

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

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

| Campaign Title | Department | Start Date | End Date | Approval Date | Proposed Budget exGST (\$) | Synopsis |
|---------------------------|------------|------------|------------|---------------|-------------------------------|---|
| Prospect Corner FY2025-26 | Renewal SA | 22/07/2025 | 30/06/2026 | 18/07/2025 | \$104,000 | A campaign to promote the final sales release of the master planned housing community in Prospect being developed by Renewal SA |

CAMPAIGNS \$200,000 plus

| Campaign Title | Department | Start Date | End Date | Approval Date | Proposed Budget exGST (\$) | Synopsis |
|---------------------|------------|------------|------------|---------------|-------------------------------|---|
| Seaton FY2025-26 | Renewal SA | 7/08/2025 | 30/06/2026 | 30/07/2025 | \$382,794 | A campaign to promote the urban housing development initiative in Seaton by the South Australian Government in partnership with Renewal SA and the South Australian Housing Trust |
| Noarlunga FY2025-26 | Renewal SA | 7/08/2025 | 30/06/2026 | 30/07/2025 | \$276,642 | A campaign to promote the Noarlunga housing development, delivered in partnership between Renewal SA and the South Australian Housing Trust |

EVALUATIONS

| Campaign Title | Department | Start Date | End Date | Evaluation Approval Date | Proposed Expenditure exGST (\$) | Actual Expenditure exGST (\$) |
|---------------------------|----------------------|------------|------------|-----------------------------|---------------------------------------|----------------------------------|
| 2024-25 Be Bushfire Ready | Country Fire Service | 31/10/2024 | 31/03/2025 | 25/07/2025 | \$508,000 | \$502,667 |





CAMPAIGN EVALUATION SUMMARY

| | |
|---------------------------------|----------------------------|
| Campaign: | 2024-25 Be Bushfire Ready |
| Department: | Country Fire Service (CFS) |
| Campaign Start Date | 31 October 2024 |
| Campaign Completion Date | 31 March 2025 |
| Campaign Total Spend | \$502,667(exc. GST) |
| Campaign Approval Date | 30 August 2024 |
| Evaluation Approval Date | 25 July 2025 |

Evaluation Summary:

Each year the South Australian Country Fire Service (SACFS) delivers the 'Be Bushfire Ready' awareness campaign. The objective is to raise awareness about the risk of bushfire for those living and travelling through at-risk areas, to shift their preparedness behaviour from contemplation into action.

Results show a positive shift in behaviour change, with an increase in 'active preparedness' and decrease in 'complacency' for at-risk audiences. This is supported by a statistically significantly increase in self-assessed levels of preparedness.

A significantly higher proportion of at-risk community would do as much as possible to protect their property in the event of a bushfire but leave if threatened compared to the previous year (52% to 60% for GP and 47% to 62% for 18-39 y.o).

Majority of the at-risk community do not feel adequately prepared for a bushfire if leaving their property was no longer an option, just 24% for GP and 16% for 18-39 y.o. Lack of knowledge was the key factor in prevention of undertaking bushfire preparedness activities amongst those who felt they didn't know how to prepare effectively.

74% of GP and 66% of 18-39 y.o. have some form of bushfire plan, although most are informal as either remaining in the persons head, or as a discussion rather than a physically written plan. Reasons for not having a bushfire plan shifted, with fewer citations of not living in a bushfire risk area and more reasoning revolving around lack of thought or knowledge on how to make a bushfire plan.

Recall of Be Bushfire Ready campaigns increased in Apr 25 for both at-risk audiences to 72% for GP and 70% for 18-39 y.o., suggesting campaign memorability. What's your plan when your pets need you – Luke and Ruby remains the highest recalled campaign execution amongst the GP, with highest level of recall amongst 18-39 y.o. imagery of a CFS volunteer that asks are you in a bushfire risk area and how to do the 5-minute bushfire plan.

The CFS website remains the dominate channel for information if there was an actual bushfire threat, for information and education on understanding bushfire risk and preparing property and for accessing information on bushfire warnings, for both at-risk audiences.