

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Bringing Thrive to Life	SACE Board of South Australia	19/06/2023	07/07/2023	14/06/2023	\$150,000	A campaign to increase awareness of the SACE Board and building awareness and desire to ensure that young people, parents and school communities are enthusiastic about the education young South Australians will acquire
2023 Influenza Immunisation Program – Children 6 months to 5 years	Department for Health and Wellbeing	1/06/2023	30/06/2023	30/05/2023	\$150,000	A Campaign to inform parents of this cohort that the free vaccine is available and the benefits of getting vaccinated

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Good dogs have bad days	Department for Environment and Water	1/06/2023	1/09/2023	\$270,000	A campaign to raise public awareness and educate the community about the potential dangers of dogs
Frida and Diego: Love and Revolution	Art Gallery Of South Australia	5/06/2023	17/09/2023	\$274,000	A campaign to promote and celebrate the iconic works of two of the most influential and loved artists of the twentieth century
Santos Tour Down Under 2024	Events South Australia	23/06/2023	21/01/2024	\$1,450,000	A campaign to promote South Australia's most significant sporting event, delivering a world class cycling race for men and women to a national and international audience
Better Housing	Department of the Premier and Cabinet	15/06/2023	30/11/2023	\$750,000	A campaign which communicated the State Government's housing measures including abolishing stamp duty for eligible first home buyers, introducing more rights for renters, including more affordable bonds, a ban on rent bidding and pet ownership as well as the largest ever land release for new homes in the State's history

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Make Your Move - Employee Attraction Campaign	Defence SA	7/03/2022	9/12/2022	23/06/2023	\$320,420	\$325,435
Playford Alive Marketing Plan FY2021-22	Renewal SA	1/12/2021	30/06/2022	23/06/2023	\$987,000	\$628,032
Be Bushfire Ready FY2022-23	Country Fire Service	31/10/2022	1/04/2023	23/06/2023	\$770,000	\$699,897



Government of
South Australia

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Make Your Move - Employee Attraction Campaign

Department: Defence SA

Campaign Start Date: 07 March 2022

Campaign Completion Date: 09 December 2022

Campaign Total Spend: \$325,435 (ex GST)

Campaign Approval Date: 08 April 2022

Evaluation Approval Date: 23 June 2023

Evaluation Summary:

To ensure South Australia has a suitably skilled workforce available to meet the needs of the defence industry Defence SA developed an Employee Attraction Campaign with a clear purpose to help fill the gap between SA workers being job-ready and the number of workers required in the shipyard for existing projects by attracting skilled workers to the state.

Overall, the final Campaign delivered 18,055,842 paid impressions (18% increase on previous total), 82,654 paid clicks (242% increase on previous total) and 1,771 click outs to defence industry career pages. The Campaign was very successful in delivering desirable awareness outcomes, and generally met conversion targets with some exceptions.

The average engagement time achieved on the website slightly outperformed the average engagement time on defencesa.com in the same period (a well-established and content driven agency site), which achieved 0m 34s. This is a great result for a relatively new site, that exists on its own and directs traffic off-site to third-party and stakeholder sites.

A total of 21 stories were created and posted to the Campaign website putting a spotlight on several industry ambassadors who highlighted their passion for working in South Australia's defence and space industries, in addition to promoting the state's industry strengths generally. Stories were promoted through social media and subscriber audiences and generated a total of 3,038 views.

An organic social media strategy was implemented across Defence SA, Facebook, LinkedIn, and Twitter generating more than 34, 000 impressions and over 1,500 engagements.

Whilst several channels failed to deliver any significant conversions, they generally performed well against other benchmarks and drove awareness which would have assisted channels such as Google Search in achieving conversions, as it is only when the consumer is aware of the opportunity that they are compelled to search.

CAMPAIGN EVALUATION REPORT



Government
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Campaign: Playford Alive Marketing Plan FY2021/22

Department: Renewal SA

Campaign Start Date: 01 December 2021

Campaign Completion Date: 30 June 2022

Campaign Total Spend: \$628,032 (ex GST)

Campaign Approval Date: 16 November 2021

Evaluation Approval Date: 23 June 2023

Evaluation Summary:

Search was delivered as an "always on" approach throughout FY21/22. SEM, SEO and Ad-words (collectively known throughout as Search) deliver the highest number of leads and more qualified traffic. It is considered mandatory spend to continue to drive high quality traffic through to the website, generate leads and increase sales.

Summary & Findings:

The Search campaign generated strong results with more clicks than estimated with a lower Cost Per Click (CPC) as well as a Year-on-Year growth of cost efficiency.

The campaign structure aimed at capturing House and Land, Land for sale, as well as suburbs names has allowed a better coverage of different types of house buyers. It's worth to note that the Brand campaign continues to drive majority of conversions which could be facilitated by other online and offline activities.

The campaign generated a total of 9,142 clicks and 316 conversions with a CPC of \$2.71 (32% lower from our estimation) and therefore achieved an over delivery of 2,596 clicks than planned.

Compared to our previous FY19-20 campaign (Sep-Jul), our campaign this year has recorded a better cost efficiency and click-through. We achieved a higher Click Through Rate (CTR) this burst (+8%) at lower CPC of -33% decrease.

Based on the Gender & Age distribution (clicks), the majority of clicks are concentrated within the "25-44" age brackets.

"25-34 Female" contributed the highest clicks. As for the "35-44" age group, both genders showed similar amount of clicks.

195,434 impressions were delivered.

Call To Action outcomes

- 8 phone calls.
- 271 enquiries about land for sale.
- 21 Form submissions – Contact Us.
- 116 Form submissions – Register your interest.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2022-23 Be Bushfire Ready

Department: Country Fire Service

Campaign Start Date: 31 October 2022

Campaign Completion Date: 01 April 2023

Campaign Total Spend: \$699,897 (ex GST)

Campaign Approval Date: 01 September 2022

Evaluation Approval Date: 23 June 2023

Evaluation Summary:

While just over 2 in 3 of the wider at-risk population and over 1 in 2 of the 18-39 y.o. primary target audience indicated a level of preparedness, both cohorts decreased in their level of preparedness relative to last year. The campaign appears to be having a positive impact on self-assessed preparedness amongst those who recall it with 72% of the 18+ y.o. cohort and 66% of 18-39 y.o. feeling more prepared for a bushfire than those who weren't aware.

The incidence of having a CFS 5-minute Bushfire Plan remained stable for the wider at-risk population (18%) however other forms of plans (written and non-written) both decreased in their usage and preparation. Again, those who were aware of the most recent advertising campaign were more likely to have a 5-minute bushfire plan.

Approximately 2 in 3 were aware of any of the most recent bushfire advertisements. While lower than previous bushfire advertising awareness, this is still a high level of recall considering it was the first airing of the campaign and had a reduced media spend spread across three streams. Advertising impact ratings were high, with an increase in relevance and thinking about bushfire preparedness and creation of a plan compared to the previous campaign.

Those with zero knowledge of Bushfire Safer Places increased from April 2022, with 48% of 18+ y.o. claimed to have no knowledge of a Bushfire Safer Place. Bushfire Last Resort Refuge had better assume knowledge levels, at just 34% with no familiarity with the term among 18+ y.o. Given that no specific campaign messaging on Bushfire Safer Places and Bushfire Last Resort Refuges was including in this campaign, it highlights the role media spend plays in increasing awareness of these places.