

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
TAFE SA Google Ads Campaign 2023/24	TAFE SA	1/07/2023	30/06/2024	09/06/2023	\$160,000	TAFE SA's search engine advertising is aimed to build awareness of TAFE SA services and products by increasing Google Ad clicks and visits to the TAFE SA website
Early Years SA Mobile App Launch	Department for Education	26/07/2023	27/10/2023	25/07/2023	\$199,000	A campaign to raise awareness of the Early Years mobile application for South Australian families with children aged 0-5 years, providing information, activities and services to support their child's health, learning, wellbeing and development

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Marketing Activity 2023 - 2024	South Australian Tourism Commission	1/07/2023	30/06/2024	\$8,700,000	A campaign to promote South Australia as a desirable and unique travel destination to key domestic audiences in Australia
See The Signs Campaign - FIFA Women's World Cup	Department of Human Services	16/07/2023	9/09/2023	\$199,999	A campaign to raise public awareness targeting the prevention of violence against women and children, focussing on coercive control
2023 VAILO Adelaide 500	South Australian Motorsport Board	29/07/2023	26/11/2023	\$2,015,000	A campaign to promote the VAILO Adelaide 500, a world class motorsport event held 23-26 November 2023
2023-24 smoking cessation campaign	Drug and Alcohol Services SA	23/07/2023	30/06/2024	\$1,953,156	A campaign to help reduce smoking prevalence, including vaping harms awareness
2023-2024 National Markets	South Australian Tourism Commission	27/07/2023	30/06/2024	\$1,600,000	A campaign to increase awareness and consideration for a holiday in South Australia, working with key conversion partners (travel trade or booking partners)
2023-2024 International Markets	South Australian Tourism Commission	27/07/2023	30/06/2024	\$3,140,000	A campaign to attract international visitors to South Australia

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Lightning Basketball - THINK! Road Safety Partnerships Program - 2021/22 WNBL Season	Department of Infrastructure and Transport	1/11/2022	31/05/2023	21/07/2023	\$125,000	\$123,934
2021/22 AUFC Partnership Campaign	Department of Infrastructure and Transport	1/10/2022	31/05/2023	21/07/2023	\$110,000	\$99,947
Save 000 for when it matters: Ambulance Triple Zero (000) Demand Management	SA Ambulance Service	19/01/2022	30/06/2022	21/07/2023	\$531,171	\$376,535
2021-22 New Zealand Marketing Approach	South Australian Tourism Commission	1/01/2022	30/06/2022	21/07/2023	\$515,448	\$602,603



**Government of
South Australia**

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Lightning Basketball - THINK! Road Safety Partnerships Program - 2021/
22 WNBL Season

Department: Department of Infrastructure and Transport

Campaign Start Date: 01 November 2022

Campaign Completion Date: 31 May 2023

Campaign Total Spend: \$123,934 (ex GST)

Campaign Approval Date: 06 December 2021

Evaluation Approval Date: 21 July 2023

Evaluation Summary:

The partnership with ALB offers the Department an opportunity to engage with the pre-licensed and young road user cohorts to support safer road behaviours. It also offers valuable exposure opportunities for the THINK! Road Safety brand.

All contractual deliverables under the partnership agreement were achieved by ALB and, while the reach of social media posts was not as high as expected, the digital engagement of ALB's online fan base during the season was strong.

Across the 2021-2022 season, ALB achieved an average engagement rate of 5.43% for Facebook posts. They also recorded 41,243 video views during the season and reached approximately 63,000 people via paid social media – providing an excellent revived audience base post COVID to tap into during the upcoming 2022-23 season.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2021/22 AUFC Partnership Campaign

Department: Department of Infrastructure and Transport

Campaign Start Date: 01 October 2022

Campaign Completion Date: 31 May 2023

Campaign Total Spend: \$99,947 (ex GST)

Campaign Approval Date: 28 September 2021

Evaluation Approval Date: 21 July 2023

Evaluation Summary:

The partnership with AUFC offers the Department an opportunity to engage with the pre-licensed and young road users cohorts to support safer road behaviours. It also offers valuable exposure opportunities for the THINK! Road Safety brand.

All contractual deliverables under the partnership agreement were achieved by AUFC. The average engagement rate for posts during the season exceeded expectations, and AUFC's online reach for social media material delivered during the campaign indicates growth despite COVID impacts.

AUFC platforms achieved an average of 27,385 impressions per post across the A-League season. It is also worth noting that the Department's platforms achieved a total of 600,000 impressions during a paid campaign period, rolled out as part of a trial in addition to the content published by AUFC. An average engagement rate per post of 8.4% was also noted across AUFC's accounts providing a good benchmark for future reporting.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Save 000 for when it matters: Ambulance Triple Zero (000) Demand Management

Department: SA Ambulance Service

Campaign Start Date: 19 January 2022

Campaign Completion Date: 30 June 2022

Campaign Total Spend: \$376,535 (ex GST)

Campaign Approval Date: 13 January 2022

Evaluation Approval Date: 21 July 2023

Evaluation Summary:

The campaign contributed to reduced Triple Zero (000) call volumes, though the related objective was not met. Weekly average call volume at the end of the campaign had reduced by 5.6% (campaign period from 19 January to 30 June 2022) when compared to pre campaign period (1 December 2021 to 18 January 2022). Call volume reduced by 17% week on week during the period of paid advertising from 19 January to 19 February 2022.

Overall, 34% of adult South Australians researched said when asked that they had seen at least one of the 'Save 000 for when it matters' ads. The ads were successful in helping people understand when to use 000. 76% of people that saw the ads said they learned more about how to appropriately use 000.

The ads themselves were also very effective. Each ad successfully got the message across and helped people understand when to use an ED. As an example, 91% agreed that the TVC helps them understand when to call 000. 82% said it made them think / rethink about when they should or shouldn't call 000.

The ads were also liked; primarily because they got the message across in a clear and easy to understand way. 71% had no dislikes and amongst those that did have disliked, there was no central theme.

SAAS staff thought the campaign was beneficial with 73% either agreeing or strongly agreeing it helped to reduce demand. Overall, the creative and strategy was effective and will be considered for use again in future but there should be more of a focus on emergency health situations where people aren't attending emergencies, such as chest pain and persistent high fever for a child. The next campaign could show more emergency situations, rather than minor injuries and illnesses.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2021-22 New Zealand Marketing Approach

Department: South Australian Tourism Commission

Campaign Start Date: 01 January 2022

Campaign Completion Date: 30 June 2022

Campaign Total Spend: \$602,603 (ex GST)

Campaign Approval Date: 04 November 2021

Evaluation Approval Date: 21 July 2023

Evaluation Summary:

Post Campaign Research has shown that the 'Sometimes I Wonder' campaign in New Zealand did an exceptional job of highlighting the uniqueness of South Australia and differentiating it from other holiday options in NZ and Australia.

The timing and tone of the campaign has ensured that South Australia was positioned strongly at a pivotal time as travel enquiry and bookings rebounded and enabled a strong share of voice ahead of our closest competitors, many of whom were slow to re-launch.

Further to this, Air New Zealand continue to be impressed with and supportive of the SATC's brand activities which contain messaging that promotes the non-stop service and price point, which we are hopeful will give them continued confidence in the route and hasten an increase in services in due course.

Based on the results of the research and anecdotal feedback, the 'Sometimes I Wonder' brand campaign activity has been highly successful. South Australia is now in a very strong position to capitalise on the subsequent rebound of travel enquiry from the market and drive bookings with its recently evolved 'Sometimes I Wonder' assets which are currently live.

The IVS results from September 2022 indicate that the New Zealand market is indeed returning strongly to South Australia.