

MARKETING COMMUNICATIONS APPROVAL REPORT - MAY 2019

CAMPAIGNS

ID	Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
18-139	CTP Insurance Active Choice	CTP Insurance Regulator	19/05/2019	30/06/2020	14/02/2019	\$840,000	Public education campaign designed to promote changes to CTP from 1 July 2019.
18-178	Which Bin?	Green Industries South Australia	12/05/2019	30/06/2019	17/04/2019	\$762,958	Public education designed to inform South Australians on important matters pertaining to recycling, given the inconsistent and variable knowledge among the general public.
18-140	Attendance Strategy - Pilot Social Media Campaign	Department for Education and Child Development	13/05/2019	2/08/2019	6/05/2019	\$106,500	Communications campaign to help combat chronic truancy in South Australian schools.

EVALUATIONS

ID	Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
18-176	Regional Driver Safety	Motor Accident Commission	3/02/2019	2/03/2019	27/05/2019	\$190,590	\$182,183
18-143	2018/19 Bushfire Ready Campaign	Country Fire Service	27/10/2018	30/03/2019	28/05/2019	\$747,140	\$750,000
18-133	Anti Drink Driving FY18/19	Motor Accident Commission	2/09/2018	30/03/2019	27/05/2019	\$627,580	\$623,642

BRANDING EXEMPTIONS

ID	Entity	Department	Approval Date	Ministerial Approval Date	Exemption Type
	Null				

Public- I2 - A1

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2018/19 Bushfire Ready Campaign

Department: Country Fire Service

Campaign Start Date: 28 October 2018

Campaign Completion Date: 28 April 2019

Campaign Total Spend: \$750,000 (ex GST)

Campaign Approval Date: 25 September 2018

Evaluation Approval Date: 29 May 2019

Evaluation Summary:

The 2018/19 Bushfire Ready campaign set out to impact on a number of key objectives. The first of these was to increase the number of people (18 - 70+) with a self-assessed level of preparedness from 60% (2017/18) to 70%. The Campaign achieved a Mid Campaign (Dec) result of 62% and an end of Campaign (April) result of 61%. This maintenance result was acceptable given the second quiet fire season in succession.

The 5 Minute Plan, introduced as a direct result of the fast moving, Pinery Fire and in line with simplifying critical, accessible information had the objective of increasing completions from 5,500 in 2017/18 to 9000 in 2018/19. The 5 Minute Plan achieved an end of season user registration of approximately 19,000 people. Just under 50% of whom offered their email. 70% of users were located in the Adelaide Hills with a stronger uptake by the 18-39 year old demographic.

The objective of a 10% increase (from 42% in 2017/18) in the acknowledgement by target audience 18-39 year olds that bushfires are a real threat to them and their family achieved an extremely positive Mid Campaign (Dec) result of 55% and an end of Campaign (April) result of 57%.

A targeted 10% increase in the number of 18-39 year olds prepared for a bushfire in their area (2017/18 preparedness level was 22%) saw a decrease with Mid Campaign (Dec) result of 21% and an end of Campaign (April) result of 16%. Possibly attributed to a benign season and a natural decline in being prepared by season end.

Generally the campaign demonstrated a positive uptake particularly around awareness and taking action to download the 5 Minute Bushfire Plan. Maintenance of key actions is also a positive given the quiet season.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Anti Drink Driving FY18/19
Department:	Motor Accident Commission

Campaign Start Date:	02 December 2018
Campaign Completion Date:	30 March 2019
Campaign Total Spend:	\$623,642 (ex GST)

Campaign Approval Date:	26 September 2018
Evaluation Approval Date:	28 May 2019

Evaluation Summary:

While there appears to be cultural change with drink there is still a need to continue to put pressure on drink drivers and maintain the gains that have been achieved. In December 2017, MAC launched the '10 Year Hangover' campaign and returned this to market in 2018. It has run for four, one month periods and seeks to increase the perceived penalties for drink driving by detailing the potential consequences of the ten year criminal record it attracts.

The campaign has performed with encouraging signs with the new information appearing to resonate:

Concept testing identified this information to be new and motivating to drink drivers and was leveraged into the '10 Year Hangover' campaign, launched in December 2017.

Achieve statistically significant increase in awareness over previous peak in FY17/18 activity of: 60% - General Population (GP); 65% - Target Audience (TA)

Awareness measured:

- 67% (GP)
- 62% (TA)

Small variance in target audience awareness is noted but not demonstrable. Compared with the previous 'Grow Up' campaign awareness of this campaign appears to be more challenging to achieve. Removal of September activity in 2019 may have had an impact.

Achieve statistically significant increase in knowledge over previous peak in FY17/18 regarding knowledge of:

- DUI conviction results in a 10 Year Criminal Record increased from 61% to 91%;
- Police clearance may be required for volunteer/community work 80 to 81%;
- For travel/visa from 49% to 60%
- For employment from 70% to 72%.

Drink driving continues to improve in the community. Self-reported incidents of drink driving are currently at 4% and SAPOL's drink driving detection rate is routinely under 1%. In 2018, alcohol contributed to 10% of driver fatalities, decreasing from 24% in 2017.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Regional Driver Safety

Department: Motor Accident Commission

Campaign Start Date: 03 February 2019

Campaign Completion Date: 02 March 2019

Campaign Total Spend: \$182,183 (ex GST)

Campaign Approval Date: 10 January 2019

Evaluation Approval Date: 28 May 2019

Evaluation Summary:

Regional South Australians are over represented in road trauma. 60% of fatalities happen regionally. Research identified that drivers were more likely to engage in poor driving when by themselves. The 'Think About Who You'll Leave Behind' campaign launched in July 2018, seeks to encourage self-reflection by solo drivers, emphasising loved ones that would be impacted by their harm. The campaign launched with encouraging signs, establishing strong awareness and message takeout

1. Achieve 72% awareness against Core Target Audience (TA); 79% awareness against General Public (GP). Awareness measured: TA 71%, GP 79%.

The small variance against the TA is not of material concern. Awareness levels are healthy and reflect that achieved at campaign launch. Given that was six months prior that awareness level hadn't decay is pleasing.

2. Improve desirable road safety behaviours.

Drivers sticking to the signed speed limit:

- Decreased amongst TA (31% to 26%)
- Increased amongst GP (47% to 50%)

Drivers not drink driving:

- Maintained amongst TA (94% to 94%)
- Increased amongst GP (97% to 99%)

Drives always wearing a seat belt:

- Increased amongst TA (91% to 85%)
- Increased amongst GP (98% to 94%)

The campaign appears to have had the greatest impact on drink driving with speed remaining the most persistent issue.

3. Build key message take out:

- 79% of TA took out a road safety message
- 91% of GP took out a road safety message

Independent research agency New Focus has provided the following feedback: "The campaign achieved a positive result with increase in awareness. The campaign appears in a good position to further build awareness over time

...the campaign's reach (spread of executions to reach audiences) and messaging both appear to be on point.

... additional weight to executions talking about or otherwise depicting speeding and the associated dangers may be warranted