

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - APRIL 2026**

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
It's Home Time	HomeStart Finance	1/07/2026	30/06/2028	13/04/2026	\$3,227,273	A campaign to promote HomeStart leading to increased home ownership

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Here For The Game Year 4	Department of Human Services	15/06/2025	11/10/2025	10/04/2026	\$357,500	\$344,198
Replace the Waste 2025	Green Industries SA	30/11/2025	20/02/2026	10/04/2026	\$317,000	\$293,082





CAMPAIGN EVALUATION SUMMARY

Campaign:	Here For The Game Year 4
Department:	Department of Human Services (DHS)
Campaign Start Date	15 June 2025
Campaign Completion Date	11 October 2025
Campaign Total Spend	\$344,198(exc. GST)
Campaign Approval Date	13 June 2025
Evaluation Approval Date	10 April 2026

Evaluation Summary:

Here for the Game ran over four months in 2025, during key sporting seasons in South Australia. Through dedicated partnerships with key South Australian sporting codes, fan surveys provided valuable evaluation tools for campaign efficacy, alongside media performance metrics.

Media performance was strong, and drove strong traffic to the website, with a 50% increase in web visitation YOY. Channels such as social media (Meta & TikTok), YouTube, and programmatic audio and television helped drive clicks through to the website, whilst also contributing to broader awareness of messaging.

Two out of three objectives were measured through results from Fan Surveys sent via channels from major campaign partners within various sporting codes. Of these, one objective was achieved. Two underachieved, however gains were recorded in each, which should be recognised.

Objective Performance Summary:

- Objective 1: Not achieved, though awareness gains were seen overall, performing over benchmark, but not to target.
- Objective 2: Achieved, with both target and stretch goal achieved.
- Objective 3: Not achieved, though positive sentiment increased by three percentage points, exceeding benchmarks.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Replace the Waste 2025
Department:	Green Industries SA
Campaign Start Date	30 November 2025
Campaign Completion Date	20 February 2026
Campaign Total Spend	\$293,082(exc. GST)
Campaign Approval Date	14 October 2025
Evaluation Approval Date	10 April 2026

Evaluation Summary:

The Replace the Waste campaign celebrated South Australia's progress and leadership in banning single-use plastic products, and reminded audiences that choosing sustainable options is best.

The campaign was effective at reaching target audiences and generating traffic to the Replace the Waste website, where audiences can learn more about the state's single-use plastic bans and the available sustainable alternatives. The campaign achieved 12.46M million impressions across all digital platforms and 16.61K clicks, accounting for a 56.48% increase in web traffic.

An Instagram competition run through the campaign was also successful in generating a small amount of user-generated content that can be used for further education and awareness.