

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

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

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Nil						

**CAMPAIGNS \$200,000 plus**

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Algal Bloom - Buy SA. For SA. Campaign	Department of State Development	17/08/2025	31/12/2025	17/08/2025	\$750,000	A public information campaign to support South Australia's seafood industry, encouraging the consumption of local seafood and providing support for local seafood businesses
2025-26 Smoking Cessation and Vaping Harms Awareness Campaign	Preventive Health	17/08/2025	30/06/2026	10/08/2025	\$2,052,035	A campaign to raise awareness on the negative effects of tobacco and the benefits of quitting along with a focus on vaping and its health risks

**EVALUATIONS**

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Norwood Food & Wine Festival 2025	South Australian Tourism Commission	1/03/2025	13/04/2025	11/08/2025	\$180,000	\$136,747
AFL Gather Round 2025	South Australian Tourism Commission	13/03/2025	13/04/2025	11/08/2025	Commercial in Confidence	Commercial in Confidence





# CAMPAIGN EVALUATION SUMMARY

<b>Campaign:</b>	Norwood Food & Wine Festival 2025
<b>Department:</b>	SA Tourism Commission
<b>Campaign Start Date</b>	01 March 2025
<b>Campaign Completion Date</b>	13 April 2025
<b>Campaign Total Spend</b>	\$136,747(exc. GST)
<b>Campaign Approval Date</b>	05 February 2025
<b>Evaluation Approval Date</b>	11 August 2025

## Evaluation Summary:

The Norwood Food & Wine Festival returned in 2025 as a key element of the AFL Gather Round celebrations, following a successful revitalisation the previous year. The festival provided an opportunity to showcase South Australia's food, wine, and entertainment to both local and interstate audiences, coinciding with the high-profile AFL fixture at Norwood Oval. The primary objectives of the campaign were to drive awareness, increase attendance, and reinforce the state's reputation as a leading food and wine destination.

The 2025 campaign successfully achieved these objectives, with attendance exceeding expectations at 90,000, an increase of 28% on the 2024 result. Strong results were delivered through a targeted, multi-channel media approach focused on intrastate event goers and AFL sports fans. High-reach channels, including outdoor, radio, and digital, effectively built awareness, while partnerships such as SAFM and Glam Adelaide provided strong local engagement.

The integrated campaign highlighted the festival's premium yet accessible food, wine, and entertainment offering, contributing to strong crowd attendance, and a successful outcome for both the event and South Australia's visitor economy.



# CAMPAIGN EVALUATION SUMMARY

<b>Campaign:</b>	AFL Gather Round 2025
<b>Department:</b>	SA Tourism Commission
<b>Campaign Start Date</b>	13 March 2025
<b>Campaign Completion Date</b>	13 April 2025
<b>Campaign Total Spend</b>	Commercial In Confidence
<b>Campaign Approval Date</b>	07 February 2025
<b>Evaluation Approval Date</b>	11 August 2025

## Evaluation Summary:

The SATC's activity had two core focuses. Firstly leveraging the momentum of Gather Round to tell South Australia's story, which was achieved through integrating destination content into communications. Secondly, to build positive sentiment and enhance the visitor experience by implementing Gather Round branding around the State from the moment visitors arrived.

In 2025 AFL and SATC collaborated to increase promotion and activation of two road trips to Adelaide. This helped drive additional spending in South Australia and enhanced the fan experience for those travelling into the state. The growth of the extensive city dressing campaign demonstrated the way South Australia has embraced Gather Round. Integration of the tourism campaign and destination messaging was achieved through development of authentic player content in region that was suitable for use across multiple channels. In addition, increased year on year integration of the tourism campaign into AFL channels, supported the storytelling for South Australia.

The campaign achieved its objectives, direct expenditure to the state and visitor nights were up on the 2024 event. Further to economic benefit, the 2025 Gather Round edition also achieved:

- Friday 11 April was the strongest night ever for hotel rooms occupied in Adelaide
- Average occupancy of 93%, average rooms occupied of 10,587, and average revenue of \$3.7 million each night
- It was Adelaide Airport's busiest week on record with approximately 200,000 people flying in and out of Adelaide
- 118,543 people attended Macca's Footy Festival by the River Torrens – up 17% YOY
- 90,000 Norwood Food and Wine attendance
- Over 100 associated events and 47 GR AFL led events
- 4,000 Bounce Around Barossa passengers across 4 days