

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - JULY 2020**

CAMPAIGNS \$50,000 to \$199,999

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Domestic Campaign	Study Adelaide	5/07/2020	31/07/2020	3/07/2020	\$105,000	A campaign to support the recruitment of international students currently studying in Australia
TAFE SA Short Courses 2020/21	TAFE SA	26/07/2020	30/06/2021	30/06/2020	\$187,000	A campaign to educate the public about the TAFE SA short course offering

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
SATC-COVID-19 Recovery (Interstate)	South Australian Tourism Commission	1/07/2020	30/08/2020	\$1,875,000	A campaign to encourage travel to South Australia
Anti - Drug Drive 20/21	South Australia Police	1/07/2020	26/02/2021	\$630,000	A campaign to discourage drug-driving
2020-21 Smoking Cessation Campaign	Drug and Alcohol Services SA	12/07/2020	30/06/2021	\$1,550,480	Public education campaign to help reduce smoking prevalence

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Santos Tour Down Under	South Australian Tourism Commission - Events SA	19/07/2019	21/01/2020	12/06/2020	\$1,491,000	\$1,311,576
Adelaide Lightning Basketball Partnership	Department of Planning, Transport and Infrastructure	11/10/2019	8/03/2020	24/07/2020	\$197,000	\$174,411
Adelaide United Football Club Partnership	Department of Planning, Transport and Infrastructure	11/10/2019	25/04/2020	24/07/2020	\$110,000	\$75,043
2019/20 Be Bushfire Ready Campaign	Country Fire Service	27/10/2019	1/04/2020	24/07/2020	\$748,483	\$742,842



CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Santos Tour Down Under 2020

Department: Events South Australia

Campaign Start Date: 19 July 2019

Campaign Completion Date: 27 January 2020

Campaign Total Spend: \$1,311,576 (ex GST)

Campaign Approval Date: 16 July 2019

Evaluation Approval Date: 12 June 2020

Evaluation Summary:

The campaign target of interstate brand awareness amongst cyclists was overachieved, measured at 36%, a 6% increase from 2019. In-scope visitation and spectator numbers were down on 2019, which is likely due to the national bushfire crisis. Website visits were also down which has been attributed to a smaller budget on the Google Display Network (GDN). While GDN is a traffic driver, it is low quality traffic as time spent on site and number of pages visited decreased while this activity was in market.

The campaign focused on high reach media, which comprised large format outdoor in the key interstate markets of Sydney, Melbourne and Brisbane. These assets were strategically placed using first- and third-party data at popular Strava cycling routes and near sports stadiums during football finals and airports. Television advertising was booked across SBS in a contextually relevant environment on cycling programming and across the Seven West Media network through paid activity in Melbourne and Adelaide, and supported by bonus activity run of station nationally.

High reach media was complimented with a targeted and measurable digital strategy to increase awareness and conversions with core audience types through programmatic display and video, Google Display Network, YouTube, Search Engine Marketing, social media and standard display advertising.

Showpony Advertising developed the creative for the 2020 campaign. The strategy was developed using research and insights conducted by Colmar Brunton and the results from the 2019 marketing and the event itself. The brief was to develop a consistent brand framework to build on over the next 2-3 years, aimed at growing recognition and awareness with the target audience interstate. This strategy proved successful, with an increase in awareness, appeal and distinctiveness among interstate cyclist's, measured by BDA Marketing Planning.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Adelaide Lightning Basketball Partnership

Department: Department of Planning, Transport and Infrastructure

Campaign Start Date: 02 July 2019

Campaign Completion Date: 01 July 2020

Campaign Total Spend: \$174,411 (ex GST)

Campaign Approval Date: 10 October 2019

Evaluation Approval Date: 24 July 2020

Evaluation Summary:

DPTI was a Major Partner of Adelaide Lightning for the 2019/20 basketball season, providing the opportunity to promote the THINK! Road Safety initiative and key safety messages to the basketball community.

Messaging introduced the THINK! Road Safety initiative with an overarching message of 'Think when you drive'.

The campaign featured current basketball players in a series of videos that portrayed key road safety messages in an amusing, basketball-related context. Each video featured the overarching tagline with a behaviour specific message: Pass on drinking (drink driving), Block out distractions (distraction), Be on the ball (distraction), Road safety is not a game (speeding).

These videos were supported by still images on various signage around Titanium Arena Stadium.

The partnership also included a half time on-court activation where two crowd members demonstrated the importance of concentration while quickly distinguishing colours from words and shooting goals.

THINK! Road Safety branded materials (i.e. basketballs, banners) were also used at a range of Lightning community engagement events.

The THINK! Road Safety logo was also included on the Adelaide Lightning website sponsor list.

While not all benefits were actioned, some due to the COVID-19 pandemic, the campaign successfully introduced the THINK! Road Safety initiative and shared key road safety messages with the basketball community.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Adelaide United Football Club Partnership

Department: Department of Planning, Transport and Infrastructure

Campaign Start Date: 02 July 2019

Campaign Completion Date: 01 July 2020

Campaign Total Spend: \$75,043 (ex GST)

Campaign Approval Date: 27 September 2019

Evaluation Approval Date: 24 July 2020

Evaluation Summary:

DPTI was a Silver Sponsor of the Adelaide United Football Club for the 2019/20 A-League season, providing the opportunity to promote the THINK! Road Safety initiative and key safety messages to the soccer community.

Messaging continued the use of the previous partnership's overarching tagline "Use your head", accompanied by behaviour specific messages: Avoid distractions while driving, Be on the ball when you drive, Drink drive and it's game over, Take rest breaks.

The campaign featured current soccer players in a series of videos that portrayed key road safety messages in an amusing, soccer-related context. These videos reached an average of 5,800 views and were supported by still images on various signage around Coopers Stadium.

THINK! Road Safety branded materials (i.e. soccer balls, banners) were also used at a range of AUFC community engagement events.

The THINK! Road Safety logo was also included on the AUFC website sponsor list.

Due to COVID-19, the last two games were postponed, to be played interstate at a later date. In lieu of the normal home game activities, AUFC have offered DPTI an opportunity to promote the partnership and THINK! branding through LED advertisements at the interstate stadium.

Further, AUFC proactively offered other alternate opportunities which included handing out THINK! branded mini soccer balls to encourage supporters to stay active while at home. The THINK! brand was also included in a social media post thanking their sponsors.

Overall, this was a successful partnership that continued to promote safe road behaviours to the soccer community and introduced the THINK! Road Safety initiative.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2019_20 Be Bushfire Ready Campaign

Department: Country Fire Service

Campaign Start Date: 26 October 2019

Campaign Completion Date: 01 April 2020

Campaign Total Spend: \$742,842 (ex GST)

Campaign Approval Date: 13 September 2019

Evaluation Approval Date: 24 July 2020

Evaluation Summary:

The 2019/2020 Be Bushfire Ready campaign set out to impact on a number of key objectives. The first of these was to increase the number of households in high bushfire prone areas that have a self-assessed level of preparedness for a bushfire by 10% (from 60% to 70%). The campaign achieved a 14% increase (74%) during the unprecedented bushfire season that South Australia experienced.

The target audience (18-39yo) believe they are more prepared for a bushfire in their area now than this time last year, saw an increase from 16% to 27% (in comparison to April 2019 which is over a 10% increase of the target). For the general at risk population (18+), they were much more likely to cite 'leave early/decide early', whereas the primary at risk target audience more often mentioned 'have a bushfire plan/be bushfire ready'.

The target of an increase in 5 Minute Bushfire Plan engagements from 19,000 to 25,000 was exceeded by 7,179 with a total of 32,179 bushfire plans completed. The large increase in 5 Minute Bushfire Plan engagements also aligns with the target audience who will consider making a plan.

The objective of a 10% increase in the target audience in bushfire prone risk areas who would consider making a 5 Minute Bushfire Plan (from 54% to 64%) was achieved.

The campaign overall demonstrated that perceived community preparedness and taking action to download 5 Minute Bushfire Plans has greatly improved. To note, the unprecedented bushfire season in South Australia, and the rest of Australia has impacted target audiences and cemented that being prepared for bushfires is critical.