

GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - MAY 2025

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

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Flu Vaccination - Children	SA Health	1/06/2025	30/06/2025	29/05/2025	\$100,000	A campaign to reinforce the importance of the free influenza vaccine to parents and carers of children aged 6 months to 5 years

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
2025/26 Student Recruitment Campaign	TAFE SA	4/08/2025	30/06/2026	26/05/2025	\$850,000	A campaign to drive awareness and applications for TAFE SA across metropolitan and regional campuses
Santos Tour Down Under 2026	South Australian Tourism Commission	1/07/2025	25/01/2026	30/05/2025	\$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
Palliative Care Campaign 2025	SA Health	15/06/2025	15/09/2025	30/05/2025	\$300,000	A campaign to raise awareness amongst the general public about palliative care, including when and how to access it
3-Year-Old Access to Preschool	Office for Early Childhood Development	6/07/2025	30/06/2026	30/05/2025	\$1,500,000	A campaign to inform South Australian residents about the 3-year-old preschool policy, highlighting its substantial benefit for children and families across the state

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Here for the Game	Department of Human Services	12/11/2023	7/02/2025	16/05/2025	\$606,185	\$961,183
Adelaide Metro Ticketing Upgrade - EMV Phase 2: Tap and Pay	Department for Infrastructure and Transport	13/01/2022	26/04/2023	16/05/2025	\$135,300	\$123,705
Replace the Waste 2024	Green Industries 2024	8/09/2024	16/11/2025	16/05/2025	\$220,000	\$145,168
Good Dogs Have Bad Days (Education)	Department for Environment and Water	1/07/2024	30/11/2024	16/05/2025	\$410,000	\$378,700
Santos Tour Down Under 2025	South Australian Tourism Commission	24/06/2024	26/01/2025	16/05/2025	\$1,450,000	\$1,452,155
SANFL Community Football 2024 - THINK! Road Safety	Department for Infrastructure and Transport	1/04/2024	30/09/2024	30/05/2025	\$265,000	\$239,910
LIV Golf Adelaide 2025	South Australian Tourism Commission	1/10/2024	16/02/2025	30/05/2025	Commercial in Confidence	Commercial in Confidence
International Markets 2023-24	South Australian Tourism Commission	21/07/2023	31/12/2024	30/05/2025	\$4,695,000	\$4,724,386
National Markets 2023-24	South Australian Tourism Commission	21/07/2023	31/12/2024	30/05/2025	\$1,950,000	\$1,869,882
Police Officer Recruitment	South Australia Police	4/03/2022	30/06/2022	30/05/2025	\$500,000	\$478,300
Police Officer Recruitment 2022-23	South Australia Police	18/09/2022	30/09/2023	30/05/2025	\$950,000	\$746,135

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Here For The Game
Department:	Department of Human Services

Campaign Start Date:	12 November 2023
Campaign Completion Date:	07 February 2025
Campaign Total Spend:	\$961,183 (ex GST)

Campaign Approval Date:	31 October 2023
Evaluation Approval Date:	16 May 2025

Evaluation Summary:

HFTG continues to deliver strong results:

1. Achieved target of 59% awareness amongst fans (AUF, 36ers and Giants). Awareness amongst Thunderbirds fans was 55%, which is really positive for the first year.
2. Average new visitors to hereforthegame.com.au was 1,898 falling short of the 2,825 target.
3. Overall, the target was achieved for most (4 of 7) of the sentiment questions (see next section for detail).
4. Overachieved objective with 39% of respondents taking action.

An independent evaluation was undertaken by La Trobe University which focussed on the campaign, partnerships, and HFTG website, using various data sources including fan and community attitudes surveys and website analytics. It provided important contextual information about the complex environment in which HFTG is operating and outlined what is reasonable to expect from such

an initiative based on relevant theories of behaviour change. The impact of HFTG was assessed against short- and medium-term outcomes outlined in the program logic and found HFTG had achieved:

- Increased awareness and positive sentiment towards HFTG, sustained website traffic, and increased number and diversity of professional sporting clubs joining the initiative (short-term)
- Reduced exposure of young people to gambling advertising at professional partners' home grounds and decreased normalisation of sports betting amongst SA Adults (medium-term)

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Adelaide Metro Ticketing Upgrade - EMV Phase 2: Tap and Pay
Department:	Department of Infrastructure and Transport
Campaign Start Date:	13 January 2022
Campaign Completion Date:	26 April 2023
Campaign Total Spend:	\$123,705 (ex GST)
Campaign Approval Date:	04 November 2021
Evaluation Approval Date:	16 May 2025

Evaluation Summary:

With the aim of making public transport simpler, safer and easier to use, the Adelaide Metro Ticketing Upgrade is being implemented in a series of stages. A critical element of the upgrade is the introduction of smart validators, which offer a broad range of new contactless fare payment options.

The EMV Phase 2 roll-out involved 2 stages: 1, installing smart validators on trams and O-Bahn buses; and 2, switching on the new credit card Tap and Pay offering. This communications campaign (which blended functional and promotional marketing collateral across owned and paid channels) successfully raised awareness of the new option (while educating potential users about the nuances of its usage in this early phase of the rollout). A QR code on printed collateral and links from paid and organic social media contributed to high visitation and engagement with the Adelaide Metro website, achieving more than 37,000 page views for the Easy Ways to Pay news article and more than 255,000 page views for the Tap and Pay content page. Where available, Tap and Pay ticket sales continue to overtake paper MetroTicket sales as customers and potential customers convert to the easy one-step credit card payments.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Replace the Waste 2024
Department:	Green Industries SA
Campaign Start Date	08 September 2024
Campaign Completion Date	16 November 2025
Campaign Total Spend	\$145,168 (exc. GST)
Campaign Approval Date	30 August 2024
Evaluation Approval Date	16 May 2025

Evaluation Summary:

Background

The Replace the Waste 2024 education campaign supported the implementation of bans on single-use and other plastic products that came into effect on 1 September 2024, under the Single-use and Other Plastic Products (Waste Avoidance) Act 2020, by raising public awareness of the bans, and promoting alternative options to the banned materials.

The campaign achieved all its objectives, proving effective in encouraging the target audience to learn more about the bans by visiting the Replace the Waste website, and directing businesses to reach out to Green Industries SA and Plastic Free SA for further support and guidance.

Results of the communications channels utilised in the campaign is as follows:

Digital

The bespoke audience delivered a total of 2,900 clicks – 900 more than booked – while the Prospecting 18+ audience delivered 674 more clicks than booked. Both audiences achieved their target CPCs.

Top audience segments for the campaign's digital ads were the retail industry, manufacturing industry and defence industry.

Mobile generated the highest number of clicks (3,046), equating to 62% of overall clicks, followed by desktop, at 30%, and tablet, at 8%.

From a creative point of view, the single-use plastic barrier bags creative received the highest engagement with 1,860 clicks and 0.50% CTR.

Meta

Meta delivered more than 3.25 million impressions, with the ads receiving 18,948 clicks, and a CPC 60% more efficient than the booked benchmark.

Similar performance metrics are observed comparing general and niche audiences

From a creative point of view, the single-use plastic barrier bags creative again received the highest CPC.

Outdoor – Digital retail panels

Medianest

58 panels were booked across 3 Westfield locations – Marion, Tea Tree Plaza and Westfield – with 241,164 plays scheduled. All 58 panels were delivered, with 286,237 plays (a 19% increase on delivery), with an average footfall of 4,875,272.

oOh!

26 panels were booked across 4 locations – Drakes Port Lincoln, Drakes Murray Bridge, Drakes Victor Harbor and Renmark Square – with 94,230 plays scheduled. All 26 panels were delivered, plus an additional 4 bonus panels, with 126,890 plays (a 35% increase on delivery).

Booked panels: 26 x panels, 94,230 plays

Delivered panels: 30 x panels, 126,890 plays (+35%)

Cartology

26 panels were booked and delivered across 3 locations – Mount Gambier Marketplace, Riverland Central, and Westland Shopping Centre.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Good dogs have bad days (education)
Department:	Department for Environment and Water (DEW)
Campaign Start Date	01 July 2024
Campaign Completion Date	30 November 2024
Campaign Total Spend	\$378,700 (exc. GST)
Campaign Approval Date	30 May 2024
Evaluation Approval Date	16 May 2025

Evaluation Summary:

Overall results

The awareness phase of the campaign maintained a strong prompted recall measure of 30% (4 percentage points lower than 2023 recall, which meets the target). A similar proportion (29%) were also aware of the education (Buddy) information/materials. Both the awareness phase and educational phase of the campaign were viewed as highly informative, believable, and relevant, with ratings of 43% and 42% respectively for the campaign having an extreme or serious impact on knowledge and understanding of dog bite and dog bite risks. Of those who had seen education materials/information, 63% considered Buddy's information to be extremely useful or useful – as one participant explained "I really liked the letter addressed to the dogs. It was the subject of many conversations."

Evaluation against objectives:

Objective 1: Stabilise dog incidents per South household over next two years and remain less than 9% per household. This measurement was dependent on a wide scale social research survey which was undertaken 12 months ago. Just before commissioning this research, the dog and cat management team realised repeating this exact survey from the large sample (2,000 people) only 1 year later would be wasteful. This is a panel survey and due to the large size, likely to be many of the same people. It would be highly unlikely they would be bitten again within 12 months. It was therefore decided to undertake this research at 2-yearly intervals. The Square Holes survey which measured people's attitudes and behaviours to dogs provided enough insight. This is discussed in the evaluation summary above.

Objective 2: Stabilise hospital admissions from dog bites (when measuring against per 1,000 registered dogs) ie. keep within 1% by June 2024.

ACHIEVED

In the year 2023/24, 503 people were admitted to hospital from dog attack trauma. This equates to 2.7 admissions per 10,000 of population. The previous year 2022/23, 496 people were admitted, which equates to 2.72 admissions per 10,000 population. This represents a decrease in admissions of -0.7 percent in hospital admission per 10,000 people.

Objective 3: Increase Board's web traffic by 50% by December 2024.

ACHIEVED

The awareness digital advertisements generated more traffic which is to be expected because they did not have enough information as Buddy's 3 x 30 second animations did. This demonstrates the awareness digital advertisements were successful in generating interest to get an individual to learn more. The fact that the educational videos were viewed to the end and generated a click to a website is an excellent result.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Santos Tour Down Under 2025
Department:	SA Tourism Commission
Campaign Start Date	24 June 2024
Campaign Completion Date	26 January 2025
Campaign Total Spend	\$1,452,155 (exc. GST)
Campaign Approval Date	30 May 2024
Evaluation Approval Date	16 May 2025

Evaluation Summary:

The Santos Tour Down Under (TDU) is one of South Australia's most significant sporting events, delivering a world class cycling race for men and women to a national and international audience. The focus of the 2025 Santos Tour Down Under campaign was to build on the momentum of 2024's growth after the initial return post COVID in 2023; and utilise the milestone and celebration of 25 years as Australia's Greatest Cycling event to drive event attendance and visitation.

The strategy focused on demonstrating the scale, significance, and breadth of the event to build appeal with sports fans without alienating the core audience of cycling enthusiasts; while also celebrating the milestone celebration of 25 years through impactful outdoor executions, city dressing and signage to take over the Adelaide CBD, painting it ochre to build excitement for local enthusiasts and event goers.

Frame developed the new creative platform for the 2025 campaign, with the strategy developed based on research and insights conducted by Kantar, past marketing communication performance and event results. The campaign creative focused on the grit and impact of the sport with male/female riders the focal 'hero' imagery that then developed in phases to showcase destination and festival offering. The hero lock up was supported by bold and contemporary brand assets, including colour palette, typography and complimentary graphic devices.

The 2025 campaign positioning "Tour the Action", encouraged the core target audiences to explore Adelaide and its surrounds, immersing themselves across race, destination and festival events "connecting more people, in more places, and in more ways, engaging a broader, deeper and meaningful range of human emotions depicted across our pillars".

The core campaign objective of attendance was achieved, the strongest attendance since the 2018 event (post COVID). Unique interstate and overseas visitors slightly declined on 2024, despite an increase in total in-scope attendee spend.

While interstate awareness with cyclists was slightly down at the time of January 2025, attributed to continued media fragmentation and cost of media inflation; it should be noted that the interstate campaign period is focused on July to October 2024. During September 2024, unprompted interstate awareness was up 2% on objective/goal. It was also at it's highest with total respondents (including non-cyclists) during September 2024, up 4% compared to September 2023.



CAMPAIGN EVALUATION SUMMARY

Campaign:	SANFL Community Football 2024 - THINK! Road Safety
Department:	Department for Infrastructure and Transport (DIT)
Campaign Start Date	01 April 2024
Campaign Completion Date	30 September 2024
Campaign Total Spend	\$239,910 (exc. GST)
Campaign Approval Date	05 April 2024
Evaluation Approval Date	30 May 2025

Evaluation Summary:

The Department worked collaboratively with SANFL to deliver the road safety fatigue campaign during the 2024 Community Football Season and the 2024 THINK! Road Safety SA Country Championships.

The Partnership offered the Department an opportunity to directly engage with regional communities across South Australia and the SANFL community in these regions. It provided opportunities to promote the THINK! Road Safety brand and road safety messaging.

While the specific campaign objectives were not achieved, the 2024 SANFL Community Football season saw positive social media results including:

- The Country Championships weekend 13-14 July drew high social media interactions: 831,317 impressions (322,166 impressions more than the full 2024 SANFL Community season) and 60,111 engagements
- SANFL Now live web streaming displayed the THINK! Road Safety logo and received 11,594 views and 1,894 hours watched

Anecdotal feedback offered by SANFL showed a positive shift in risk awareness and highlighted the need for further work to change perceptions and associated behaviours.



CAMPAIGN EVALUATION SUMMARY

Campaign:	LIV Golf Adelaide 2025
Department:	SA Tourism Commission
Campaign Start Date	01 October 2024
Campaign Completion Date	16 February 2025
Campaign Total Spend	Commercial In Confidence
Campaign Approval Date	27 September 2024
Evaluation Approval Date	06 June 2025

Evaluation Summary:

The LIV Golf Adelaide 2025 campaign continued to build on the momentum from 2024. A key focus of the campaign was to communicate the new date of the event, having moved from April to February and to drive ticket sales at every opportunity with strong ticket call to actions across all media placements. The campaign highlighted the world class golfing talent playing as well as the event's entertainment and visitor experience. The campaign objectives were to drive attendance and visitation to the tournament held in Adelaide from 14 to 16 February 2025.

The campaign achieved its objectives, delivering an 8.6% YoY increase in attendance (more than 102,000 attendees) and resulted in 41% of attendees coming from outside of South Australia. Results were achieved through high reaching media including outdoor, radio, TV and connected TV, along with strategic ad placements targeting core golf fans and sports audiences with a key focus on interstate markets, Victoria and New South Wales. An agile digital strategy was implemented which allowed for flexibility of messaging to respond to programming announcements and ticket availability and to target a younger, digital first audience.

The creative campaign was in line with LIV Golf's global brand strategy, consisting of bright, bold colours and using their key positioning of 'Golf, But Louder'. The creative highlighted hero athletes including Bryson DeChambeau, Jon Rahm and Australian Cameron Smith.

The event proved to be a success achieving excellent crowds, visitation, positive media sentiment and fan engagement.



CAMPAIGN EVALUATION REPORT

Campaign:	2023-2024 International Markets
Department:	South Australian Tourism Commission
Campaign Start Date:	21 July 2023
Campaign Completion Date:	31 December 2024
Campaign Total Spend:	\$4,724,386 (ex GST)
Campaign Approval Date:	21 July 2023
Evaluation Approval Date:	30 May 2025

Evaluation Summary:

The primary objective for the SATC activity was to increase international visitor expenditure by focusing on driving consumers through the purchase funnel from awareness and consideration through to booking and visitation, by using targeted media and partnerships to deliver the right message at the right time.

South Australia welcomed 440,000 international visitors who spent \$1.35 billion in the State's visitor economy for the year ending December 2024. International media coverage increased by 44% in item count compared to the previous financial year, with an additional item count of 771 for the period of July 2024 to December 2024. International campaigns delivered an average Return on Investment (ROI) of 9:1 during the period of July 2023 to June 2024, and for the period of July 2024 to December 2024 an ROI of 8:1 was achieved. International airline seats saw an increase, and international visits to southaustralia.com increased by 57% compared to the same period the year prior. The SATC will continue to market South Australia in key inbound markets to build on this success.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	2023-2024 National Markets
Department:	South Australian Tourism Commission
Campaign Start Date:	21 July 2023
Campaign Completion Date:	31 December 2024
Campaign Total Spend:	\$1,869,882 (ex GST)
Campaign Approval Date:	21 July 2023
Evaluation Approval Date:	30 May 2025

Evaluation Summary:

The primary objective for the SATC activity was to increase domestic visitor expenditure, by focussing on working with targeted travel and booking partners.

Partners include airlines, retail/wholesale, online travel agents, motoring organisations and operators to fulfill cooperative marketing activities. The travel and booking partners use a strategic mix of channels to help convert their existing or newly acquired consumers down the purchase funnel and book a holiday to South Australia.

The SATC activity helped reach \$8.5 billion in domestic visitor expenditure by December 2024, with an average ROI of 142:1 for activity between 1 July 2023 to December 2024. The marketing activity helped increase the number of airlines seats compared to the previous financial year.

The SATC will also continue to work with strategic travel and booking partners to deliver strong commercial results for South Australian tourism operators and the South Australian visitor economy.



CAMPAIGN EVALUATION REPORT

Campaign:	Police Officer Recruitment
Department:	South Australia Police
Campaign Start Date:	03 April 2022
Campaign Completion Date:	30 June 2022
Campaign Total Spend:	\$478,300 (ex GST)
Campaign Approval Date:	25 November 2021
Evaluation Approval Date:	30 May 2025

Evaluation Summary:

The 'Calling all' campaign was in market from 3 April 2022 to the end of June 2022. A suite of assets was created focusing on different candidate types we were looking for eg Calling all....team players, fitness fans, community ambassadors etc. Assets included 6 x radio adverts, press, outdoor and digital and targeted metropolitan and regional SA, with digital extending to interstate.

This Calling all campaign came under budget and was successful in increasing engagement with our digital ads, with click-throughs on par with, or higher than, other government campaigns and website views saw excellent growth.

There was a direct correlation between volumes of inquiries/applications increasing with advertising activity, reducing again when we were out of the market from July 2022.

Between April 2022 and the end of July 2022, Recruiting Section received 1191 new online applications. This equates to a monthly average of 297 applications compared to an average of 92 per month in the first 3 months of 2022. In the earlier stages of the recruitment campaign, Recruiting Section noticed a steady increase of new applications with an average of 40-50 applications received a week. Applicants from country regions more than doubled compared to the first three months of 2022 before the campaign launch; and the overall number of female applicants increased as the overall number of applications increased, however this was proportionally not over and above the proportion of female applicants prior to the campaign. Interstate applicants per month doubled during the campaign - sixty-four applications were received from interstate candidates during the campaign (an average of 16 per month) compared to 23 during January to March 2022 (an average of 8 per month). Overall, the three-month Calling all campaign was successful in increasing engagement with our digital ads, driving increased website traffic and ultimately boosting applications.



CAMPAIGN EVALUATION REPORT

Campaign:	Police Officer Recruitment (FY 22/23)
Department:	South Australia Police

Campaign Start Date:	18 September 2022
Campaign Completion Date:	30 September 2023
Campaign Total Spend:	\$746,135 (ex GST)

Campaign Approval Date:	15 September 2022
Evaluation Approval Date:	30 May 2025

Evaluation Summary:

Following the success of the initial three-month Calling all campaign, it returned to market from September 2022 to June 2023 and was extended for a further three months.

An additional five radio adverts were created to inject some fresh content and supplement the initial six, and the existing press, outdoor and digital assets were utilised, including new placements on Nova true crime/lifestyle podcasts, and a Calling all recruiting van was also designed as a mobile drawcard at events.

The research highlighted that the 'Calling all' campaign had good recall and resonated well with candidates. The campaign was considered enjoyable and the displayed breadth of opportunities that a Police Officer career at SA Police offers was appreciated. The majority found the campaign easy to understand (78%), with a clear message (69%), and considered it believable (59%). Overall, 56% recalled seeing any campaign assets; with outdoor being the most recalled (45%). The 'Calling All' tagline resonated well and was deemed inclusive, welcoming and positive. Participants agreed that the tagline successfully resonated with a diverse audience, making the Police Officer career seem more accessible. The print ad 'Calling all community ambassadors' was well-received, particularly by participants in the regional group, and many appreciated the image of the smiling officer interacting with the community.

Metrics showed the Calling all campaign continued to be successful in driving digital engagement, website traffic and ultimately, applications - in the order of 153 per month on average, easily exceeding the objective of 50 per month.