

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

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

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Which Bin 2025	Green Industries SA	6/04/2025	14/06/2025	4/04/2025	\$111,500	A campaign to educate the public on the correct disposal of food waste and avoid contamination in the kerbside 3-bin system
Inklings	Department of the Premier and Cabinet	4/04/2025	30/06/2025	11/04/2025	\$190,000	A campaign to inform South Australian's of the State Governments new free 3-year program, Inklings, to help parents who suspect their infant may have social communication or developmental differences

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Speed FY24/25	South Australia Police	1/03/2025	30/06/2025	22/04/2025	\$600,000	A campaign to promote speed compliance and educate the community on the benefits of lower speeds in reducing road trauma
Young Drivers FY24/25	South Australia Police	6/04/2025	28/06/2025	28/04/2025	\$900,000	A road safety campaign that addresses young drivers (16-24) and promotes safer driving habits
Dangerously Modern: Australian women artists in Europe 1890-1940	Art Gallery of South Australia	19/05/2025	7/09/2025	14/04/2025	\$260,000	A campaign to promote the Dangerously Modern exhibition
Gather Round Channel 9 Footy Shows	Department of the Premier and Cabinet	19/03/2025	14/04/2025	3/04/2025	Commercial in Confidence	A partnership with JAM TV to produce two Channel 9 television shows live from South Australia as part of Gather Round 2025

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Tarnanthi Art Fair 2024	Art Gallery of South Australia	15/09/2024	21/10/2024	11/04/2025	\$120,000	\$117,929
Alert SA - New Release	SAFECOM	21/11/2024	1/01/2025	11/04/2025	\$210,020	\$215,864
Bowden FY23/24	Renewal SA	1/02/2024	30/09/2024	11/04/2025	\$291,664	\$387,232





CAMPAIGN EVALUATION SUMMARY

Campaign:	Tarnanthi Art Fair 2024
Department:	Art Gallery of South Australia
Campaign Start Date	15 September 2024
Campaign Completion Date	21 October 2024
Campaign Total Spend	\$117,929.00(exc. GST)
Campaign Approval Date	02 September 2024
Evaluation Approval Date	11 April 2025

Evaluation Summary:

The 2024 Tarnanthi Art Fair was held online over the weekend of 18–21 October. This year, 58 art centres participated, representing more than 1250 artists and almost 5000 works of art from across Australia. Website statistics demonstrate 12,230 unique visitors to the online art fair, selling more than 1130 works of art over the three-and-a-half days.

The Tarnanthi Art Fair marketing campaign included international, national, and local metro and regional activity. The focus was digital to convert audiences to customers. Leveraging existing AGSA channels as well as past Art Fair customers. Key media included TV on demand, outdoor tram stops and digital billboards, print and press placements in lifestyle and arts publications, digital advertising and social media.

The 2024 art fair generated \$500k in online sales. Previous year's online sales were \$360k in 2023 and \$1.2m in 2022. The art fair campaign reach comprised of 27% international and 73% national audiences.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Alert SA - New Release
Department:	South Australian Fire and Emergency Services Commission (SAFECOM)
Campaign Start Date	21 November 2024
Campaign Completion Date	01 January 2025
Campaign Total Spend	\$215,864.00(exc. GST)
Campaign Approval Date	19 August 2024
Evaluation Approval Date	11 April 2025

Evaluation Summary:

The South Australian Fire and Emergency Services Commission (SAFECOM) delivered a state-wide targeted marketing and awareness campaign to promote the Alert SA enhancement project.

The campaign aimed to promote and educate the community about Alert SA's transition to a multi-hazard platform, encouraging them to download or update, and correctly set up the app. It was rolled out across social media, websites, streaming platforms, press, and radio. There were three key objectives:

Objective 1 - Increase the number of Alert SA app downloads and active iOS and Android users.

APP DOWNLOADS:

38.8% of people surveyed who recalled the advertising downloaded the app for the first time.

36% of adults in South Australia have downloaded Alert SA (average/estimate).

June 2024 – Downloads 378,640

1 March 2025 - Downloads 472,384

Target by April 2025 – 500,000

Objective 2 - Decrease the % of users with no 'watch zones' created for iOS and Android users.

2023 average:

iOS – 66% of users didn't have a watch zone set up

Android – 67% of users didn't have a watch zone set up

As of 1 March 2025:

iOS – 57% of users didn't have a watch zone set up

Android – 60% of users didn't have a watch zone set up

Objective 3 - Improve the overall awareness of Alert SA by promoting enhanced capability by marketing the new hazards and features now available in the app.

60% of people had heard of the Alert SA app in 2023, compared to 61% post-campaign. While there was a slight drop in regional awareness, there was a significant increase in awareness for metro residents, increasing from 44% to 60%. This is significant as the app includes new hazards with a potential urban impact, like storms.

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The campaign built good awareness that the app is now multi-hazard with over 50% of those surveyed aware that the new app includes alerts about floods and storms. This fits with the campaign as it promoted fires, floods, and storms/extreme weather. There wasn't any promotion around hazardous materials and tree-down incidents.

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CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Bowden FY23/24
Department:	Renewal SA

Campaign Start Date:	01 February 2024
Campaign Completion Date:	30 September 2024
Campaign Total Spend:	\$387,232 (ex GST)

Campaign Approval Date:	18 August 2023
Evaluation Approval Date:	11 April 2025

Evaluation Summary:

In FY23/24, two campaigns were delivered, generating 1,507 enquiries and supporting 63 sales through developer delivery. Marketing activities focused on strengthening brand awareness, driving interest in residential products and attracting new purchasers.

A major milestone was the launch of the refreshed Bowden brand alongside the opening of the new Discovery Centre in August 2023. This included a new logo, updated brand elements, photography and a refreshed website. The brand rollout extended to physical assets within Bowden, such as billboards, signage and the Discovery Centre fit out.

Social media activity contributed to strong engagement, achieving a reach of 255,900 on Facebook and 71,000 on Instagram. Looking ahead, marketing efforts will focus on supporting development partners and maintaining interest in Bowden. Campaigns will emphasise Bowden's key attributes while providing developers with the tools needed to engage buyers effectively. Community events will continue to showcase the Bowden lifestyle, with plans to transition event management to key partners.

The role of the Bowden Discovery Centre in the sales process will be reviewed to ensure it continues to meet buyer needs. Stock releases will be strategically planned to sustain demand and align with nearby developments, including The Gasworks and Southwark. A coordinated marketing approach will enhance visibility across these projects.

Marketing strategies will prioritise owned and organic channels to educate buyers about homeownership pathways and rental opportunities. Key digital tools, such as the website and search advertising, will be retained to maintain awareness and interest in Bowden as a desirable place to live.

This approach will ensure ongoing engagement with prospective buyers while positioning Bowden for long-term success.