

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - FEBRUARY 2024**

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

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Fringe Road Safety Messaging FY23/24	South Australia Police	16/02/2024	17/03/2024	\$115,000	A campaign to raise awareness during the Fringe 2024, reminding the public not to drink and drive and watch out for pedestrians during this period of heightened pedestrian activity
18th Adelaide Biennial of Australian Art: Inner Sanctum	Art Gallery of South Australia	26/02/2024	2/06/2024	\$150,000	A campaign to promote the 2024 Adelaide Biennial of Australian Art: Inner Sanctum

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
HomeStart Masterbrand Campaign	HomeStart Finance	11/02/2024	30/06/2025	\$2,900,000	A campaign to raise brand awareness and reinforce what HomeStart stand for
State Prosperity Project	Department of the Premier and Cabinet	25/02/2024	28/04/2024	\$1,650,000	A campaign to inform South Australians of the Upper Spencer Gulf region's natural resource advantages that will support key projects and be in global demand, unlocking economic prosperity for generations to come

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
OzAsia Festival 2023	Adelaide Festival Centre	17/08/2023	5/11/2023	2/02/2024	\$230,000	\$259,622
Demand Management 2023	SA Health	21/05/2023	2/09/2023	2/02/2024	\$615,000	\$500,032
See The Signs - FIFA Women's World Cup	Department of Human Services	16/07/2023	4/09/2023	2/02/2024	\$200,000	\$191,576
Adelaide Guitar Festival 2023	Adelaide Festival Centre	25/05/2023	16/07/2023	2/02/2024	\$100,000	\$137,265
International Markets FY2022-23	South Australian Tourism Commission	1/07/2022	30/06/2023	2/02/2024	\$5,500,000	\$4,782,475
SA Magnet State	Department of the Premier and Cabinet	4/09/2022	31/08/2023	16/02/2024	\$2,250,000	\$2,482,133
Distractions FY2022/23	South Australia Police	14/08/2022	31/05/2023	16/02/2024	\$340,000	\$429,887
My Home Hospital	SA Health	8/02/2021	30/06/2022	16/02/2024	\$300,000	\$260,650



CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	OzAsia Festival 2023
Department:	Adelaide Festival Centre Trust

Campaign Start Date:	17 August 2023
Campaign Completion Date:	05 November 2023
Campaign Total Spend:	\$259,622 (ex GST)

Campaign Approval Date:	23 June 2023
Evaluation Approval Date:	02 February 2024

Evaluation Summary:

OzAsia Festival 2023 marked a remarkable success, drawing an impressive 180,000 attendees, a notable increase from 175,000 in 2022. The festival's marketing strategy, crafted with Carat's guidance, skillfully combined traditional and digital media, impactful outdoor advertising, a comprehensive print brochure, and robust organic and paid social media efforts. This integrated approach ensured precise messaging, significantly boosting audience engagement and demand.

Key Campaign Milestones:

- Early bird tickets contributed to 27% of total sales, fueling the highest launch day sales since pre-COVID times.
- A substantial 56% of ticket buyers were new to OzAsia Festival.
- A marked rise in multi-show ticket purchases, with 29% of accounts buying 2+ shows.
- Intrastate patronage increased from 4% to 6%.
- The audience predominantly female (75%), with a third identifying as CALD.
- Growth in email subscribers (279 new) and social media followers – 21%* increase on Instagram and 10%* on Facebook, achieving over 1.3 million and 3.7 million organic impressions, respectively.
- Extensive publicity with 1,516 media items, reaching a potential audience of 28.56 million.
- The paid campaign achieved a 97.2% reach in Adelaide for people aged 25+, with an average frequency of 11.8 times.
- Exceptional online engagement with native CTR at 0.35% (252% above benchmark), broadcast video on demand view-through rate of 98% (3% above benchmark), and programmatic display CTR of 0.18% (158% above benchmark).
- Significant reach through ARN radio (1.5 million people aged 18+ in Adelaide) and SBS metro TV (23.64% reach among people aged 25+), both supplemented with substantial bonus spots.

These results underscore OzAsia Festival's expanding influence and its efficacy in attracting a diverse audience, particularly within the CALD community, through an adeptly executed marketing strategy.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Demand Management 2023
Department:	Department for Health and Wellbeing

Campaign Start Date:	21 May 2023
Campaign Completion Date:	02 September 2023
Campaign Total Spend:	\$500,032 (ex GST)

Campaign Approval Date:	01 May 2023
Evaluation Approval Date:	02 February 2024

Evaluation Summary:

The 'Better ways to get better' campaign encouraged people with minor illness or injury to consider alternative options to visiting an emergency department (ED).

The campaign achieved three of five objectives. It had strong reach, with 63% of people surveyed having seen at least one ad, a 10-percentage point increase compared to the 2022 campaign.

It was very effective at communicating the message and helping people to understand when to use an ED. It successfully maintained agreement that EDs are for emergencies, with post campaign research showing 94% of people strongly agreed or agreed. Research also showed 87% of people agreed the campaign told an important message that means EDs can focus on more serious health issues, 88% said it showed alternative healthcare options and 83% said it made them understand when to go to an ED.

There was a six-percentage point decrease in awareness of healthdirect compared to 2022, with 68% of people having heard of the website or phone number. This decrease could be due to less COVID-19 cases in the community and therefore reduced promotion.

The campaign was effective at maintaining the number of category 4 walk-in presentations to EDs who were discharged without admission. There were 22,096 presentations between 1 June and 31 August 2023, compared to 22,000 during the same period in 2022.

Despite not reducing the number of category 5 presentations to EDs who were discharged without admission, the campaign was effective at impacting audiences. Post campaign research showed the impact of the campaign on presentations, with 55% of people who had seen an ad saying it made them think or behave differently about when they should use an ED. Of these, 19% changed their view and 11% actually chose not to attend an ED for a non-life-threatening issue because of the ads.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	See The Signs Campaign - FIFA Women's World Cup
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Department:	Department of Human Services
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Campaign Start Date:	16 July 2023
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Campaign Completion Date:	04 September 2023
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Campaign Total Spend:	\$191,576 (ex GST)
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Campaign Approval Date:	26 May 2023
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Evaluation Approval Date:	02 February 2024
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Evaluation Summary:

The See The Signs FIFA Women's World Cup campaign achieved our objectives:

- We received 31,025 new users to the seethesigns.sa.gov.au website which is a 230% increase (first campaign received 9,389 visits)
- We generated 6,351,015 impressions which is a 676% increase (first campaign generated more than 938,000 impressions) and drove 45,754 clicks through to the website which is an increase of over 1000% (first campaign generated 3,750).
- We improved the understanding of coercive control by 35%

Media coverage for the campaign was positive with 7 x radio, 5 x online and 1 x print received equating to a potential audience reach of 4 million.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Adelaide Guitar Festival 2023
Department:	Adelaide Festival Centre Trust

Campaign Start Date:	25 May 2023
Campaign Completion Date:	16 July 2023
Campaign Total Spend:	\$137,265 (ex GST)

Campaign Approval Date:	14 June 2023
Evaluation Approval Date:	2 February 2024

Evaluation Summary:

Adelaide Guitar Festival kicked off at the beginning of July with the much-loved On the Road program which travelled to 35 venues across regional South Australia. 32 artists presented 97 free performances including 11 aged care homes and four schools as part of the Resonance program.

For the metro program which ran from July 11 to 16, Adelaide Guitar Festival delivered 11 ticketed shows and 13 free events including talk sessions, the blues & roots showcase performance, the Adelaide International Guitar Competition and the Yamaha Come and Try sessions. Across the ticketed and free events, Adelaide Guitar Festival welcomed 23 international artists, 46 interstate artists and 77 South Australian artists.

Adelaide Guitar Festival 2022 festival attendances were over 18,963 across all events and programs.

The campaign was successful in achieving its objective of attracting intrastate and interstate audiences but underachieved on box office and ticket targets – though, under the trying circumstances (decreased budget and increased programming), the result still meant that just over 3,500 people purchased tickets to an Adelaide Guitar Festival show.

The Marketing budget media buy allocation was altered during the campaign, including a large upweight to the budget when it became clear that ticket sales were sluggish. Targets will be addressed in 2024 to ensure that agreed targets are appropriate to market demand. Owned channels continue to be the highest source of awareness among ticket buyers, with social media advertising performing best in the above the line category. Main source of information to ticket buyers remained Adelaide Festival Centre and Guitar Festival's eComm platforms and materials (brochure, email, website).

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	2022-23 International Markets
Department:	South Australian Tourism Commission

Campaign Start Date:	01 July 2022
Campaign Completion Date:	30 June 2023
Campaign Total Spend:	\$4,782,475 (ex GST)

Campaign Approval Date:	04 August 2022
Evaluation Approval Date:	02 February 2024

Evaluation Summary:

The primary objective for the SATC's International Markets activity was to reach \$560 million in international visitor expenditure by June 2023. To achieve this, the focus was 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.

Key performance indicators:

- Increase international visitation expenditure to \$560 million by June 2023.
- Increase international airline seats to 6,100 per week by June 2023.
- Increase international media coverage by 20%.
- Generate a minimum return on investment of 6:1 across all campaigns with travel trade/booking partners.
- Increase international visits to southaustralia.com by 10%.

International markets activity exceeded targets, with international visitor expenditure reaching \$1 billion at year end June 2023. International media coverage increased by 35%, campaigns delivered an average ROI of 10:1, international airline seats saw an increase, and international visits to southaustralia.com increased by 43%.

The SATC will continue to implement the International Tourism Strategy 2025 aimed at growing international visitation to our state based on key KPIs.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	SA Magnet State
Department:	Department of the Premier and Cabinet
Campaign Start Date:	04 September 2022
Campaign Completion Date:	31 August 2023
Campaign Total Spend:	\$2,482,133 (ex GST)
Campaign Approval Date:	17 February 2022
Evaluation Approval Date:	16 February 2024

Evaluation Summary:

With population as one of the key drivers of economic growth and the state's skills shortage becoming an increasing pressure on South Australian business and industries, the Department of the Premier and Cabinet invested in making South Australia a 'magnet' state to attract young people (20-39-year of age) through the SA Magnet State Program – based on KPMG's Magnet Cities Principles.

As part of the department's Magnet State Program, A New State of Mind campaign was developed, to increase the consideration and appeal of living in South Australia.

Guided by the principles of magnet cities and informed through market research, the campaign promoted the personality of South Australia to attract and retain young global talent to South Australia — addressing the current skills shortage.

The campaign started a new, modern narrative for the state based on promoting its value proposition — that South Australia is connected, inspired and unexpected; a place for people who want to live with purpose. This modern narrative contributed towards building a fresh reputation — steering away from parochial stereotypes that repel young global talent.

The campaign consistently performed above industry benchmarks, and focus group research continued to demonstrate that people who viewed the campaign creative were more open to considering South Australia as a place to live.

The Magnet State campaign has been led and delivered with a collaborative approach across government to establish and strengthen the wholistic government approach to attraction activities by the state. Understanding the intrinsic interrelation of visitation, migration and investment, agencies have been working together on attraction activities to ensure a joined-up state 'team' approach, and real shared outcomes that deliver real benefits to the state and South Australian brand.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Distractions FY22/23
Department:	South Australia Police

Campaign Start Date:	14 August 2022
Campaign Completion Date:	31 May 2023
Campaign Total Spend:	\$429,887 (ex GST)

Campaign Approval Date:	04 August 2022
Evaluation Approval Date:	16 February 2024

Evaluation Summary:

Between 2017 and 2021 police reports have attributed 'Inattention/Due Care' to 44% of fatalities and 33% of serious injuries, compared to 37% and 33% respectively in 2021.

In spite of increased commentary and communication in the area, investigative behavioural research indicates that a significant number of drivers engage in a distracting behaviour while driving on a daily basis. The most common forms of Distraction are mobile phones, eating/drinking, personal grooming and attending to children.

The 'No one's driving if you're distracted' campaign was developed and launched in November 2018. This campaign differed from traditional inattention campaigns that targeted mobile phones in isolation, communicating the broader context of distraction. It appeared largely in outdoor environments, online and radio.

The campaign has seen strong growth in awareness with highest achieved in FY21/22 following the inclusion of TV and perhaps the revised, more colourful regional banner network artwork that provided strong cut-through during the previous year. Key message take out continued to remain strong at over 90% of respondents who saw the campaign in each target audience.

The campaign was returned to market in FY22/23 and was well supported by the media, with \$100,645 in bonus activity received, or 26% of media budget. Overall, after six years in market the campaign is showing signs of fatigue and a replacement will be put into the planning cycle for FY23/24.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	My Home Hospital
Department:	Department for Health and Wellbeing

Campaign Start Date:	08 February 2021
Campaign Completion Date:	30 June 2022
Campaign Total Spend:	\$260,650 (ex GST)

Campaign Approval Date:	12 June 2020
Evaluation Approval Date:	16 February 2024

Evaluation Summary:

The campaign was successful, overachieving all three objectives.

The campaign outperformed the 5% target increase in awareness of the My Home Hospital (MyHH) service among the primary audience (potential patients), demonstrated by a significant increase in digital impressions, click-throughs, and website visits.

The campaign raised awareness about the service through web and social ads. Digital impressions increased by 13% (3,540,260 total impressions in FY20-21; 3,989,793 in FY21-22).

Digital click-throughs demonstrated the campaign generated interest and prompted audiences to seek further information from the website. Click-throughs to the MyHH website increased by 31% (12,059 clicks in FY20-21; 15,741 clicks in FY21-22).

The objective to increase awareness of the service and processes to refer among the secondary audience (health professionals) was also overachieved, outperforming the 5% target increase.

LinkedIn reached potential referrers, increasing awareness of MyHH and the referral process. Across the campaign, LinkedIn supported a 147% increase in impressions, with 54,009 impressions achieved in FY20-21 and 133,182 in FY21-22.

There was evidence LinkedIn adverts appealed to potential referrers and prompted them to seek additional information via the website. LinkedIn delivered a 139% increase in clicks to the MyHH website across the fiscal years.

Growth in traffic to the 'Health Professionals' page on the MyHH website demonstrated the secondary audience's interest in the service and referral process. A 33% increase in average monthly page visits to the health professionals' page was achieved when comparing FY20-21 to FY21-22.

The campaign conveyed the benefits of the service, evidenced by intent to refer (referral form downloads) and actual referrals to the service both exceeding the 5% target increase. A 122% increase in average monthly referral form downloads was achieved during the campaign.

Actual service referrals increased by 136% (118 average monthly referrals in FY20-21 compared to 278 in FY21-22).