

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

CAMPAIGNS \$50,000 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
Distractions	South Australia Police	2/08/2020	31/05/2021	\$420,000	A public education campaign to address a key area of concern on our roads
Student Recruitment Campaign 2020/21	TAFE SA	3/08/2020	30/06/2020	\$435,000	A recruitment campaign to drive enquires for TAFE SA courses
Stop the Spread	SA Health	19/08/2020	16/09/2020	\$442,000	A public health campaign regarding COVID19 and encouraging South Australians to continue to Stop the Spread

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
2019 Bridgestone World Solar Challenge	South Australia Tourism Commission - Events South Australia	23/09/2019	21/10/2019	17/08/2020	\$63,519	\$67,656
Coronavirus Public Information Campaign	Department of the Premier and Cabinet	6/04/2020	21/06/2020	17/08/2020	\$1,177,800	\$1,147,231
Tasting Australia	South Australia Tourism Commission - Events South Australia	5/12/2019	13/03/2020	17/08/2020	\$530,000	\$415,555
Growth State 19/20 Marketing Communications	Department of the Premier and Cabinet	1/07/2019	30/06/2020	17/08/2020	\$226,000	\$122,960



CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Growth State 2019/20 Marketing Communications Plan

Department: Department of the Premier and Cabinet

Campaign Start Date: 02 July 2019

Campaign Completion Date: 01 July 2020

Campaign Total Spend: \$122,960 (ex GST)

Campaign Approval Date: 26 July 2019

Evaluation Approval Date: 17 August 2020

Evaluation Summary:

In seven and a half months, the website has achieved over 13,000 unique visitors, with visitors consistently exploring beyond the home page, visiting 2.35 pages on average per visit.

The majority of visitors to the website originated from within SA, indicating strong interest amongst South Australians for information about Growth State. Beyond SA, the next highest visitors by state represented Growth State's priority interstate markets of VIC, NSW and QLD.

The best performing news stories averaged high dwell times, indicating that target audiences found news stories on the website to be relevant and engaging. This supports the need to continuously refresh website news content with timely and aspirational positive news stories as proof points to support growing confidence in our state.

While in its infancy, the eDM experienced a high engagement rate amongst the modest number of subscribers, indicating the value in this activity to engage with target audiences.

DPC's owned channels of Twitter and LinkedIn were effective in amplifying the positive news stories on the website to expose DPC's existing audience to Growth State messaging.

Media partnerships through Future Adelaide, The Lead and 5AA, significantly increased audience reach for content in support of Growth State priorities from trusted and credible independent voices. Additionally, the content generated was republished on the Growth State website, providing a regular source of good news stories to refresh the website.

Search advertising was the largest generator of traffic to the Growth State website above all other sources, illustrating the importance of including paid advertising to grow audience reach and to support website visitation.

Given the modest expenditure and the relatively short time in market from website launch in late November, the communications activities have been successful in engaging with target audiences.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2019 Bridgestone World Solar Challenge

Department: Events South Australia

Campaign Start Date: 23 September 2019

Campaign Completion Date: 21 October 2019

Campaign Total Spend: \$67,656 (ex GST)

Campaign Approval Date: 17 September 2019

Evaluation Approval Date: 17 August 2020

Evaluation Summary:

The campaign met the target of increasing visitation from 25,203 visitor nights to 29,979 (+19%), generating \$6.12 million in economic benefit for SA (up 14% from 2017), a key objective of the communications strategy.

In addition, the campaign met objectives for the start line activation in Darwin and the Adelaide finish line activation. Website sessions over the campaign period, and specifically in-event week, underachieved and declined versus 2017, coinciding with a shift towards event engagement on social platforms (with subsequent growth in the BWSC community of 38%).

For 2019, a distinctive brand look and feel was developed that provided a clear visual platform for future events. This look and feel were adopted for the 2019 creative campaign, capturing, and communicating the uniqueness of the challenge, the people, and the destination (South Australia and the Northern Territory) aimed at a local, national and international audience.

The media strategy, including paid digital and radio, targeted families and science enthusiasts to drive event awareness and engagement as well tactically drive attendance at the Open day activation in Darwin and the Finish Line activation in Adelaide. Paid activity was complimented and amplified through radio partnerships as well as organic content and publicity.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Coronavirus Public Information Campaign

Department: Department of the Premier and Cabinet

Campaign Start Date: 06 April 2020

Campaign Completion Date: 21 June 2020

Campaign Total Spend: \$1,147,231 (ex GST)

Campaign Approval Date: 03 April 2020

Evaluation Approval Date: 17 August 2020

Evaluation Summary:

The South Australian Government understands that the community needs timely and accurate information and advice about a whole range of topics in relation to the COVID-19 pandemic.

An online portal was developed to enable South Australians to easily access timely and credible information on Coronavirus Disease (COVID-19) from trusted sources.

The portal, accessed via SA.GOV.AU, provided the latest official news and updates on COVID-19 and linked through to information and advice from trusted sources, covering a range of topical issues within the community.

A state-wide public information campaign was implemented by the Department of the Premier and Cabinet to drive South Australians to the new website and to communicate the key initiatives implemented by the Federal and State Governments to support small business owners and families/individuals to get through and bounce back after COVID-19.

Awareness of the SA.GOV.AU website increased steadily throughout the campaign period and was at 68% in the final wave of the research (a 30% increase on pre-campaign).

Notably, awareness of the website was significantly higher amongst those who recalled seeing/hearing advertising by the State Government regarding COVID-19. This demonstrates strong uplift as a result of the campaign, highlighting the value and effectiveness of the advertising.

Nearly three in five businesses knew where to access information on financial and non-financial support for businesses impacted by COVID-19. Those who were aware of the SA.GOV.AU website portal were more likely to be aware of where to access information compared to those not aware.

There were more than 1.3 million unique users, more than 3.2 million user sessions and more than 6.2 million page views on the SA.GOV.AU website.

The whole of government approach to communications reinforced the success of the campaign, including the use of the consistent tagline across all COVID-19 related communications of Keeping SA Safe and Strong.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Tasting Australia 2020

Department: Events South Australia

Campaign Start Date: 06 December 2019

Campaign Completion Date: 14 March 2020

Campaign Total Spend: \$415,555 (ex GST)

Campaign Approval Date: 27 September 2019

Evaluation Approval Date: 17 August 2020

Evaluation Summary:

The campaign is considered to have achieved key objectives of the communication strategy, including the ticket sales target tracking 13% ahead year on year and projected to sell 88%.

Website visitation was up by 16% year on year, with 47% coming from interstate and international markets. Website visitors were also spending 35% more time on site, indicating quality visitors who were engaged with the content and programming. Event awareness also increased interstate from 6% to 8% - exceeding the 7% target.

The campaign focused on high reach media through outdoor and TV, supported by a targeted and tactical digital advertising buy across search, social media and programmatic display. Paid media was complemented with promotional activity with our media partners across TV, radio and print.

The creative strategy was an evolution of the 2019 campaign and was based on insights gained from research both interstate and intrastate. Food and beverage imagery acted as a brand device, with event imagery used at a tactical level when communicating specific events.