

GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - AUGUST 2023

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

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Bush Summit Partnership	Department for Infrastructure and Transport	11/08/2023	11/09/2023	Commercial in Confidence	A partnership with NewsCorp to celebrate and showcase regional South Australia and address challenges facing rural communities and identified solutions
Victorian Campaign	Department of the Premier and Cabinet	20/08/2023	23/09/2023	\$160,960	A campaign to promote South Australia as an attractive place to do business
Prospect Corner - Pre-Release and Product Launch	Renewal SA	28/08/2023	30/06/2024	\$179,924	A campaign to raise awareness of the development of a residential community at Prospect Corner and the affordable apartments and townhouses available

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Bowden FY23/24	Renewal SA	18/08/2023	30/06/2024	\$291,664	A campaign to increase awareness and drive sales for the Bowden development
OzAsia Festival 2023	Adelaide Festival Centre Trust	3/08/2023	5/11/2023	\$230,000	A campaign promoting the OzAsia Festival and South Australia as a cultural destination
Student recruitment campaign 2023/24	TAFE SA	7/08/2023	30/06/2024	\$850,000	TAFE SA implements an annual state-wide student recruitment campaign to increase awareness and positive perceptions of TAFE SA
Regional FY23/24	South Australia Police	27/08/2023	30/04/2024	\$600,000	A campaign aimed at improving road safety in South Australia by raising awareness with regional and remote road users on road safety issues
2023 - 2024 Domestic PR Communications Plan	South Australian Tourism Commission	19/08/2023	30/06/2024	\$910,000	A campaign to grow domestic visitation to South Australia through marketing the State as a desirable destination
Brand SA - Buy Local (with Pride)	Department for Trade and Investment	13/08/2023	31/03/2024	\$968,000	A campaign to raise awareness and educate South Australians on the benefits of buying South Australian local products

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
2022 AFDRS Campaign	Country Fire Service	1/09/2022	30/11/2022	4/08/2023	\$770,000	\$558,317
Student Recruitment Campaign 2021-22	TAFE SA	19/08/2021	30/08/2022	4/08/2023	\$740,000	\$818,625
AFL Partnerships Road Safety 2022	Department of Infrastructure and Transport	7/03/2022	20/08/2022	4/08/2023	\$330,000	\$326,336
Water Talks	SA Water	2/05/2022	30/09/2022	4/08/2023	\$100,000	\$52,849
Healthy Sewers	SA Water	25/07/2022	31/10/2022	4/08/2023	\$100,000	\$96,718
Fruit Fly Outbreak Campaign 2021	Department of Primary Industries and Regions	16/08/2021	30/06/2022	4/08/2023	\$910,000	\$914,654
LIV Golf 2022	Events South Australia	27/02/2023	23/04/2023	4/08/2023	Commercial in Confidence	Commercial in Confidence
Here for the Game	Department for Human Services	2/12/2022	13/05/2023	4/08/2023	\$446,400	\$359,648
Fight the Bite 2022-23	Department for Health and Wellbeing	4/12/2022	30/04/2023	4/08/2023	\$150,000	\$139,000
Demand Management 2022	Department for Health and Wellbeing	30/06/2022	30/09/2022	4/08/2023	\$740,000	\$833,385
5 to 11 Years COVID-19 Vaccination 2022	Department for Health and Wellbeing	7/02/2022	18/03/2022	4/08/2023	\$190,000	\$163,029
OzAsia Festival 2022	Adelaide Festival Centre Trust	9/08/2022	6/11/2022	4/08/2023	\$230,000	\$223,534
Drug Drive FY21-22	South Australia Police (SAPOL)	1/09/2021	30/05/2022	18/08/2023	\$750,000	\$719,197



CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2022 AFDRS campaign

Department: Country Fire Service

Campaign Start Date: 01 September 2022

Campaign Completion Date: 30 November 2022

Campaign Total Spend: \$558,317 (ex GST)

Campaign Approval Date: 14 July 2022

Evaluation Approval Date: 04 August 2023

Evaluation Summary:

A new fire danger rating system was introduced across Australia on 1 September 2022. People were familiar with previous FDR system but misunderstood it so this education campaign aimed increase awareness of the new system and drive a greater understanding and engagement with fire danger ratings to make informed decisions.

Post-campaign research indicated a positive results for primary target audience in regard to improving level of no/incorrect knowledge of fire danger ratings. Although there was decrease in regularly finding out the fire danger rating during the season, this is partly attributable to a benign fire season and wet summer, including significant flooding. Positively, those with awareness of the specific campaign imagery were more likely to be prepared and check the fire danger ratings often compared to those unaware of this imagery, especially for primary audience.

Targets was met in regard to likelihood of adapting their behaviour based on fire danger, with the majority saying they would adapt their behaviour, indicating the new system is more effective at driving a greater understanding of fire danger ratings to make informed decisions during bushfire season.

And finally, knowledge that one lives in a risk area plays a very meaningful role on bushfire attitudes, engagement, and behaviours, with 45% of those aware of their risk status saying they always find out their area's fire danger rating, compared to 23% who are unaware of their risk status.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Student recruitment campaign 2021-22

Department: TAFE SA

Campaign Start Date: 19 August 2021

Campaign Completion Date: 30 August 2022

Campaign Total Spend: \$818,625 (ex GST)

Campaign Approval Date: 08 June 2021

Evaluation Approval Date: 04 August 2023

Evaluation Summary:

The annual student recruitment campaign plays a pivotal role in positioning TAFE SA as the preferred high-quality education provider of choice in South Australia and driving visits and apply now clicks via the website to meet enrolment targets.

The campaign achieved the objective of raising awareness of TAFE SA amongst metropolitan and regional audiences, in addition to the KPIs measuring website visits. The campaign underachieved the KPIs measuring apply now clicks and perceptions of TAFE SA. While these targets were not met, market research found strong positive perceptions of TAFE SA (78%) amongst the cohort who have future interest in study and career change. The decrease in apply now clicks is likely to have been impacted due to 15% less course deliveries available for application via the TAFE SA website compared to the previous campaign.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: AFL Partnerships Road Safety 2022

Department: Department of Infrastructure and Transport

Campaign Start Date: 07 March 2022

Campaign Completion Date: 20 August 2022

Campaign Total Spend: \$326,336 (ex GST)

Campaign Approval Date: 09 December 2021

Evaluation Approval Date: 04 August 2023

Evaluation Summary:

With results showing 72.8% of game day crowds used public transport to travel to and from Adelaide Oval, as well as an increase of nearly 30% of users to the Adelaide Metro website for service information throughout the AFL season, the 2022 AFL Partnerships Road Safety Footy Express campaign can be viewed as a success.

A proven high level of engagement across all media plus minimal complaints supports this success.

By using a mix of paid, owned and partnered campaign elements, the targeted messaging promoted throughout the entire AFL Adelaide Oval season enabled penetration to the identified audience as well as the wider secondary audience of the metropolitan Adelaide community, to encourage new users to Footy Express services.

Messaging was pushed out weekly and targeted for release in the days prior to each of the 23 matches, as well as being always-on via owned channels for constant service and journey information as commuters required.

Messaging was rotated to reflect the AFL club or game being played each week and showed greatest engagement when video or animation were used, indicating that the element of movement enhances audience response.

Campaign spend came in under the proposed budget after re-allocation of contingency funds to paid media in response to a mid-campaign evaluation showing strong engagement with these mediums, as well as a lessened production spend through provision of more digital assets.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Water Talks

Department: SA Water

Campaign Start Date: 03 May 2022

Campaign Completion Date: 01 October 2022

Campaign Total Spend: \$52,849 (ex GST)

Campaign Approval Date: 27 May 2022

Evaluation Approval Date: 04 August 2023

Evaluation Summary:

Ahead of SA Water's fourth regulatory period beginning in July 2024, the agency engaged with its customers through a robust stakeholder engagement process to ensure business planning and proposed investment aligned with, and responded to, customer priorities and feedback.

This communications activity was designed to ensure customers:

- knew they could be involved and how to have their say
- participated in engagement activities
- who are aware of the engagement activities, including Water Talks, had more positive attitudes towards SA Water.

Success against these objectives was measured in the following ways:

Reach - the campaign achieved its target with more than 50 per cent of South Australians reached through digital advertising and a targeted letterbox drop.

Participation - the number of surveys completed (1,815) exceeded the measure set (1,500); views of the Water Talks website also achieved its target (2,836 achieved vs target of 2,500). One measure - the number of new Water Talks registrations - did not meet the target (78 achieved vs target of 500).

Brand Health Index - this objective was achieved with people who had seen the campaign having a statistically significant higher rate of agreement that SA Water has a good reputation in the community and that the utility keeps its customers informed. Key lessons learnt from this campaign were:

Letterbox drops had the highest click through rate and they successfully targeted people who would be excluded from metropolitan advertising.

A requirement to register for the Water Talks website site is a barrier to participation. Consideration will be given to both how it can be made more attractive and meaningful to sign up, and when it is beneficial to enable participation without signing up.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Healthy Sewers

Department: SA Water

Campaign Start Date: 25 July 2022

Campaign Completion Date: 31 October 2022

Campaign Total Spend: \$96,718 (ex GST)

Campaign Approval Date: 13 June 2022

Evaluation Approval Date: 4 August 2023

Evaluation Summary:

Reach and engagement:

Our digital campaign was successful in both reaching and engaging with our primary target audiences of women between 12 and 25 and mothers of teenage daughters (35 to 55). Engagement on our Healthy Sewers webpage increased from less than 100 views per month to more than 1500 during the campaign, with time on page increasing by 25% to 2.12 minutes, demonstrating a desire for more information.

Sentiment:

Significant increases across our two primary customer sentiment measures, 'brand health index' and 'trust index', demonstrate the campaign has helped to strengthen our brand.

Behavioural change:

A 45 per cent decrease in the number of sewer chokes due to wet wipes and fats and oils when comparing October 2021 with October 2022 demonstrates behaviour has begun to change.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Fruit Fly Outbreak Campaign 2021

Department: Department of Primary Industries and Regions

Campaign Start Date: 16 August 2021

Campaign Completion Date: 30 June 2022

Campaign Total Spend: \$914,654 (ex GST)

Campaign Approval Date: 2 November 2021

Evaluation Approval Date: 4 August 2023

Evaluation Summary:

South Australia is the only mainland state that claims internationally recognised pest-free status, with the Riverland having its own special pest-free designation.

Maintaining this status is vital to the state's \$1.3 billion horticultural industry that is at risk from fruit fly. These industries support 4,000 horticultural businesses and employ 37,500 people in South Australia.

Fruit fly is one of the most destructive fruit pests and can destroy fruit and vegetables in commercial crops and home gardens. The advertising campaign (Phase 2) "Protecting our State from fruit fly starts in your backyard" continued to address the ongoing fruit fly outbreaks in South Australia by extending the current fruit fly restriction messaging and developing updated messaging to reach home gardeners.

The objectives were to heighten awareness of the current fruit fly outbreaks in Adelaide and the Riverland, heighten awareness of restrictions among the general community and primary affected zones, heighten awareness of the action residents can take to help prevent the spread of fruit fly and to drive traffic to the fruit fly website to find out more information.

Key points from the evaluation revealed that 62% of the community recalled the campaign, an average 3.8 people out of 5 liked the campaign, and the attitudes towards restrictions were overwhelmingly positive, with 94% of people recognised the importance of keeping SA fruit fly free, and 78% of people were taking preventative measures against fruit fly in their own backyard, after recalling the campaign.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: LIV Golf 2022

Department: Events South Australia

Campaign Start Date: 27 February 2023

Campaign Completion Date: 23 April 2023

Campaign Total Spend: Commercial in Confidence

Campaign Approval Date: 17 February 2023

Evaluation Approval Date: 04 August 2023

Evaluation Summary:

The 2023 LIV Golf Adelaide marketing campaign focused on introducing the innovative and transformative golf tournament to an Australian audience. Measurement of success was to drive attendance and visitation to the inaugural tournament held in Adelaide from 21 to 23 April.

The campaign exceeded its objectives as it effectively drove attendance (more than 77,000) and visitation, with 40% of tickets coming from outside of South Australia. Results were achieved through high reach media, including outdoor, TV and Connected TV, along with strategic ad placements targeting core golf fans and sports audiences with a focus on key interstate markets, Victoria and New South Wales. An agile digital strategy was implemented to target a younger, digital first audience and this allowed for flexibility of messaging to respond to programming announcements and ticket availability. This resulted in 59% of attendees being under the age of 45.

The creative campaign was in line with LIV Golf's global brand strategy, consisting of bright, bold colours and highlighted hero athletes, including Australian golfer Cam Smith. The communication was successful as it showed 71% of people took positive actions after seeing the advertising, as measured through BDA marketing planning. Additionally, 27% of people who saw the advertisements sought more information about travel and events in South Australia. The event drove positive sentiment for LIV Golf globally, above any other tournament and anticipation for next year's event is already evident.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Here For The Game 2022-23

Department: Department of Human Services

Campaign Start Date: 02 December 2022

Campaign Completion Date: 13 May 2023

Campaign Total Spend: \$359,648 (ex GST)

Campaign Approval Date: 13 October 2022

Evaluation Approval Date: 04 August 2023

Evaluation Summary:

The HFTG Year Two campaign achieved the 3 of the 4 objectives:

1. The total awareness for the HFTG campaign was 54% which was down from Year One (average 83%) and lower than our target of 75%.
2. It drove visitation to HFTG website with an average of 2,690 visits per month, exceeding the >1790 target by 50%.
3. It generated engagement/discussion on select social media channels around issue of sports betting, specifically AUFC socials - Instagram posts average reach were 8,054, average reach for all Facebook posts were 9,002 and average impressions for all Twitter posts were 10,336. 36ers socials - Instagram posts average reach were 4,805, average reach for all Facebook posts were 12,493, average impressions for all Twitter posts were 1,405 and average impressions for all LinkedIn posts were 1,171.

Giants socials - Instagram posts average reach were 1,801, average reach for all Facebook posts were 2,793, average impressions for all Twitter posts were 1,054 and average impressions for all LinkedIn posts were 1,204. On paid socials it achieved 996 interactions/comments with social posts. 92.2% were positive, 7.8% were neutral and we didn't receive any negative comments. We therefore achieved our target with a 29% increase in positive sentiment from Year One.
4. It generated positive sentiment towards the campaign generating an average of 81% positive sentiment achieved across all measures – 88% understood what HFTG is all about, 88% like the HFTG advertisements, 79% felt HFTG advertising reminds fans they can enjoy sport without gambling, 57% felt seeing HFTG advertising helps me talk about risky gambling with others, 91% were proud of their team for supporting HFTG and made them proud to be a fan.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Fight the Bite 2022-23

Department: Department for Health and Wellbeing

Campaign Start Date: 04 December 2022

Campaign Completion Date: 30 April 2023

Campaign Total Spend: \$139,000 (ex GST)

Campaign Approval Date: 01 December 2022

Evaluation Approval Date: 04 August 2023

Evaluation Summary:

The annual Fight the Bite advertising campaign was expanded for the 2022-23 season to increase the awareness of the risk of mosquito-borne diseases, in particular the more serious Japanese encephalitis virus and Murray Valley encephalitis virus, and what precautions could be taken to avoid mosquito bites.

The campaign targeted South Australians who live and work outside in high-risk areas, as well as South Australians who were traveling to high-risk areas.

The campaign used the same Fight the Bite branding as previous years and complemented the Japanese encephalitis virus (JEV) vaccination campaign which was in market at the same time.

The campaign over achieved on the objective to increase awareness about mosquito-borne disease and the importance of protecting against mosquito bites, with a 28.4% increase in the number of Meta (Facebook and Instagram) impressions delivered compared to the previous year.

The campaign under achieved on the target to maintain website visits compared to the previous year, with 26,015 website views throughout the campaign period, a 40.9% decrease from the previous year. Despite not meeting this objective, the campaign had a strong call to action that provided clear information on how the community could protect themselves, without the need to visit the website for more information.

The campaign was supported by a comprehensive below-the-line campaign that utilised strong relationships with local councils and other stakeholders. This included branded merchandise that was distributed in targeted geographic locations and community events.

The campaign was also supported by an organic social media campaign, consisting of 34 posts across SA Health's social media channels from December 2022 to April 2023. These social posts were shared by local councils to further amplify the campaign's message.

Overall, the campaign creative and strategy was effective in reaching target audiences.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2022 Demand Management

Department: Department for Health and Wellbeing

Campaign Start Date: 30 June 2022

Campaign Completion Date: 30 September 2022

Campaign Total Spend: \$833,385 (ex GST)

Campaign Approval Date: 23 June 2022

Evaluation Approval Date: 4 August 2023

Evaluation Summary:

The 'Better ways to get better' campaign encouraged people with a minor illness or injury to consider their alternative health care options.

The campaign was most effective at reducing category 4 and 5 presentations (-12% and -3.7% decrease respectively).

The campaign did not achieve its target to reduce the number of category 3 presentations to ED.

During the campaign period, the healthcare system was under unprecedented pressure, which included a surge in cases associated with COVID-19. While post campaign research demonstrated an understanding of appropriate pathways, the increase in system pressure presented challenges to accessing these pathways.

The campaign was very effective at communicating the message and helped people understand when to use an ED. Post campaign research showed 88% of people agreed the campaign told an important message that will mean EDs can better focus on more serious health issues, 86% said it showed alternative options for non-life threatening health issue and 84% said that it made them understand when to go (or not go) to an ED or call Triple Zero.

Attitudes also changed with an increased belief that the ED is there for people now and in the future. Confidence in the public health system was also significantly higher in those who had seen an ad (73%), compared with those who had not (63%). There was a 22.1% increase on the monthly average calls to health direct and a 69.4% increase in the monthly average unique visits to the SA Health campaign page, compared to the 2021 campaign period.

Overall, the creative strategy was effective at communicating the message and impacting target audiences, with 58% of people who saw an ad doing or saying something differently as a result.

Due to the effectiveness and impact of the creative strategy, it is recommended it is used in future.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 5-11 year old COVID-19 Vaccination

Department: Department for Health and Wellbeing

Campaign Start Date: 07 February 2022

Campaign Completion Date: 18 March 2022

Campaign Total Spend: \$163,029 (ex GST)

Campaign Approval Date: 18 February 2022

Evaluation Approval Date: 4 August 2023

Evaluation Summary:

The 5-11 year old COVID-19 Vaccination 2022 campaign was unsuccessful in increasing website traffic due to interest being highest when COVID-19 vaccines were first made available for this age group.

Below the line communications were distributed from 21 December 2021 to align with the COVID-19 vaccine becoming available. Below the line tactics and paid media were effective in driving clicks to the website.

During the campaign period, there were 12,850 unique page views compared to 62,478 while below the line communications were running. While page views were lower during the campaign period, people were spending longer on the page with an average time of 1.33 minutes compared to 1 minute prior to the campaign.

The paid media campaign had good reach, with 59% of parents with children aged 18 and under having seen at least one ad. Outdoor ads had the highest recall, with 42% of people having seen an ad, closely followed by the Professor Spurrier video with 40% of people recalling the ad.

Paid social media accounted for 71.1% of clicks through to the website for the campaign, generating 10,288 clicks and a click through rate (CTR) of 0.56%. The videos generated 7,471 of these link clicks, which accounted for 72.6% of paid social media link clicks. Organic social media generated 2,227,736 impressions, 308,216 engagements and 2,833 link clicks between 21 December 2021 to 18 March 2022.

Native media performed well with a strong CTR of 0.23% and the Play & Go e-newsletter achieved 79 clicks. While audio generated 63 clicks, it achieved 116,443 listens and a completed listen rate of 99%. YouTube also performed well, generating 669 clicks and an average view rate of 39.95%.

While the campaign did not increase website traffic, the paid media and below the line tactics effectively drove people to the website.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: OzAsia Festival 2022

Department: Adelaide Festival Centre Trust

Campaign Start Date: 09 August 2022

Campaign Completion Date: 06 November 2022

Campaign Total Spend: \$223,534 (ex GST)

Campaign Approval Date: 14 July 2022

Evaluation Approval Date: 04 August 2023

Evaluation Summary:

The 2022 OzAsia Festival was attended by over 175,000 people across a number of free and ticketed events.

The marketing campaign was devised with the assistance of media agency Carat, and combined traditional and digital media platforms, high-impact outdoor advertising, a print media brochure, and engaging organic and paid social media content. This created consistent and effective promotion via the latest marketing technology to deliver messaging to relevant audiences, in relevant environments, using data lead strategies to drive consumer demand.

Post-campaign results indicated that the recent economic developments across Australia affected purchase buying behaviour during the festival. The data conveyed that 38% of OzAsia Festival patrons purchased their tickets in-festival and 39% of accounts purchased with a discount (including concession discounts). This audience was also price-sensitive, with the average spend being less than other Adelaide Festival Centre festivals. Given the popularity of the free events – Moon Lantern Trail, Bubble Tea Garden, Lucky Dumpling Market, and In Other Words) – it is vital that future campaigns leverage these events to drive these attendees to the paid festival events, driving overall ticket purchases.

Through the strategic placement of interstate, intrastate, and in-language advertising placements, the festival was able to draw in tourists and CALD audiences. The post-survey results indicated that 13% of attendees were tourists who spent an average of 2.6 nights away from home to attend the festival, of which 59% visited Adelaide primarily to attend the festival. CALD audiences were more likely to be positive word-of-mouth influencers. They primarily purchased tickets because they wanted to see their own culture represented.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Drug Drive FY21/22

Department: South Australia Police

Campaign Start Date: 01 September 2021

Campaign Completion Date: 30 June 2022

Campaign Total Spend: \$719,197 (ex GST)

Campaign Approval Date: 05 August 2021

Evaluation Approval Date: 18 August 2023

Evaluation Summary:

In 2020, for every 100 drivers tested, 16 tested positive to drugs – or 16% - whereas 1% tested positive to alcohol. In 2019 it was 13% for drugs and 0.88% for alcohol. Despite the slow decline in positive tests there were still over 4,200 drivers detected with drugs in their system. The potential for trauma remains and there is still a need to promote the negative outcomes of drug driving to drug users and the general community.

In January 2020 the anti-drug driving campaign "Long After The High Is Gone" was launched by SAPOL, based on attitudinal and behavioural research amongst drug users that identified a lack of understanding of the time taken to metabolise the impairing component of drugs. In turn, this was leading to inadvertent drug driving, which resulted in a stronger focus on the "don't drive for at least 24 hours" message.

No key objectives were achieved in FY21/22, indicating that the campaign is coming to the end of its life. Performance against objectives confirms the difficulty in shifting this particular audience.

The campaign was well supported by the media industry with a bonus support of 31% (\$215,982) of the media budget provided at no charge.

A new drug driving campaign will be produced in FY22/23.