelt are the least likely to wear one.

The reasons for not wearing a simple, life saving device are perplexing and research undertaken at time of campaign development suggests those that refuse do so from a misplaced sense of independence and control. "The 'Smarten Up. Buckle Up' campaign was launched by SAPOL in February 2020 and sought to undermine this attitude. It ran in two short bursts in FY19/20 with modest impact but FY20/21 saw significant improvements with introduction of television and FY21/22 continued to gain ground. The campaign continues to achieve high awareness however compliance has reduced, which may be indicative of fatigue. TV was the primary recall channel and overall, the media supported the campaign well with an additional 68% of budget received. The campaign will return to market in FY22/23 whilst research and development for a new campaign will be undertaken.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Drink Drive FY21/22

**Department:** South Australia Police

**Campaign Start Date:** 01 September 2021

**Campaign Completion Date:** 31 March 2022

**Campaign Total Spend:** \$742,950 (ex GST)

**Campaign Approval Date:** 05 August 2021

**Evaluation Approval Date:** 13 October 2023

## Evaluation Summary:

Drink driving remains a significant issue for road safety. Over the past 5 years 15% of all fatal crashes, 8% of serious injury crashes and 27% of minor injury crashes involved at least one driver or rider with a blood alcohol concentration (BAC) over the legal limit. Since 2017 the number of drink driving detections has declined, while the number of alco-tests conducted temporarily dropped in 2020 and 2021 due to COVID lockdowns. Over the 5 years the rate of positive tests per 1,000 dropped from 9.0 to 8.5.

There is still a need to continue to promote drink driving compliance and reinforce to the community the benefits of separating drinking and driving. In 2020/21 the 'Selfish Pr\*ck' campaign was launched leveraging the social implications of drink driving in light of research that identified drink drivers often didn't experience the typically promoted consequences of drink driving of enforcement or crashing.

It returned to market in FY21/22 and achieved a continuously high level of awareness at 82%.

It was well supported by the media with 31% of the budget received in bonus activity at no charge.



# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Road Trauma Testimonials

**Department:** South Australia Police

**Campaign Start Date:** 01 August 2021

**Campaign Completion Date:** 31 May 2022

**Campaign Total Spend:** \$655,553 (ex GST)

**Campaign Approval Date:** 28 June 2021

**Evaluation Approval Date:** 13 October 2023

## Evaluation Summary:

South Australia Police (SAPOL) focuses on policing the major contributing factors of fatal motor vehicle crashes (the 'Fatal Five') in an effort to reduce the incidence and severity of road crashes on South Australian roads. The fatal five is currently defined as drink and drug driving, speeding, distraction, seatbelts and dangerous road users. From a road safety education perspective, campaign messages reflect these and additionally include vulnerable and over-represented road users such as motorcyclists, pedestrians, regional drivers and senior drivers.

A desire to present the holistic need for safer driving by presenting the real and credible ripple impact of road trauma led to the development of the 'Testimonial' campaign, which highlights the long lasting and far reaching impact that road trauma events have on families, friends, offenders and first responders by sharing their stories and how they have been impacted by road trauma.

The campaign has had a solid start with moderate awareness at 61% and very strong key message takeout of 90%.

It was well supported by the media with 15% of media budget received in bonus activity at no additional charge.

SAPOL will return the campaign to market in FY22/23.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Distractions FY21/22

**Department:** South Australia Police

**Campaign Start Date:** 01 September 2021

**Campaign Completion Date:** 31 May 2022

**Campaign Total Spend:** \$710,857 (ex GST)

**Campaign Approval Date:** 12 August 2021

**Evaluation Approval Date:** 13 October 2023

## Evaluation Summary:

Between 2017 and 2021 police reports have attributed 'Inattention/Due Care' to 44% of fatalities and 33% of serious injuries. At the same time, an average of over 7,500 mobile phone expiations were issued by SAPOL each year, compared with an average of 4,750 DUI detections per year over the same period.

Investigative behavioural research indicates that a significant number of drivers engage in a distracting behaviour while driving on a daily basis. The most common forms of Distraction are mobile phones, eating/drinking, personal grooming and attending to children.

The 'No one's driving if you're distracted' campaign was launched in November 2018 and addresses all four issues, which is different to traditional inattention campaigns that targeted mobile phone use in isolation. It appeared largely in outdoor environments, online and radio.

The campaign has seen strong growth in awareness with highest achieved in FY21/22 following the inclusion of TV and perhaps the revised, more colourful regional banner network artwork that provided strong cut-through during the previous year. Key message take out continue to remain strong at over 90% of respondents who saw the campaign in each target audience.

The campaign was well supported by the media, with a bonus support of 12% (\$83,164) of the media budget provided at no charge. With maintenance starting to stagnate, although within objective parameters, it may be a sign of approaching wear-out.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Senior Drivers FY21/22

**Department:** South Australia Police

**Campaign Start Date:** 01 March 2022

**Campaign Completion Date:** 31 March 2022

**Campaign Total Spend:** \$788,618 (ex GST)

**Campaign Approval Date:** 09 December 2021

**Evaluation Approval Date:** 13 October 2023

## Evaluation Summary:

At time of campaign development senior road users were over represented in road trauma. Between 2017 – 2021, on average there were 21 lives lost and 106 serious injuries of senior road users each year, accounting for 22% of all lives lost and 14% of serious injuries respectively.

Older drivers tend to be more cautious, exhibiting less undesirable road user behaviours and are involved in fewer crashes. However, these crashes are often of higher severity. Older road users can be experiencing cognitive decline, reduced physical capability or responsiveness, fragility and other medical concerns, all of which compound the inherent dangers of the road to this vulnerable cohort.

At the same time, relinquishing or reducing driving is a highly emotive issue for both the senior driver and their families, with safety concerns conflicting with self-identity of capability, independence and mobility. For some, it may feel like "the beginning of the end".

In FY21/22 SAPOL developed and launched the Senior Drivers 'Don't Stop Driving By Accident' campaign, the first of its kind in SA. It encourages older drivers to consider adjusting their driving becomes more risky or challenging, such as avoiding peak hour traffic, driving at night, in bad weather and to consider alternative transport options. Additional creative executions encourage adult drivers and general practitioners to talk to their senior parents and patients if driving is getting harder for them.

The campaign has had a sound start with appropriate message takeout being strong at 86% amongst Older Drivers and 88% amongst Children of Older Drivers. The perception of campaign messaging skews towards stopping driving rather than moderating it or exploring alternatives.

The campaign was well supported by the media with 10.4% of media budget (\$72,750) provided at no additional charge.

The campaign will return to market in FY22/23.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Regional Drivers Campaign FY 21/22

**Department:** South Australia Police

**Campaign Start Date:** 01 October 2021

**Campaign Completion Date:** 31 July 2022

**Campaign Total Spend:** \$861,731 (ex GST)

**Campaign Approval Date:** 16 September 2021

**Evaluation Approval Date:** 13 October 2023

## Evaluation Summary:

In the five year period 2017-2021, 67% of the lives lost on regional roads were regional residents. Generally regional South Australians represent 60% of road trauma yet 30% of the population, meaning they are significantly over-represented.

Unforgiving terrain, infrastructure (such as high speed roads of varying quality), tyranny of distance, fewer public transport options and attitudinal issues toward driving all contribute to the over- representation of lives lost on rural roads.

In 2021, the new campaign "2 in 3" was developed to dispel the myth that it is mainly city drivers who die on country roads. It highlights the fact that knowing the roads does not protect country drivers from serious injury crashes or death, and emphasises that two of three people who die on country roads are country people.

Campaign awareness after its launch was good at 67% and on par with awareness levels of other campaigns at launch, despite a shortfall from the objective. TV was the most recalled platform where the campaign had been seen (78%), especially Free To Air TV, followed by billboards.

Key message takeout was at a good level with 72% in regional and 80% in metro areas. Key recalled messages were rather generic such as 'do the right thing/be sensible/obey rules/be safe', which may be an indication that the main message 'two in three deaths on country roads on country people' needs to be emphasised further.

This campaign was well supported by the media with an additional 32% (\$159,232) of the media budget received at no charge. The campaign is performing well and SAPOL will return it to market in FY22/23.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** 2022-23 smoking cessation campaign - phase 1

**Department:** Drug and Alcohol Services SA

**Campaign Start Date:** 14 March 2022

**Campaign Completion Date:** 30 June 2023

**Campaign Total Spend:** \$1,599,904 (ex GST)

**Campaign Approval Date:** 04 August 2022

**Evaluation Approval Date:** 13 October 2023

## Evaluation Summary:

South Australian smoking prevalence dropped from 9.9% in 2021 to 8.2% in 2022, due in part to the effectiveness of the 2022-23 smoking cessation campaign.

All five campaign objectives were achieved within a 95% confidence interval, demonstrating that the campaign resonates with smokers and is memorable and motivates people to have a go at quitting smoking.

For Objective 1 (Target audience recalls the campaign creative), results for individual advertisements varied depending on how familiar the audience was with the advertising creative. Advertisements that had aired multiple times achieved higher recall than those that were newer. Respondents were much more likely to have seen an advertisement on television than online. Nine of the 11 evaluated advertisements resonated well with the target audience (Objective 2). The selected advertisements made strong arguments for quitting smoking (Objective 3), with 10 of the 11 advertisements achieving the target measure. The advertisements made the target audience feel motivated to quit smoking (Objective 4) with nine of the 11 achieving the target measure.

Objective 5 (Achieve an average of 6,000 website visits per month throughout the campaign period) was comfortably met with website engagement growing considerably to an average of 10,241 visits per month (from an average of 4,595 visits per month in 2020-21 and 9,901 in 2022-23). Visits to the website are valuable for connecting smokers with tools and resources to assist in their quitting efforts.

The 2022-23 campaign advertising saw the strongest engagement results to date for clicks through to the campaign website - besmokefree.com.au - and viewing advertisements to completion. This means digital advertising is reaching the correct audiences and those audiences are engaging with the messaging. The click-through rate for paid Google search grew significantly to 9.14% (from 6.29% in 2020-21 and 7.75% in 2021-22).

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Global Engagement Campaign 2023

**Department:** Study Adelaide

**Campaign Start Date:** 01 March 2023

**Campaign Completion Date:** 30 June 2023

**Campaign Total Spend:** \$624,598 (ex GST)

**Campaign Approval Date:** 03 March 2023

**Evaluation Approval Date:** 13 October 2023

## Evaluation Summary:

StudyAdelaide has entered a Memorandum of Administrative Arrangement with DIIS to re-imagine a global engagement campaign to support the continued recovery of the international education sector.

The global engagement campaign was developed during January and February and was in market from 1 March – 30 June 2023. The campaign targeted StudyAdelaide's key audiences of prospective students, parents of students and education agents via an integrated digital marketing campaign, cooperative marketing campaigns with education agents and a series of in market events in priority markets.

StudyAdelaide's global engagement campaign focussed on growing awareness and consideration of Adelaide in key target markets. The Campaign promoted the post-study career options available in Adelaide across key industry growth sectors, engineering, IT, business, hospitality and health.

The campaign introduced StudyAdelaide's new destination narrative which is built around the principle, 'Adelaide brings you closer to success in study, work, and life'.

The campaign achieved all of its objectives, delivering a category reach of 105 million impressions, resulting in 1 million clicks to StudyAdelaide's campaign landing pages and 59,000 outbound clicks to institution partner websites. StudyAdelaide delivered 20 events, across 9 cities with a combined audience of 757 attendees. The campaign included 13 signed Cooperative Marketing agreements with education agent and in addition, StudyAdelaide introduced an Office Competition to the cooperative marketing channel, resulting in 85 education agents participating, further increasing destination awareness of South Australia. Learnings from the campaign centre around the digital marketing. Optimising for outbound link clicks to our member websites to ensure that we were targeting genuine prospects was important, and future campaigns should include more contextually relevant media to optimise cost efficiency. We also need to be more selective with the number of markets included to ensure we have enough budget to make an impact.