

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

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

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
International Education Services (IES) Homestay Recruitment Campaign 2025/26	Department for Education	19/10/2025	30/06/2026	2/10/2025	\$135,000	A campaign to increase applications on households to become homestay homes to accommodate international students studying in South Australian government high schools
Drought Mental Health 2025	SA Health	3/11/2025	6/12/2025	20/10/2025	\$70,000	This campaign informs those in drought-affected regional communities of the mental health services and support available
Sheep and goat electronic identification (eID) awareness	Department of Primary Industries and Regions SA	26/10/2025	31/12/2026	24/10/2025	\$150,000	A campaign to increase awareness of the amendments to the Livestock Regulations, mandating the use of electronic identification (eID) for all sheep and farmed goats
Adelaide Guitar Festival 2025	Adelaide Festival Centre Trust	21/05/2025	31/10/2025	27/10/2025	\$90,000	A campaign to promote the 2025 Adelaide Guitar Festival

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Replace the Waste 2025	Green Industries SA	02 Nov 2025	01 Feb 2026	14 Oct 2025	\$317,000	A campaign to promote South Australia's banning of single-use plastics and the benefits of sustainable practices
Technical Colleges Stage 3: 2025/26 Refresh Campaign	Department for Education	23 Nov 2025	30 Jun 2026	20 Oct 2025	\$945,000	A campaign to promote and drive student enrolments for South Australia's Technical Colleges

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
2024-25 Smoking cessation and vaping harms awareness campaign	Preventive Health SA	11/08/2024	30/06/2025	3/10/2025	\$2,122,985	\$2,124,678
Marketing Activity 2023-2024	South Australian Tourism Commission	30/09/2023	31/12/2024	3/10/2025	\$9,700,242	\$9,200,000
Eyre Peninsula Water Security Response Plan	SA Water	1/01/2025	30/06/2025	3/10/2025	\$100,000	\$99,365
Adelaide Cabaret Festival 2025	Adelaide Festival Centre Trust	2/04/2025	21/06/2025	3/10/2025	\$324,970	\$336,711
Flu Vaccination - Children	SA Health	9/06/2025	7/07/2025	3/10/2025	\$100,000	\$96,015
Prospect FY2024-25	Renewal SA	22/08/2025	30/06/2025	17/10/2025	\$140,000	\$162,109
Join the Team in Green	SA Health	1/02/2025	30/06/2025	17/10/2025	\$79,000	\$78,908
British & Irish Lions 2025	SA Tourism Commission	11/11/2024	12/07/2025	31/10/2025	Commercial In Confidence	Commercial In Confidence
SA Health Recruitment Campaign 2025 - Mental Health Professionals	SA Health	30/03/2025	28/06/2025	31/10/2025	\$450,000	\$424,928





CAMPAIGN EVALUATION SUMMARY

Campaign:	2024-25 Smoking cessation and vaping harms awareness campaign
Department:	Wellbeing SA
Campaign Start Date	11 August 2024
Campaign Completion Date	30 June 2025
Campaign Total Spend	\$2,124,678(exc. GST)
Campaign Approval Date	22 July 2024
Evaluation Approval Date	03 October 2025

Evaluation Summary:

SMOKING:

- Objectives 1 (recognition), 2 (relevance), 4 (strong argument for quitting) of the 2024-2025 smoking cessation campaign were achieved. Additionally, Objective 4 was also determined as achieved as it only slightly fell short of the KPI by 3% but still fell within confidence intervals. Notably, relevance reached its highest level in recent years (2024-25: 75%; 2023-24: 71%).
- Compared to the 2023-24 campaign, objective results relating to recognition and being a strong argument for quitting remained steady.
- Recognition of the broadcast advertisements ranged from 45% for 'Emma' (aired for the first time in Oct-Nov 2024) to 77% for 'Sponge'.
- '16 Cancers' scored highest for making respondents feel motivated to quit, making a strong argument for quitting, ad-directed perceived effectiveness, negative emotional response, and equal highest on personalised perceived effectiveness with 'Don't Let It In'. 'Recovery' scored highest on evoking a positive emotional response.
- An average of 77% of respondents who had seen an advertisement previously reported taking at least one action in response to the advertisement, ranging from 73% for 'Don't Make Smokes Your Story' to 87% for 'Don't Let It In'. On average, the most common actions taken were thinking about quitting (41%) and decreasing the number of cigarettes smoked (31%).
- The campaign fell slightly short of its objective of achieving an average of 13,000 monthly visits to the besmokefree.com.au website.
- While the actual monthly visits were just below this target (1,500 less on average per month) across the campaign year, there was a notable increase in this KPI, rising from a goal of 7,000 visits per month in 2023-24 to a goal of 13,000 visits per month in 2024-25.
- Linear television performance in 2024-25 demonstrated full return on investment, with no loss observed. Television continues to be a leading platform for the smoking cessation campaign delivery and is expected to remain central to future campaigns, complemented by digital channels, radio and outdoor.

VAPING:

- Four out of the five campaign objectives were successfully met during the 'Every vape is a hit to your health' when evaluated in November 2024, a notable improvement compared to the campaign evaluation results from 2023-24, which only achieved two out of five objectives.
- Market research results for 'Every vape is a hit to your health' from November 2024 showed the campaign to be highly effective, achieving significant reach and impact. It successfully reached 54% of the primary target audience (young people aged 15-25) and 38% of the secondary target audience (parents of 10-18-year-olds), both of which represent increases from 2023-24 (54% vs. 31%, respectively). Additionally, 61% of current vapers reported seeing or hearing at least one advertisement, a notable rise from last year's 44%.

OFFICIAL

- Excellent results in terms of behavioural changes resulting from the campaign were also reported, including:
- 43% cutting down the amount their vaping,
- 41% considering quitting vaping, and
- 25% trying to quit vaping.

A more detailed summary is available in the 2024-25 End of Year Evaluation Report.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Marketing Activity 2023 - 2024

Department: South Australian Tourism Commission

Campaign Start Date: 30 September 2023

Campaign Completion Date: 31 December 2024

Campaign Total Spend: \$9,200,000 (ex GST)

Campaign Approval Date: 21 July 2023

Evaluation Approval Date: 3 October 2025

Evaluation Summary:

Travel. Our Way. launched nationally in September 2023, timed to capitalise on the momentum generated by major events such as AFL Gather Round and LIV Golf Adelaide. The campaign aimed to sustain South Australia's competitive position in domestic tourism, drive visitation, and support tourism operators and businesses during a period of economic and seasonal challenges. Travel. Our Way., was developed to ensure South Australia remained visible in a competitive marketplace. Its objective was to deliver a distinctive, highly creative campaign that generated new interest in South Australia and set the stage for the long-term brand platform by building on brand truths and established consumer insights.

Overall, the campaign delivered strong results across campaign objectives, exceeding performance benchmarks in expenditure, reach, and brand engagement metrics.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Eyre Peninsula Water Security Response Plan
Department:	SA Water
Campaign Start Date	01 January 2025
Campaign Completion Date	30 June 2025
Campaign Total Spend	\$99,365(exc. GST)
Campaign Approval Date	11 December 2024
Evaluation Approval Date	03 October 2025

Evaluation Summary:

The campaign has overachieved on all KPIs.

- The messaging approach – ‘save water’ and ‘rebates available’ kept things simple and easy.
- The performance of the combined digital advertising and media channel mix saw the campaign significantly exceed anticipated metrics.
- The overachievement on the reach of digital advertising can be partially explained by visitors and travellers through the region who also received targeted ads.
- There was a variety of tactics and channels used including a mix of owned, earned and paid, including in-store promotion for retailers selling items eligible for a rebate.
- Support from key stakeholders including councils was effective in helping to amplify our messages and reach in local communities across the Eyre Peninsula.
- Community and stakeholder engagement activities encouraged conversations and helped with sharing via word of mouth.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Adelaide Cabaret Festival 2025
Department:	Adelaide Festival Centre Trust
Campaign Start Date	02 April 2025
Campaign Completion Date	21 June 2025
Campaign Total Spend	\$336,711(exc. GST)
Campaign Approval Date	07 March 2025
Evaluation Approval Date	03 October 2025

Evaluation Summary:

A vibrant feature of the South Australian cultural calendar, Adelaide Cabaret Festival is an iconic, fully curated, annual festival presented by Adelaide Festival Centre, commencing on the June long weekend. Since its inception, the festival has established itself as a cornerstone of the South Australian arts scene, attracting not only local, but also interstate and international audiences.

Celebrating its 25th anniversary in 2025, Adelaide Cabaret Festival is the biggest cabaret festival in the world, as well as a major event in the international and Australian arts calendar. The festival has garnered a reputation for highlighting outstanding local, national, and international artists through an eclectic program. The diverse offerings range from traditional cabaret to contemporary performance art, encompassing a wide spectrum of styles and genres. The festival's commitment to artistic excellence and innovation is evident in both its selection of established talent and the support of emerging performers.

Beyond its artistic merit, the Adelaide Cabaret Festival contributes significantly to the local economy, generating substantial revenue and supporting various industries, including hospitality, tourism, and the arts. The festival also fosters cultural exchange and understanding, providing a platform for artists from diverse backgrounds to share their work with a global audience.

2025 Campaign Summary:

Key Performance Indicators

Adelaide Cabaret Festival 2025 successfully surpassed its key marketing and box office objectives. The festival exceeded its box office target by 11.9% and its ticket sales target by 6.9%. A significant achievement was the successful attraction of a younger and more diverse audience, with the percentage of ticket buyers under 40 increasing from 15% to 22% year-on-year. Interstate and intrastate visitation also saw a positive rise.

Audience Engagement & Demographics

The campaign's success was driven by a strong focus on digital and social media, which proved highly effective in reaching younger demographics and attracting first-time visitors, who accounted for 21% of patrons. The presence of high-profile artists like Jacob Collier and La Clique were major draw cards, with Jacob Collier's show alone accounting for 21% of total box office revenue and attracting a large number of interstate visitors.

Challenges and Learnings

Despite the overall success, the campaign faced challenges. Customer feedback highlighted frustration with the loss of the Festival Theatre as a central venue, which negatively impacted the festival's cohesive atmosphere. Ticketing issues with Ticketek, including high booking fees and a difficult multi-show booking process, continued to be a barrier for patrons. The number of premium packages sold was down, suggesting a need for more flexible or 'choose your

own adventure' options. Additionally, a significant portion of attendees were unaware of the free events on offer, which are known to improve satisfaction and ticket spend.

Overall, the evaluation indicates a well-executed campaign that successfully modernised its reach while maintaining its core audience. The findings provide valuable insights for refining future strategies, particularly around audience targeting, ticketing options, and program-specific offerings.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Flu Vaccination - Children
Department:	SA Health
Campaign Start Date	09 June 2025
Campaign Completion Date	07 July 2025
Campaign Total Spend	\$96,015(exc. GST)
Campaign Approval Date	29 May 2025
Evaluation Approval Date	03 October 2025

Evaluation Summary:

The 2025 Flu vaccination campaign delivered stronger daily engagement and improved efficiency, despite a shorter time in market. While some metrics were slightly lower, key channels performed well, including mobile audiences, and short-term vaccination rates increased from June to July 2025.

The campaign showed clear indicators of improved targeting and media impact, with further opportunity to build through refined channel strategy and broader public education.

Website Performance:

Total sessions (3825) and users (3694) were up substantially, daily averages increased significantly. Views per day increased from 8 to 116 and users per day grew from 7 to 112. The average session time dropped from 27 to 1 seconds. This likely reflects more direct and purposeful visits. Return users decreased from 182 to 89, suggesting users found what they needed in a single visit.

Paid Media Performance:

Meta delivered 85% of traffic confirming its strength as the lead platform. Other sources like Google, Taboola, and Play & Go contributed smaller volumes. Meta, Nexus Native and Kiddo drove the strongest performance overall, with healthy click through rates and engagement. Mobile and weekend users were the most engaged audiences.

Key stats:

- Total Impressions: approximately 6.4 million across all media
- Total Clicks: approximately 10,600 across all media
- Meta: 2,774,398 impressions, 6,534 clicks, CTR 0.24%, CPC \$2.3
- Nexus Native: 555,878 impressions, 1,390 clicks, CTR 0.25%, CPC \$2.36
- Kiddo Magazine: 199,000 impressions, 2,100 clicks on editorial, EDMs with up to 18% CTR
- Most Engaged Audiences: Mobile users and weekend browsers
- Out-of-Home Reach: Over 2 million impressions across shopping centres and parent spaces
- Radio: Delivered all booked and bonus spots, with added value across metro and regional

Key Insights:

- Meta and Native performed best for traffic and engagement
- Mobile dominated delivery across platforms
- Static creatives and story formats worked well
- Some channels (e.g. Play & Go) had low CTRs and limited return but reached the exact target audience most likely to convert and vaccinate.

Vaccination rates:

Vaccination rates increased from 16.2% in June to 22.5% in July 2025, marking a 6.3 percentage point rise. This represents a 38.9% relative increase over the previous month, indicating a strong short-term uplift. Between 2024 and 2025, July vaccination rates rose from 21.9% to 22.5%, reflecting a year-on-year increase of 0.6 percentage point, or approximately 2.74% relative increase, suggesting a slight recovery in uptake following previous declines. Continuing awareness and education beyond the campaign period is key to sustaining positive changes in vaccination rates.

Budget & Timing:

The paid media budget increased by 85% from 2024 to 2025 (\$40,000 vs \$75,000). The larger investment in 2025 allowed for wider reach, more targeted placement and stronger performing digital activity. The time in market decreased by 40% from 2024 to 2025 (33 vs 55 days). This decrease meant less time for market saturation.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Prospect FY2024-25
Department:	Renewal SA
Campaign Start Date	22 August 2024
Campaign Completion Date	30 June 2025
Campaign Total Spend	\$162,109(exc. GST)
Campaign Approval Date	28 August 2024
Evaluation Approval Date	17 October 2025

Evaluation Summary:

Prospect Corner is a Renewal SA residential development supporting South Australia's urban renewal agenda. In FY2024/25, the project transitioned from affordable housing to premium offerings, prompting a strategic shift in communications. A detailed strategy was implemented to increase visibility, drive enquiries, and support sales through a mix of paid media, organic content, signage, collateral, and stakeholder engagement. Four paid campaigns were delivered, supported by ongoing digital and physical marketing efforts.

Campaign A (Search) ran from September 2024 to June 2025 and focused on high-intent searchers. It delivered 95,401 impressions, 12,909 clicks, and 561 form submissions, with a strong CTR of 13.53%. Branded search terms performed exceptionally, with CTRs exceeding 26%, indicating strong brand recognition.

Campaign B (Stage 3) ran from late September to November 2024. Despite limited stock, it generated 506,631 Meta impressions and 10,357 clicks, with 58 form submissions. Yahoo display added over 1 million impressions. Older demographics (65+) showed high engagement, accounting for 39% of clicks. Video ads outperformed carousel formats, driving 66% of clicks.

Campaign C (Stage 4) launched premium homes in January 2025. Meta delivered 565,563 impressions and 19,852 clicks, with a CTR of 3.51%. TikTok and Yahoo added over 2 million impressions combined.

Campaign D (Extension) ran from March to June 2025 to reposition the premium offering. Meta achieved 219,289 impressions, 10,171 clicks, and 35 form submissions. REA platforms delivered over 1.5 million impressions and 183 leads, with Audience Extension performing best.

Across all campaigns, 45 homes were sold from 71 released, falling short of the 74-sale target. However, the average conversion rate was 2.98%, exceeded the 2.0% KPI. Enquiries totalled 1,734 (target: 1,460), and affordable housing benchmarks were surpassed, with 54.5% of sales meeting criteria.

Website performance exceeded expectations, with 4,299 users/month (target: 1,800), 14,642 page views/month (target: 7,000), and a bounce rate of 36.53% (target: $\leq 35\%$). Social media reach was close to target, and follower growth was steady. Ten eDMs were sent (target: 12), supporting ongoing engagement.

Key learnings include the need to refine audience targeting, as older demographics consistently engaged but did not convert. Video content outperformed other formats, reinforcing the value of authentic storytelling. Strong engagement did not always translate to sales, highlighting the need for improved digital UX and clearer calls-to-action.

OFFICIAL

Looking ahead, the strategy will shift toward premium positioning, leveraging the upcoming display home and central reserve to reshape market perception. Messaging will focus on aspiration, lifestyle, and quality, supported by refined creative, targeted media, and enhanced customer experience.

OFFICIAL



CAMPAIGN EVALUATION SUMMARY

Campaign:	Join the Team in Green
Department:	SA Health
Campaign Start Date	01 February 2025
Campaign Completion Date	30 June 2025
Campaign Total Spend	\$78,908(exc. GST)
Campaign Approval Date	23 January 2025
Evaluation Approval Date	17 October 2025

Evaluation Summary:

The Wavemaker campaign report identified:

- Digital campaign banner ads on various regional news websites which achieved a total of 495,491 impressions and 1,819 website clicks.
- Meta campaign overall, social media ad impressions came to 1,258,321 with 10,167 website clicks.
- Print advertising – ads were also set to campaign locations with 34 ads in 8 regional papers.
- The new radio ad overall had 563 paid spots across a mix of 16 radio stations (within ARN and SCA networks).

The Join the Team in Green TV Commercial (30 second duration) was screened across regional networks including SCA, WIN, and SBS. In addition to the main channels, WIN provided 133 bonus spots across their digital channels. A plan was in place for the ad to feature during screening of the Paramedics program on WIN. However, spots were dropped as programming changed to Footy Classified. Regardless of the cancellation, WIN was able to air one spot in repeat telecast on 15 April 2025 for \$394 with an additional bonus spot.

According to Wavemaker the regional TV campaign received \$78,617 worth of media value which was six times more than the investment of \$10,300.

Analytics reporting (Attachment 1.4) confirmed a significant increase of 24,938 website views for the 2024-2025 campaign compared to 11,838 from the 2023-2024 campaign - refer to page 9 of the Evaluation Report (Attachment 1.1) for more information.



CAMPAIGN EVALUATION SUMMARY

Campaign:	British & Irish Lions 2025
Department:	SA Tourism Commission
Campaign Start Date	11 November 2024
Campaign Completion Date	12 July 2025
Campaign Total Spend	Commercial In Confidence
Campaign Approval Date	28 October 2024
Evaluation Approval Date	31 October 2025

Evaluation Summary:

The primary purpose of the British & Irish Lions campaign was to drive ticket purchases from people outside of South Australia to the AUNZ XV vs British & Irish Lions tour match held on 12 July 2025 at the Adelaide Oval. This campaign spanning from March 2024 until July 2025, supplemented Rugby Australia's broader marketing activity, while focusing on the unique and historic nature of the Adelaide tour match.

The campaign delivered awareness and website traffic to a targeted interstate rugby audience through programmatic display, SEM and Meta campaigns. The campaign later included local radio and digital audio in the final lead up to the event to drive further awareness, talkability and ticket sales.

The campaign successfully achieved its purpose with ticket sales sold outside of South Australia exceeding the campaign target. The event was a success, achieving the highest rugby union crowd at Adelaide Oval, with more than 43,000 attendees and impressive visitation numbers demonstrated not only by ticket sales but also by record high hotel occupancy (95%).



CAMPAIGN EVALUATION SUMMARY

Campaign:	SA Health Recruitment Campaign 2025 – mental health professionals
Department:	SA Health
Campaign Start Date	30 March 2025
Campaign Completion Date	28 June 2025
Campaign Total Spend	\$424,928(exc. GST)
Campaign Approval Date	25 March 2025
Evaluation Approval Date	12 November 2025

Evaluation Summary:

The SA Health Recruitment Campaign – Mental Health 2025 was very effective at reaching the target audience and generating traffic to the website, and significantly overachieved on all targets, encouraging mental health staff living interstate and overseas to consider a role with SA Health.

A range of strategies were used to reach mental health professionals interstate and overseas, including digital advertisements across social media, YouTube, Google search and dedicated health care professional websites, with all elements directing the target audience to the campaign landing page.

The campaign generated 36,413,879 impressions overall and 187,624 page visits to the SA Health website.

Driving the target audience to the website to apply for jobs overachieved the target, with 10,478 clicks in total to the Apply now button on mental health page and on Apply now button from the landing page, exceeding the target of 1,888 clicks by 455%.

Paid social media performed very well, generating 10,960,378 impressions across the awareness and traffic phases of Meta, exceeding the target 889,325 impression by 1132.4%. This is a significant increase, particularly given the Meta ads were split between awareness/reach (impressions) and traffic (clicks). There were 1,633,700 LinkedIn impressions, exceeding the target of 687,112 impressions by 137.8%. This is also significant as the LinkedIn ads were optimised towards traffic.

Overall, the campaign was effective at reaching the target audience to create interest in working in a career in mental health as SA Health, raising awareness of mental health roles available with SA Health, and driving traffic to the website and careers page.