

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - APRIL 2023**

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

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

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Fatigue "Our Town" FY22/23	South Australia Police	19/04/2023	13/06/2023	\$350,000	A campaign to promote the unique aspects of country towns and encourage drivers to stop and rest
2023 FIFA Women's World Cup	South Australian Tourism Commission	11/04/2023	20/08/2023	Commercial in Confidence	A campaign to promote tourism in South Australia by hosting a significant sporting event
SANFL Community Football 2023 Season	Department for Infrastructure and Transport	1/04/2023	30/09/2023	\$270,000	A campaign to raise awareness of key road safety issues across regional South Australia through engagement with club patriates, their families, club supporters, volunteers and officials
Solstice Media Partnership	Department of the Premier and Cabinet	1/04/2023	1/04/2024	Commercial in Confidence	A partnership with Solstice Media to explain policies and issues affecting the lives of young South Australians
Motorcycles 2022/2023	South Australia Police	1/04/2023	30/06/2023	\$837,330	A campaign to raise awareness of the risks and dangers that motorcyclists experience on the roads, thereby encouraging drivers to look out for the safety of motorcyclists travelling on roads

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Japanese encephalitis virus (JEV) Vaccination Program 2022	Department for Health and Wellbeing	1/11/2022	31/12/2022	14/04/2023	\$95,000	\$61,758
COVID Vaccine 4th Dose	Department for Health and Wellbeing	21/08/2022	25/09/2022	14/04/2023	\$500,000	\$484,068
COVID-19 Testing September 2021	Department for Health and Wellbeing	5/09/2021	25/09/2021	14/04/2023	\$152,694	\$150,000



CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Japanese encephalitis virus (JEV) Vaccination Program 2022
Department:	Department for Health and Wellbeing

Campaign Start Date:	01 November 2022
Campaign Completion Date:	31 December 2022
Campaign Total Spend:	\$61,758 (ex GST)

Campaign Approval Date:	31 October 2022
Evaluation Approval Date:	14 April 2023

Evaluation Summary:

The 2022 Japanese encephalitis vaccination campaign was developed to inform eligible cohorts on where they could receive the JEV vaccine, as well as the benefits of getting the vaccine.

The campaign achieved all its objectives. A total of 23,088 people were vaccinated during the campaign period, exceeding the target to get 60% of the eligible cohort vaccinated of 22,950 people.

The Meta campaign reached 45,536 unique users, surpassing the target to reach 50% of the target audience of 38,500 people. This was 19% higher than the target. The Meta activity achieved 279,532 impressions, which was complemented by high-reaching digital Xaxis displays, totalling 645,655 delivered impressions.

Due to the very specific geographic target audience, the campaign utilised targeted out of home media, including digital mobile billboard placements in high traffic areas in Berri, Murray Bridge, Renmark, Mannum, Swan Reach and the Swan Reach Ferry. This mobile billboard effectively garnered media interest and, anecdotally, spread good word of mouth.

The campaign was flexible, enabling it to be adapted and updated to include changes in eligibility and target audiences. The paid campaign was supported by below-the-line activity, as well as the leveraging of existing relationships with stakeholders to enable the campaign to effectively reach the specific target audience.

Overall, the campaign creative and strategy was effective in reaching target audiences and getting eligible cohorts vaccinated.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	COVID Vaccine 4th Dose
Department:	Department for Health and Wellbeing

Campaign Start Date:	21 August 2022
Campaign Completion Date:	25 September 2022
Campaign Total Spend:	\$484,068 (ex GST)

Campaign Approval Date:	12 August 2022
Evaluation Approval Date:	14 April 2023

Evaluation Summary:

The COVID-19 Fourth Dose campaign was developed to increase awareness of the availability and eligibility of COVID-19 vaccine fourth doses.

While the campaign underachieved on its objectives, pre and post-campaign research demonstrated the response to the campaign was positive and the message was clear. It had effective reach and a multi-dimensional impact, with 43% of people surveyed having seen an ad and 55% of people impacted in some way. The campaign made people realise that it is important to keep up with vaccinations (38%) and drove some people to recommend to family or friends (16%) or book an appointment for the fourth dose (9%).

The TVC was particularly effective with 82% of people stating it got the message across clearly and 69% saying it made them think getting the fourth dose is a good idea.

There are many challenges relating COVID-19 vaccination communication, including message fatigue, hesitancy and general misinformation. At the time post-campaign research was undertaken, the level of COVID-19 in the community as well as the associated community concern had reduced significantly. Notably, in post-campaign research 20% of people identified that they would not get a fourth dose because they caught COVID-19 after having two or three doses, up from 13% in pre-campaign research.

Additionally, 31% of those surveyed said they would not get the fourth dose because they had side effects after getting previous doses, which was up from 20% in pre-campaign research.

Overall, the creative and media strategy was effective at communicating the message and impacting target audiences, however, due to external factors outlined above, this translated minimally to attitudinal or behaviour change. Despite this, due to the effectiveness of communicating the message and the impact, the creative will be considered for use in future and could be used to promote other COVID safe behaviours.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: COVID-19 Testing September 2021

Department: Department for Health and Wellbeing

Campaign Start Date: 05 September 2021

Campaign Completion Date: 25 September 2021

Campaign Total Spend: \$152,694 (ex GST)

Campaign Approval Date: 08 September 2021

Evaluation Approval Date: 14 April 2023

Evaluation Summary:

The campaign was led by radio, press and outdoor to target people who do not use social media frequently, and MiQ and social media was used to target people who frequently access information online. Other below-the-line (unpaid tactics) were used to support the paid media campaign.

The campaign achieved its objective of increasing the rate of COVID-19 testing, although it did not reach the intended target of a 5% increase in testing numbers. There were 108,978 COVID-19 tests in South Australia between 5 September and 25 September 2021, compared to 106,633 COVID-19 tests between 5 August and 25 August 2021 (an increase of 2.2%).

The campaign media strategy was recommended by Carat and incorporated learnings from the previous testing campaign in December 2020. Internal data enabled the effective targeting of audiences across South Australia with 'Very Low Testing Rates,' including CALD audiences.

The objective and target may have been impacted by changing Emergency Management Directions relating to testing and quarantine requirements.