

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

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

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
RSV Maternal and Infant Protection Program 2025	SA Health	1/04/2025	30/06/2025	27/03/2025	\$150,000	A campaign to promote, raise awareness and encourage uptake of the RSV maternal and infant vaccine/immunisation in South Australia.

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
EzyPlates Campaign 2025	Department for Infrastructure and Transport	6/04/2025	30/06/2025	25/03/2025	\$200,000	A campaign to increase sales and promote EzyPlates as a means of self-expression, to enhance vehicle appearance or promote a business or brand.
Adelaide Cabaret Festival 2025	Adelaide Festival Centre Trust	2/04/2025	21/06/2025	7/03/2025	\$324,970	A campaign to promote the 25th anniversary of the Adelaide Cabaret Festival.
International Recruitment - Experienced police UK and Ireland 24/25	South Australia Police	16/03/2025	30/06/2025	7/03/2025	\$220,000	A recruitment marketing campaign to recruit experienced police officers from the Republic of Ireland and the United Kingdom.
SA Health Recruitment Campaign 2025 – mental health professionals	SA Health	30/03/2025	28/06/2025	25/03/2025	\$450,000	A recruitment campaign for recruitment of mental health professionals interstate and overseas, including Nursing, Psychiatrists and Allied Health.

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Easter FY23/24	South Australia Police	23/03/2024	1/04/2024	7/03/2025	\$100,000	\$99,910
Christmas FY23/24	South Australia Police	11/12/2023	25/12/2023	7/03/2025	\$100,000	\$99,855
Fringe Road Safety Messaging FY23/24	South Australia Police	16/02/2024	17/03/2024	7/03/2025	\$115,000	\$124,568



CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Easter FY23/24
Department:	South Australia Police

Campaign Start Date:	23 March 2024
Campaign Completion Date:	01 April 2024
Campaign Total Spend:	\$99,910 (ex GST)

Campaign Approval Date:	04 December 2023
Evaluation Approval Date:	7 March 2025

Evaluation Summary:

Easter long weekend is a festive weekend associated with family and loved ones.

Over the Easter long weekend in South Australia there is an increase in road traffic, especially on regional roads, as people tend to travel intra and interstate to visit their families, while some decide to travel to a remote area to a holiday house or second home with their family and/or friends.

It is also a time of increased media interest in road safety, especially in comparisons and expectations around casualty figures YTD compared to previous years. It presents an opportunity for SAPOL to push road safety messages at a time when the community is more receptive to this subject.

South Australian Police and the road safety community take the opportunity collaboratively to urge the public to be alert and vigilant in keeping themselves and others safe ahead of, and during Easter long weekend.

The campaign was positively received on paid (and unpaid) social media activity, receiving a significant volume of positive comments, especially from the video creatives.

The campaign was well supported by media with no-cost bonus activity received to the value of 9.4% of the media budget. The campaign will return to market in FY24/25 and performance will continue to be monitored.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Christmas FY23/24

Department: South Australia Police

Campaign Start Date: 11 December 2023

Campaign Completion Date: 25 December 2023

Campaign Total Spend: \$99,855 (ex GST)

Campaign Approval Date: 23 November 2023

Evaluation Approval Date: 7 March 2025

Evaluation Summary:

Christmas is a festive time associated with family, loved ones and remembrance.

Over the Christmas period in South Australia, there is an increase in distance driving, increased traffic on the roads and festivities involving alcohol. There is also a time of increased media interest during this time, largely around comparisons and expectations around the years' final fatality figures.

Statistically, the Christmas period generally shows little over representation compared with other times of the year, however the fact road safety is high on the public and media radar, presents an opportunity for South Australian Police to push road safety messages at a time of higher receptivity by the community.

South Australian Police and the road safety community take the opportunity collaboratively to urge the public to be alert and vigilant in keeping themselves and others safe ahead of, and during the festive season.

The campaign was well supported by media with free of charge bonus activity to the value of 28% of the media budget.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Fringe Road Safety Messaging FY23/24
Department:	South Australia Police

Campaign Start Date:	16 February 2024
Campaign Completion Date:	17 March 2024
Campaign Total Spend:	\$124,568 (ex GST)

Campaign Approval Date:	11 January 2024
Evaluation Approval Date:	7 March 2025

Evaluation Summary:

The Adelaide Fringe is an annual event that attracts hundreds of thousands of people in and around Adelaide and selected venues in greater South Australia for four weeks in February and March.

Data from SAPOL's Traffic Intel suggests that, while no significant increase in road casualties involving drink/drug driving and/or pedestrians occurred during the time of the Fringe between 2018-2022, the percentage of pedestrians that were 'walking without due care' did increase during the Festival season. This is most likely because of the high number of pedestrians in the Adelaide CBD during those times. A total of 42 pedestrian injuries occurred in Adelaide in February and March (2018-2022), compared with a total of 243 over the five years.

Given the nature of the event, which typically attracts large numbers of people and alcohol consumption, a pro-active approach to reminding people to not drink and drive, and to watch out for pedestrians is warranted.

In time for the Fringe 2024, SAPOL introduced a new campaign that addressed drink drivers and those at risk of hitting a pedestrian during the time of the festival.

The campaign was well supported by media with no cost bonus activity.