

MARKETING COMMUNICATIONS APPROVAL REPORT - JANUARY 2019

CAMPAIGNS

ID	Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
18-170	TAFE SA Short Courses Phase 2 (January - June 2019)	TAFE SA	21/01/2019	30/06/2019	18/12/2018	\$297,500	Campaign designed to promote TAFE SA 2019 Short Course offering.
18-147	2019 Tour Down Under Sponsorship - BE SAFE BE SEEN	Motor Accident Commission	11/01/2019	20/01/2019	9/01/2019	\$288,504	MAC's partnership with the TDU, imparting road safety education to cyclists and motorists.
18-157	The Square at Woodville West marketing campaign 2018/19	Renewal SA	1/01/2019	30/06/2019	12/12/2018	\$349,997	Campaign designed to drive awareness and facilitate residential sales for The Square at Woodville West.

EVALUATIONS

ID	Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
18-127	2018/19 Digital Marketing Campaign	South Australian Tourism Commission	16/07/2018	30/11/2018	15/01/2019	\$700,000	\$621,819
18-122	#YOUMUSTSEE ADELAIDE FILM FESTIVAL 2018	Adelaide Film Festival	18/06/2018	21/10/2018	21/01/2019	\$332,800	\$332,443
18-121	Help Stop Elder Abuse 2018	Department for Health and Ageing	14/06/2018	9/08/2018	22/01/2019	\$74,000	\$62,641
18-158	Seatbelts FY1819	Motor Accident Commission	14/10/2018	24/11/2018	23/01/2019	\$189,906	\$196,157

BRANDING EXEMPTIONS

ID	Entity	Department	Approval Date	Ministerial Approval Date	Exemption Type
	Nil				

Sensitive: SA Cabinet - I2 - A1



Government of
South Australia

CAMPAIGN EVALUATION REPORT

Campaign:	Seatbelts FY1819
Department:	Motor Accident Commission

Campaign Start Date:	14 October 2018
Campaign Completion Date:	01 December 2018
Campaign Total Spend:	\$196,157 (ex GST)

Campaign Approval Date:	19 September 2018
Evaluation Approval Date:	24 January 2019

Evaluation Summary:

Seatbelt compliance is a priority issue for road safety.

Most occupants are correctly restrained when travelling, yet seatbelt non-use remains a significant contributing factor to road trauma and represents, on average, 27% of fatalities.

MAC's 'Get Your S**t Together' ran in May 2018 after a ten months hiatus that saw some decays in awareness and behaviours. MAC returned the campaign to market in October and November to build on the gains made.

The new activity saw sound performance:

Goal: Reach or exceed awareness benchmarks. Target Audience 68%; General Population 48%

Achieved:

Target Audience (TA) - 63%

General Public (GP) - 53%

Awareness was slightly below goal against core target, however improved on that achieved in the last burst (59% - TA; 42% - GP)

Goal: Increase maintenance/compliance of wearing seatbelts each and every trip. Target Audience 64%; General Population 68%

Achieved:

TA - 65%

GP - 68%

Goal: Reduce rejecting the need to wear seatbelts. Target Audience 11%; General Population 10%.

Under achieved:

TA - 14%;

GP - 14%

The small group of non-users increased marginally post campaign. While the reasons for this are unclear it may be a sign that creative is no longer engaging those at the belligerent end of offending.

Goal: Contribute to a reduction in seatbelt related casualty crashes

Achieved:

Seatbelt related fatalities:

2018 - 16% v 2017 - 38% (-22%)

While performance is building on past activity, gains are being maintained rather than demonstrably improving, suggesting the campaign may be waning in its impact. The 'Get Your S**t Together' campaign has been in market for three over three years, consistent with the typical life of a MAC road safety campaign.

Attitudinal research amongst drivers will commence in anticipation of replacing the campaign in the coming year.