

GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE  
COMMUNICATIONS APPROVAL REPORT - DECEMBER 2023

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

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Christmas FY23/24	South Australia Police	11/12/23	25/12/23	\$100,000	A road safety campaign to remind the public to be alert and vigilant in keeping themselves and others safe during the Christmas festive season

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Tasting Australia 2024	South Australian Tourism Commission	7/12/2023	12/05/2024	\$540,000	A campaign to promote Tasting Australia, showcasing the best of South Australia to the world through innovative, creative and thought-provoking programming and unique culinary tourism experiences

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
South Australia's History Festival	History Trust of South Australia	18/04/2023	31/05/2023	7/12/2023	\$138,940	\$144,623
Archie 100 & Robert Wilson	Art Gallery of South Australia	27/06/2022	3/10/2023	7/12/2023	\$180,000	\$178,514
Tarnanthi 2021: Festival of Contemporary Aboriginal & Torres Strait Islander Art	Art Gallery of South Australia	11/10/2021	31/01/2022	7/12/2023	\$192,000	\$190,929



Government of  
South Australia

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

Campaign:	South Australia's History Festival
Department:	History Trust of South Australia
Campaign Start Date:	18 April 2023
Campaign Completion Date:	31 May 2023
Campaign Total Spend:	\$144,623 (ex GST)
Campaign Approval Date:	03 May 2023
Evaluation Approval Date:	7 December 2023

## Evaluation Summary:

Overall, the History Festival achieved excellent results, across participation, engagement and building awareness of the festival statewide. The History Festival program and range of events increased in 2023 with nearly half of all event coordinators having never participated in the festival before, demonstrating new and growing events. All areas of social media and traditional media were significantly higher than in 2022 (see report attached) which increased the audience and further built awareness of the History Festival and the work of the History Trust. A quarter of event coordinators surveyed reported they had interstate attendees and 14 percent reported they had international attendees, which contribute to the tourism sector in the month of May. Although the demographic is still heavily skewed towards those over 60 years old, the increase in engagement through social media platform Instagram and the timings of events indicates there is growth in engaging a younger audience.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Archie 100 & Robert Wilson

**Department:** Art Gallery Of South Australia

**Campaign Start Date:** 27 June 2022

**Campaign Completion Date:** 03 October 2023

**Campaign Total Spend:** \$178,514 (ex GST)

**Campaign Approval Date:** 22 May 2022

**Evaluation Approval Date:** 7 December 2023

## Evaluation Summary:

The Art Gallery of South Australia presented a Winter exhibition double in July 2022, celebrating the enduring power of portraiture. The exhibitions, Robert Wilson: Moving portraits and Archie 100: A Century of the Archibald Prize, were curated to create a complementary experience – where one exhibition is a contemporary re-presentation of celebrity and the other presents a survey of 100 years of Australian sitters and stories.

Overall the marketing campaign to drive visitation to AGSA, sell tickets, increase awareness of the exhibitions and achieve significant media coverage was achieved. The final attendance figure was 65,515, exceeding the original target of 30,000.

The well known and popular touring show 'Archie 100' was a driver in the visitation numbers, and the lesser known 'Robert Wilson' leveraged visitation from this intentional curation. While it was a challenge to communicate the message of 'one ticket two exhibitions,' a graphic identity was key in engaging audiences and encouraged audiences to see something new.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Tarnanthi 2021: Festival of Contemporary Aboriginal & Torres Strait Islander Art

**Department:** Art Gallery Of South Australia

**Campaign Start Date:** 11 October 2021

**Campaign Completion Date:** 31 January 2022

**Campaign Total Spend:** \$190,929 (ex GST)

**Campaign Approval Date:** 27 May 2021

**Evaluation Approval Date:** 7 December 2023

## Evaluation Summary:

The Art Gallery of South Australia implemented an integrated marketing campaign to promote Tarnanthi: Festival of Contemporary Aboriginal and Torres Strait Islander Art. It focused on the online Tarnanthi Art Fair, the exhibition at AGSA and partner exhibitions across the state. Building on the success of past Tarnanthi festivals and growing recognition, the campaign achieved all targets and was considered a success.

The campaign included national and local activity, and the strategy focused on leveraging existing Art Gallery marketing channels and implementing an integrated and high-profile campaign across multiple channels to reach target audiences in key markets.

Closer Productions were commissioned to create a series of artist profile videos, with a cut down TVC which both aired on SBS On Demand nationally (Adelaide, Melbourne, Sydney and Brisbane), Finecast TV (Adelaide), National Indigenous TV and Indigenous Community TV.

Outdoor activity for the exhibition was locally targeted and included signage on large-scale billboards around the Adelaide CBD and surrounds.

Tarnanthi was promoted extensively across all AGSA marketing channels including exterior and interior signage, website, social media, e-newsletters and Gallery publications (AGSA magazine).

A print and press campaign targeted readers interested in arts, culture, Aboriginal and Torres Strait Islander Art, lifestyle and travel. Placements included national and interstate press; The Weekend Australian, NGV magazine Art on View, Art Monthly, Art Guide Australia and Art Collector. Local press included The Advertiser and City Mag.

Closely targeting key markets, digital advertising achieved 2 million unique impressions across NewsCorp, SBS and Solstice networks. Over 26,000 link clicks reaching 1.2 million people was achieved on Facebook and Instagram. Digital placements appeared across the News network and in InDaily, CityMag, The Saturday Paper, The Monthly, The Design Files, Facebook and Xaxis display, which was used alongside boosting and carousel ads on Facebook and Instagram.