

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - MAY 2026**

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

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Connections - South Australia's History Festival 2026	History Trust of South Australia	16/04/2026	30/05/2026	12/05/2026	\$145,700	A campaign to promote South Australia's History Festival 2026
Premier's Business and Export Awards 2026	Department of State Development	16/10/2026	17/10/2026	1/06/2026	\$75,000	A campaign to promote the Premier's Business and Export Awards 2026

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Santos Tour Down Under 2027	South Australian Tourism Commission	22/06/2026	24/01/2027	25/05/2026	\$1,530,000	A campaign to promote South Australia's world-class men's and women's cycling race to national and international audiences

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Distractions FY23/24 & FY24/25	South Australia Police	1/12/2024	31/05/2025	21/05/2026	\$1,490,301	\$682,779
Workforce Attraction Campaign	Office for Early Childhood Development	1/08/2024	30/06/2025	25/05/2026	\$1,042,000	\$861,386
Drug Driving FY24/25	South Australia Police	1/03/2025	31/05/2025	21/05/2026	\$990,000	\$793,185
Santos Tour Down Under 2026	SA Tourism Commission	5/07/2025	25/01/2026	25/05/2026	\$1,450,000	\$1,337,989
2025 bp Adelaide Grand Final	SA Motor Sport Board	23/05/2025	31/01/2026	8/05/2026	\$1,691,765	\$1,671,760
Cirque Alice	Adelaide Festival Centre Trust	5/09/2025	18/01/2026	4/05/2026	\$150,000	\$151,573



CAMPAIGN EVALUATION SUMMARY

Campaign:	Distractions FY23/24 & FY24/25
Department:	South Australia Police (SAPOL)
Campaign Start Date	01 December 2024
Campaign Completion Date	31 May 2025
Campaign Total Spend	\$682,779(exc. GST)
Campaign Approval Date	05 April 2024
Evaluation Approval Date	21 May 2026

Evaluation Summary:

“Stop Flirting with Death” was launched in May 2024 and returned to market in FY24/25.

Awareness declined over the course of the campaign, peaking in excess of the objective and ending as a shortfall. A reduction in maintenance is also noted. The reasons for this are unclear as media weights and creative remained consistent and will be monitored in future activity. There has been a reduction in rejection, with improvement seen in both driving situations (stationary in traffic and moving), thereby meeting the objective to reduce rejection of non-compliance.

Prompted message takeout remained high at 92% of those exposed, with both key messages 'to resist the temptation to use your mobile' and 'stop flirting with death' identified within the target audience.

The TVC with the male driver was the most recalled format, followed by Billboards/Posters of Grim, and then TVC with female driver. While Free to Air TV was the most cited format at 65%, the secondary channels including social media, internet and billboard were noted prominently by the target audience, highlighting that while TV has a broad reach, the targeted nature of support media is critical for cutting through to the target audience, particularly the younger aged members of the community. This suggests that the media channel mix is sound.

Sentiment toward the campaign was positive and 0% of target audience and 1% of general public found the advertisements offensive.

Media performance was strong with all formats delivering or over-delivering on planned metrics and the campaign was well supported across media outlets with no-charge/bonus activity.

Rules regarding what and is not legal mobile phone use while driving are generally perceived as complex and will be addressed in additional executions when this campaign returns to market in FY25/26.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Workforce Attraction Campaign
Department:	Office for Early Childhood Development
Campaign Start Date	01 August 2024
Campaign Completion Date	30 June 2025
Campaign Total Spend	\$861,386(exc. GST)
Campaign Approval Date	15 July 2024
Evaluation Approval Date	25 May 2026

Evaluation Summary:

In 2024, the Office for Early Childhood Development (OECD) launched the Play Your Part awareness campaign to promote careers in South Australia's Early Childhood Education and Care (ECEC) sector.

The campaign supports the state government's commitment to growing the workforce needed to deliver universal preschool for 3-year-olds. It also aims to increase enrolments in early childhood education study pathways, encourage people to return to the workforce, and attract new teachers and educators to the sector, in addition to driving awareness of the sector, and strengthening positive perceptions, sentiment and attitudes towards the sector.

The campaign strategy focused on:

- raising awareness, building an understanding of the government's commitment to developing and supporting the early childhood workforce
- capturing the interest of the current and prospective early childhood workforce at a critical time for selecting university preferences for the 2025 intake from late July to early September 2024
- upskilling and recruiting more educators into the early childhood space
- earning the hearts and minds of the public
- the benefits, rewards and incentives available to existing, new and prospective early childhood teachers, educators and the sector broadly, including financial incentives and career pathway support programs
- showcasing the profound influence teachers and educators have on young lives, highlighting the importance of their role in early childhood development
- communicating the satisfaction and fulfillment that comes from enabling the growth and development of young minds.

The campaign's strengths were reflected in the overall positive sentiment of South Australia's general population identified by Square Holes analysis of attitudes, consideration, awareness and understanding of the Early Childhood Education Sector - pre and post campaign. The sample group reported an increase in consideration of employment in the early childhood education sector, specifically for those between 15–17-year-olds, a primary target audience consideration for future campaign activity. This is also supported by strong interest in study pathways and financial

incentives, to support entry, re-entry, transitions and upskilling. This indicates that supported and incentivised pathways are desirable, and campaign messaging has cut through.

This research also suggests the campaign has helped elevate the importance of early childhood education as a profession.

It is also supportive of the KPI's that specifically build understanding and support for the state government's commitment to growing the workforce that's needed to deliver universal preschool for 3-year-olds and elevated the importance of early childhood education as a profession with the campaign producing a >4% shift in perception.

Furthermore, those who recalled the Play Your Part advertising were more positive about the workforce, had a better understanding of the sector, and therefore were more likely to consider a career in the sector.

There were notable increases to website traffic (workforce landing page) attributable to each of the campaign bursts, a key campaign objective. There are activity peaks in the months of August – November 2024, then again in December 2024 – January 2025, and in May – June 2025, all dates aligning with paid media activity.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Drug Driving FY24/25
Department:	South Australia Police (SAPOL)
Campaign Start Date	01 March 2025
Campaign Completion Date	31 May 2025
Campaign Total Spend	\$793,185(exc. GST)
Campaign Approval Date	06 December 2024
Evaluation Approval Date	21 May 2026

Evaluation Summary:

Drug driving is a key contributor to road trauma in South Australia. In 2023, 27 (23%) of lives lost and 129 (15%) of seriously injured road users tested positive to a prescribed substance.

Between 2019 and 2023, 14% (68) of drivers or motorcycle riders killed on South Australian roads were found to have THC (the active component in cannabis), methylamphetamine (speed, ice or crystal meth) or MDMA (ecstasy) in their system. Over the same period, 12% of drivers or riders who were tested for drugs received an expiation notice, were arrested or reported due to a positive drug driving result. The detection rate for alcohol is routinely less than 1%.

“Reality Hits Hard” was launched in March 2024 and returned to market in FY24/25.

There has been an increase in incidences of driving within 24hrs of using drugs, which negatively impacted maintenance of not driving after taking drugs. However, awareness and rejection objectives were achieved and there appears to be some increases in considerations being given to not drug drive.

Any appropriate message takeout was strong at 81%, and the main emerging theme related to general safety and personal implications. The main message takeouts were “consequences of using drugs/drug driving”, “don’t drug drive/avoid driving” and “cannabis/drugs impair your ability to drive safely”.

Prompted recall declined though remains at a high level at 87%. The decline was significant in 20-29 y.o with a 10% drop from pre to post testing, and remained stable for 30-39 y.o.

TV was the main mode of media recalled, closely followed by internet, social media and outdoor billboards.

Sentiment toward the campaign was positive and the advertisements were not considered offensive.

Media performance was strong with all formats delivering or over-delivering on planned metrics and the campaign was well supported across media outlets with no-charge/bonus activity.

An additional ad was produced to promote SAPOL’s new capability to test for cocaine, which will launch in FY25/26 when the campaign returns to market.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Santos Tour Down Under 2026
Department:	SA Tourism Commission
Campaign Start Date	05 July 2025
Campaign Completion Date	25 January 2026
Campaign Total Spend	\$1,337,989(exc. GST)
Campaign Approval Date	30 May 2025
Evaluation Approval Date	25 May 2026

Evaluation Summary:

The 2026 Santos Tour Down Under campaign aimed to drive event visitation and attendance by positioning the event as a global sporting event. Leaning into its place as the season opener of the UCI WorldTour, the highest level of elite cycling, the campaign strategy focussed on demonstrating the scale, significance and breadth of the event to appeal to sports fans and event goers without alienating the core audience of cycling enthusiasts.

A phased media approach was again used to efficiently engage audiences, considering user intent and travel planning lead times. Cycling enthusiasts were engaged early and consistently across the campaign period to build hype and travel intent. Introducing sports fans to the audience mix supported efficient reach and scale without compromising relevance. Adding the local event enthusiast audience to the last phase of the campaign successfully drove interest close to the event.

The creative platform evolved from the 2025 campaign through research insights and past marketing communications performance. Creative focussed on the grit and impact of the sport with both male and female riders represented in focal "hero" imagery. Further assets were developed to showcase South Australia as a destination, participation rides and the festival offering. The suite of creative assets were supported through relevant taglines, such as "Tour the Action", "Tour the Festival", "Tour the Coast" and "Join the Ride", enabling tailored messaging throughout the campaign and collateral.

The core campaign objective of event attendance was partially achieved. There was a slight decline YOY, however this can be explained by the reduction of a race day for the men's peloton at the 2026 event. In-scope visitation and the total number of unique attendees were down YoY, though the 2026 event saw an increase in interstate attendees YoY. Interstate awareness was measured in three waves (September 2025, October 2025 and February 2026) with peak awareness at 23% for all respondents.



CAMPAIGN EVALUATION SUMMARY

Campaign:	2025 bp Adelaide Grand Final
Department:	SA Motor Sport Board
Campaign Start Date	23 May 2025
Campaign Completion Date	31 January 2026
Campaign Total Spend	\$1,671,760(exc. GST)
Campaign Approval Date	30 June 2025
Evaluation Approval Date	08 May 2026

Evaluation Summary:

The 2025 bp Adelaide Grand Final advertising campaign was developed to drive attendance, increase interstate visitation and support South Australia's visitor economy by promoting the state's premier motorsport and entertainment event.

The campaign was delivered through a structured, multi-phase approach that guided audiences from initial awareness through to ticket purchase and post-event conversion. Activity commenced in May 2025 with targeted digital activity focused on interstate motorsport audiences, promoting ticket on-sale and introducing key elements of the event program, including Supercross and Speedway, to build early interest and consideration.

The Hero campaign (August–September 2025) built broad awareness of the newly branded bp Adelaide Grand Final and reinforced its position as the championship-deciding Supercars event. High-reach channels including television, broadcast video on demand (BVOD), out-of-home and radio were used to build recognition across South Australian and interstate audiences.

The Retail campaign (September–November 2025) focused on converting awareness into ticket purchases. This phase used targeted, performance-led media channels, including digital, programmatic out-of-home, sports partnerships, digital audio and short-form social video. Messaging highlighted event programming, entertainment offerings and ticket availability, supported by clear calls to action directing audiences to the bp Adelaide Grand Final website and Ticketmaster.

A final phase was delivered through the Podium Club pre-sale campaign, running from the final day of the 2025 event to 31 January 2026. This phase drove early ticket sales for the 2026 event through a limited-time pre-sale for grandstand seating and associated benefits. Targeting existing members and recent purchasers, the campaign leveraged post-event momentum to drive loyalty, repeat attendance and early revenue.

The campaign exceeded its primary objectives. Attendance reached 285,700 across the four-day event, representing a 10.1 per cent increase on 2024 and surpassing the target of 250,000. Interstate visitation increased by 18.2 per cent to 21,768 visitors, exceeding the 10 per cent growth target, while international visitation rose by 90.8 per cent, demonstrating growth in both national and international audiences.

Digital and social channels demonstrated strong engagement and efficiency, with multiple channels outperforming cost benchmarks and delivering high volumes of traffic and conversions. This reflects a deliberate strategy to streamline the path to purchase by directing audiences to Ticketmaster, improving conversion efficiency. While cost per acquisition increased in some areas due to a strategic shift toward higher-cost interstate audiences, the results

confirm that the digital mix effectively expanded reach, engaged new audiences and drove ticket sales.

Creative execution supported campaign effectiveness by balancing elite motorsport with broader entertainment appeal, helping to expand reach beyond traditional motorsport audiences. The introduction of the new event positioning further strengthened this broader appeal.

The Podium Club phase further strengthened outcomes, delivering growth in ticket sales, membership and revenue, and demonstrating the value of extending campaign activity beyond the event period.

Overall, the campaign delivered strong results against its objectives, increasing attendance and visitation, improving conversion outcomes, and reinforcing the bp Adelaide Grand Final as a major national sporting and entertainment event.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Cirque Alice
Department:	Adelaide Festival Centre Trust
Campaign Start Date	05 September 2025
Campaign Completion Date	18 January 2026
Campaign Total Spend	\$151,573(exc. GST)
Campaign Approval Date	06 November 2025
Evaluation Approval Date	04 May 2026

Evaluation Summary:

The Cirque Alice campaign delivered a net positive commercial outcome for Adelaide Festival Centre.

The objective to position Cirque Alice as a premium holiday entertainment offering was achieved. Strategic alignment with premium brand partners, high-quality media placements, and consistent imagery across all channels supported a strong average ticket price and reinforced the show's credentials as a large-scale, internationally touring production.

The broad audience objective was partially achieved. The interstate and intrastate visitor target was exceeded, with tourists and visitors accounting for 21.3% of total audience. The multicultural audience target was not met, despite grassroots multicultural placements being deployed across the campaign.

Whilst the box office target was not met, with final sales reaching 95.4% of the target, the average ticket price significantly exceeded the budget, which offset the differential and demonstrated that the premium positioning strategy was effective.

Overall, the campaign demonstrated clear audience appetite for immersive, large-scale productions at AFC, and the first-party data gathered will directly inform future programming decisions in this space.