

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Nil						

**CAMPAIGNS \$200,000 plus**

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Physical Activity 2022/23 - A Walk Can Work Wonders	Department for Health and Wellbeing	1/05/2023	30/06/2023	\$395,000	A campaign to promote increased levels of physical activity, in the form of walking
Technical Colleges 2023	Department for Education	1/05/2023	30/11/2023	\$1,200,000	A campaign to raise awareness of 5 technical colleges across South Australia, catering for year 10 - 12 students who are seeking to commence their vocational pathway while in School, complete their SACE and commence working
Demand Management 2023	Department for Health and Wellbeing	21/05/2023	31/08/2023	\$615,000	A public awareness campaign aimed to reduce non-acute presentations to South Australian emergency departments, by presenting alternative health care options

**EVALUATIONS**

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
EzyPlates Marketing Campaign 2021	Department of Infrastructure and Transport	18/01/2022	30/06/2022	1/05/2023	\$150,000	\$149,260
Santos Tour Down Under 2023	Events South Australia	8/07/2022	22/01/2023	12/05/2023	\$1,445,000	\$1,693,695
COVID-19 Stop the Spread - Vaccination Program	Department for Health and Wellbeing	1/03/2021	30/11/2021	12/05/2023	\$2,400,000	\$3,794,079
COVID-19 Safe Behaviours	Department for Health and Wellbeing	19/12/2021	12/02/2022	26/05/2023	\$1,200,000	\$744,726
First Nations Voice	Department of the Premier and Cabinet	17/03/2023	26/03/2023	26/05/2023	\$210,000	\$196,429



Government of  
South Australia

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** EzyPlates Marketing Campaign 2021

**Department:** Department of Infrastructure and Transport

**Campaign Start Date:** 18 January 2022

**Campaign Completion Date:** 30 June 2022

**Campaign Total Spend:** \$149,260 (ex GST)

**Campaign Approval Date:** 12 January 2022

**Evaluation Approval Date:** 01 May 2023

## Evaluation Summary:

The Department for Infrastructure and Transport is responsible for special number plate sales in South Australia which are sold under the EzyPlates brand and are a way for South Australians to individualise their vehicles.

During the 2020-21 financial year, sales of EzyPlates were significant and constant indicating an appetite in the market for individualised number plates. To capitalise on this, increase demand further and ensure EzyPlate sales reach their full potential, the EzyPlates campaign was launched in January 2022.

The campaign approach, which included new creative, was informed by market research to determine awareness and perceptions of special number plates and the EzyPlates brand.

Campaign objectives were to raise awareness of EzyPlates, drive an increase in sales, increase the proportion of vehicles in South Australia displaying a special number plate of some type and drive web traffic to the EzyPlates website.

The revised creative included a number of scenarios with a focus on expressing your passion, life stage or event and promoting your profession or small business.

Taglines used included:

- There's a plate to say what you do
- There's a plate for every passion
- There's a plate for every occasion.

The creative and messaging were market tested to ensure relevance, cut through and engagement with the target audience. Creative fatigue was mitigated and engagement was maximized by executing a variety of creative scenarios on rotation.

Following the campaign, the proportion of vehicles registered in South Australia displaying a special plate of some kind rose from 8.67% to 9.16%.

An analysis of sales of EzyPlates indicates an increase of 10.1% from January to June 2021 to January to June 2022.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Santos Tour Down Under 2023

**Department:** Events South Australia

**Campaign Start Date:** 08 July 2022

**Campaign Completion Date:** 22 January 2023

**Campaign Total Spend:** \$1,693,695 (ex GST)

**Campaign Approval Date:** 02 June 2022

**Evaluation Approval Date:** 12 May 2023

## Evaluation Summary:

The focus of the 2023 Santos Tour Down Under campaign was to re-engage and re-energise the events fan base after a three-year hiatus, demonstrate scale as a major sporting event to recruit a new audience of attendees, and grow appeal locally.

The campaign target of interstate brand awareness amongst cyclists was met, measuring 31% in January 2023. The objectives for in-scope visitation and spectator numbers were also met. Website sessions for the campaign period surpassed the objective of 1 million sessions.

The campaign achieved the above through high reach media. With a shift in TV viewing habits, we focused on an overarching approach across all screens and strategic outdoor placements. This was supported by radio and performance media across search and social media. This strategy was developed to communicate the TDU story and achieve awareness and cut through in a cluttered market.

Showpony Advertising developed the creative platform for the 2023 campaign, with the strategy developed based on research and insights conducted by Kantar, past marketing communication performance and event results. The campaign creative maintained use of imagery as 'hero' and the key focal point of the campaign, supported by bold and contemporary brand assets, including colour palette, typography and lockup and wheel device.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** COVID-19 Stop the Spread - Vaccination program

**Department:** Department for Health and Wellbeing

**Campaign Start Date:** 01 March 2021

**Campaign Completion Date:** 30 November 2021

**Campaign Total Spend:** \$3,794,079 (ex GST)

**Campaign Approval Date:** 24 February 2021

**Evaluation Approval Date:** 12 May 2023

## Evaluation Summary:

The COVID-19 vaccine campaign provided information to eligible groups and encouraged uptake of the vaccine. The campaign overachieved all objectives and successfully provided relevant, accurate and timely information about the vaccines to the target audiences.

The dedicated SA Health COVID-19 vaccine website was a key source of information for priority groups and the community. The paid search component of the media plan was successful, with approximately 95% of traffic originating from google search across all phases of the campaign.

The landing page achieved 8,864,029 page views across all phases of the campaign. Phase 1 accounted for 70% of these with 6,267,545 page views. The top page visited throughout all phases was the 'Booking your vaccination appointment' with 1,955,575 page views. Phase 1 accounted for 86.5% of these with 1,692,470 page views. The higher views in Phase 1 were likely due to interest of the subject matter, newness of the information, and higher media spend.

Paid social media targeted various eligible groups across the phases and had a combined reach of 1,094,110 people, achieved 13,077,651 impressions and generated 86,225 clicks. This ensured eligible people received timely and accurate information, while encouraging them to book their vaccine once available.

Prior to the campaign, research showed that 38.5% knew when and where to get vaccinated and 49% of people knew the advice for getting COVID-19 vaccines. The campaign increased knowledge by 55.5% and 36% respectively, with 94% of people aware of when and where to get vaccinated and 85% of people aware of the advice.

By 31 October 2022, 81.6% of people aged 16 and over had their first COVID-19 vaccine dose, which was 6% over the benchmark. The uptake over the whole campaign period was high and at the end of all phases, 91% of the population 16 and over were vaccinated.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** COVID Safe Behaviours

**Department:** Department for Health and Wellbeing

**Campaign Start Date:** 19 December 2021

**Campaign Completion Date:** 12 February 2022

**Campaign Total Spend:** \$744,726 (ex GST)

**Campaign Approval Date:** 06 December 2021

**Evaluation Approval Date:** 26 May 2023

## Evaluation Summary:

The COVID Safe Behaviours 'Step Up, Stay Safe' campaign was developed to remind South Australians of the importance of continuing to practice COVID safe behaviours in the months following the reopening of the state's borders.

The campaign was successful, achieving two of its three objectives.

Based on data from the 14-20 February SA Public Health Survey, 72% of people surveyed who reported having COVID-19 symptoms sought testing, which is an increase of 41 percentage points on the benchmark.

The campaign maintained the percentage of people with positive infection control behaviours, with 88% of people surveyed agreeing strongly or slightly that 'It's more important than ever that we wash hands, social distance and do the right thing'. There was a steady decline of COVID Safe Check-Ins during the campaign period, aligning with changes in requirements under the Emergency Management Direction. There was a significant dip from late January 2022 when the requirement to check-in at retail stores was lifted.

The campaign had very high reach, at 1 February 2022 57% of people surveyed said they had seen at least one ad. The TVC was particularly effective at educating the community, with 84% saying it told them what simple things they could do to continue to reduce the risk of COVID-19, 82% of people saying it's an important message that people needed to hear and it reminded them to stay home if they're unwell, and 70% of people saying it made them feel good about what they could do to stay safe. The timing of this campaign was particularly pertinent, as the Omicron variant saw unprecedented and unpredicted numbers of COVID-19 cases in SA.

Overall, the campaign creative was successful at communicating the importance of practicing COVID safe behaviours at a time when there was heightened concern and focus on COVID-19.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** First Nations Voice

**Department:** Department of the Premier and Cabinet

**Campaign Start Date:** 17 March 2023

**Campaign Completion Date:** 26 March 2023

**Campaign Total Spend:** \$196,429 (ex GST)

**Campaign Approval Date:** 31 March 2023

**Evaluation Approval Date:** 26 May 2023

## Evaluation Summary:

Paid advertising, promoting the Special Parliamentary Sitting Day and State Ceremony, was in market from 17 to 26 March 2023. The activity was weighted towards digital and high impact outdoor placements. It was supported by live reads on the main metropolitan radio stations in the week leading to the event, and a Standard Wrap published in The Advertiser on the Friday prior to the event.

The digital activity directed the audience to the dedicated event on the South Australian Commissioner for First Nations Voice Facebook page, whilst the outdoor, radio and press activity provided all the necessary details on how to get involved. Sponsored social media content ran on Meta for a couple of days before it was decided to cease this activity, as the DPC social media team was unable to moderate the extremely high number of comments that violated the policy of the page. Unfortunately, due to the setup of the event, disabling comments was not an option.

Despite being in market for only a couple of days, the Meta activity achieved 60,000 total impressions and generating 518 clicks. Engagement was very high, with a total of 2,851 engagement (4.75% engagement rate).

Digital activity ran across the Solstice Media platforms. The activity performed above average, with both the open rate (34.36%) and the click-through rate (0.09%) exceeding Solstice benchmarks.

The promotion of the event via paid and organic digital activity proved to be effective, with the event page gathering a total of 1,087 RSVPs across the duration of the campaign.

The event was a success with approximately 5,000 people gathering on the steps of Parliament House to celebrate this historical occasion, and more than 3,000 people watching the event via live stream on the SA Government Facebook page.