

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

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

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Office of the Technical Regulator Safety Campaign	Department for Energy and Mining	1/03/2026	31/12/2026	11/03/2026	\$66,500	This campaign is intended to inform the public of safe use of electrical, plumbing and gas products/appliances, and increase awareness of the Office of the Technical Regulator
Australia Korea Business Council - 47th AKBC-KABC Joint Meeting	Department of State Development	20/09/2026	22/09/2026	16/03/2026	\$150,000	A sponsorship for Adelaide to host the annual 2026 Joint Meeting between the Australia-Korea Business Council (AKBC) and the Korea-Australia Business Council (KABC)
Rural and Young Rural Ambassador Award, and Young Judges Competition, 2026/27	Department of Primary Industries and Regions SA	1/04/2026	31/12/2027	26/03/2026	\$105,000	A sponsorship to highlight the importance of young adults in rural and regional South Australia and to acknowledge award winners and runners up
Influenza Nasal Spray Campaign	SA Health	26/04/2026	27/06/2026	27/03/2026	\$65,000	A campaign to raise awareness of the importance of influenza vaccination for young children to protect themselves and the broader community, and raise awareness of an additional vaccination in the form of nasal spray

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Speed FY25/26	South Australia Police	5/04/2026	30/06/2026	13/03/2026	\$898,190	A campaign to promote speed compliance and educate the community on the benefits of lower speeds to reduce road trauma
Operation Safe Roads FY25/26	South Australia Police	29/03/2026	30/06/2026	16/03/2026	\$590,000	A campaign to increase perceptions of active police presence on South Australian roads and the consequences of non-compliance

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Priscilla	History Trust of South Australia	12/04/2024	30/06/2025	5/03/2026	\$197,160	\$136,231
Gambling Harm Awareness Campaign	Department of Human Services	16/02/2025	8/11/2025	13/03/2026	\$850,150	\$843,113
DreamBIG Children's Festival 2025	Adelaide Festival Centre Trust	16/01/2025	17/05/2025	13/03/2026	\$150,000	\$154,012
2025 National Pharmacies Christmas Pageant	South Australian Tourism Commission	1/08/2025	8/11/2025	13/03/2026	\$54,999	\$53,192
Cirque Alice	Adelaide Festival Centre Trust	5/09/2025	18/01/2026	13/03/2026	\$150,000	\$151,573



CAMPAIGN EVALUATION SUMMARY

Campaign:	Priscilla
Department:	History Trust of South Australia
Campaign Start Date	12 April 2024
Campaign Completion Date	30 June 2025
Campaign Total Spend	\$136,231(exc. GST)
Campaign Approval Date	08 April 2024
Evaluation Approval Date	05 March 2026

Evaluation Summary:

The campaign was initiated to generate online donations to achieve the restoration of the 1974 Hino Freighter bus 'Priscilla', as featured in the 1994 movie 'The Adventures of Priscilla, Queen of the Desert', and build awareness of the History Trust and National Motor Museum as a world class attraction, presenting Priscilla.

Despite strong media coverage and donations at the commencement of the campaign, the campaign and associated communications initiatives did not achieve the fundraising objective.

Further consideration will be given to the role of advertising to drive future donations / fund raising.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Gambling Harm Awareness Campaign
Department:	Department of Human Services (DHS)
Campaign Start Date	16 February 2025
Campaign Completion Date	08 November 2025
Campaign Total Spend	\$843,113(exc. GST)
Campaign Approval Date	20 December 2024
Evaluation Approval Date	16 March 2026

Evaluation Summary:

Gambling harm is defined as any negative consequence of gambling and includes negative financial, psychological, physical, occupational and social outcomes. Engaging in risky gambling increases an individual's likelihood to experience gambling harm. 'Spot the Harm. Stop the Harm.' sought to address a lack of awareness of gambling harm with a multi-burst campaign across the 2025 calendar year.

While not all objectives were reached, post-campaign research highlights that the campaign has been extremely successful in raising awareness of gambling harm, encouraging the audience to take action, and driving traffic to the campaign website. The research indicates that 61% of respondents who saw the campaign took a step in the right direction, with 35% admitting it made them realise the impact that their gambling can have on others. 'Spot the Harm. Stop the Harm.' had a strong impact on those spending \$100 or more a month, with 38% saying the campaign has made them cut down on their gambling and 23% visiting the gamblingharmssupport.sa.gov.au website.

Campaign creative proved effective and included three television commercials and five static adverts. The commercials highlighted the non-financial aspects of gambling harm, focusing on the impact of gambling on families, relationships and career. The powerful, emotive messages in a storytelling format were well-understood by the audience.

Five static creatives asked a question, thus prompting the audience to reflect on and contemplate how often they think about gambling (e.g., 'If we say pub, do you think pokies?').

While all channels worked well key successes worth highlighting include:

- YouTube was identified as a reach strategy and delivered over 1.79M impressions on an intended goal of 1,17M with a cost-effective CPM of \$11.35. This success was attributed to the creative diversity of the campaigns for both 15sec and 30sec formats for the three videos. 62% of impressions delivered were to males with most in the key 35-44 age bracket.
- Meta Traffic campaign using both video and static delivered 13,212 link clicks against the planned target of 4,660 (Burst 1) and 5,214 link clicks against the planned target of 2,000 (Burst 2).
- Tik Tok reach campaign achieved 135% of planned video views (Burst 1) and 126% of video views (Burst 2). This was particularly successful in reaching young men with 61% of impressions reaching males and 51% in the key 18-24 age bracket.
- Yahoo Native traffic campaign performed exceptionally well delivering 349% more clicks than estimated in Burst 1 and 260% more clicks in Burst 2.
- Ogury digital display delivered 131% of the traffic campaign planned.



CAMPAIGN EVALUATION SUMMARY

Campaign:	DreamBIG Children's Festival 2025
Department:	Adelaide Festival Centre Trust
Campaign Start Date	16 January 2025
Campaign Completion Date	17 May 2025
Campaign Total Spend	\$154,012(exc. GST)
Campaign Approval Date	14 January 2025
Evaluation Approval Date	16 March 2026

Evaluation Summary:

DreamBIG Children's Festival (formerly Come Out Children's Festival) is the world's longest-running children's festival and celebrated its 50th anniversary in 2025. Presented by Adelaide Festival Centre for the past decade, the festival continues to uphold a proud legacy of delivering inspiring, thought-provoking, and entertaining works for new generations of children.

The festival features two main program streams - schools and families. The schools program is primarily promoted through a dedicated brochure distributed to every school across South Australia, in collaboration with the Department for Education. The family program targets households with children under 12 and is promoted broadly through a comprehensive marketing strategy. Both programs feature key events and programs and overlap on some key performances and activities.

The 2025 DreamBIG campaign engaged audiences through multiple channels, including Adelaide Festival Centre platforms, campaign partners, signage, and a wide-reaching media buy spanning digital, social, programmatic TV, radio, out-of-home, print, and public relations.

While overall campaign metrics exceeded several industry benchmarks (as detailed in the Evaluation Report), the festival did not meet key performance indicators (KPIs) for ticket sales. This outcome was impacted by underperformance of key productions in the Dunstan Playhouse, which play a significant role in achieving box office targets. Additionally, the festival's success is influenced by the availability of touring productions in any given year, and balancing artistic alignment with commercial viability remains an ongoing challenge.

DreamBIG Children's Festival is unlike anything else in the country with touchpoints to 83,000 children in 2025. In a first for the festival children were surveyed about their experience, from those respondents in the family segment 86% agreed that they would like to do more arts activity at school or at home since visiting the festival and 76% said they would like to do more good in the world.

DreamBIG is highly regarded within the arts community at the local, national, and international levels. The festival's commitment to maintaining high standards across all aspects of its programming, production and marketing, combined with its ongoing dedication to delivering meaningful arts experiences to young children throughout South Australia, remains central to its mission.



CAMPAIGN EVALUATION SUMMARY

Campaign:	2025 National Pharmacies Christmas Pageant
Department:	SA Tourism Commission
Campaign Start Date	01 August 2025
Campaign Completion Date	08 November 2025
Campaign Total Spend	\$53,192(exc. GST)
Campaign Approval Date	27 October 2025
Evaluation Approval Date	16 March 2026

Evaluation Summary:

The focus of the campaign was to drive event attendance, increase awareness tactical information, drive traffic to site for more information and encourage audiences who can't attend in person to tune into the broadcast. This was pushed through both paid and organic media types.

The 2025 National Pharmacies Christmas Pageant campaign objectives were successfully achieved with a crowd attendance of 335,000 and broadcast audience of 181,000 viewers, 4.6% increase YOY. The National Christmas Day replay also reached a cumulative total of 540,000 people, 8% increase YOY.

Total website sessions were also strong reaching 194,000.

PR saw an increased reach of a significant 55.6 million people, meeting the strategic focus of delivering consistent key media moments from early April to the National Pharmacies Christmas Pageant date. Key announcements consisted of National Pharmacies Royal Family reveal, special guest announcements – Emma Memma, the Mini Float winner reveal, one month to go event launch featuring 2x new float reveals, 12 days of Christmas float reveal, and Flinders Port Holding float reveal. All announcements aligned was the media campaign rolled out in October.



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 campaign was structured around clearly defined pillars aligned to forecasted ticket sales milestones, which informed tactical activity and media bursts throughout the lifecycle.

The first pillar was the On Sale phase, including teaser activity. This focused on building anticipation through high-quality video and striking imagery that showcased the production's scale, talent and proven success in other cities. Establishing credibility early helped position the show as a premium cultural experience.

A key Influencer Event at Down the Rabbit Hole Wines formed the second pillar. Hosting influencers in a recognisable venue aligned to the Alice in Wonderland theme created authentic endorsement and third-party credibility. This was followed by several days of content creation with cast members, including cross-promotional activity across Westfield, Burnside, Hotel Indigo, Central Market and other locations, generating a strong bank of social and campaign assets.

The Black Friday Discount Strategy was another milestone. By aligning with a recognised national sales moment, the campaign avoided reactive or random discounting that can train audiences to wait for price drops and weaken brand positioning. Black Friday capitalised on an existing purchase mindset and drove a significant uplift in ticket sales.

The Christmas Campaign focused on banking revenue prior to the early January season, a crucial consideration given the busy holiday period. Messaging centered on tickets as meaningful gifts, encouraging advance purchase and reducing pressure closer to opening.

The Boxing Day Discount Strategy similarly aligned with an expected sales period, reinforcing structured pricing while maximising pre-season revenue.

During the School Holidays Pre-Season Hype phase, the challenge was maintaining visibility during a transient period when audiences were travelling. Outdoor placements such as billboards and airport signage captured attention while audiences were out and about, supported by digital and social activity for those spending time online. Countdown-style communications reinforced urgency as opening approached.

The In-Season Campaign highlighted key moments, particularly Opening Night celebrations, including red carpet activity, functions, ticket giveaways and curated guest attendance to generate momentum and social amplification.

Beyond these pillars, several supporting components strengthened the campaign. An Always-On Strategy spanned owned channels (CRM, social, screens, signage), paid channels (BVOD, YouTube, programmatic digital and flyer distribution) and earned media through PR and national tour connections.

The Ticketek Strategy combined Adelaide and Sydney seasons to unlock cross-market opportunity, leveraging Ticketek's owned channels and partner networks with tailored content.

The Promoter Strategy involved close collaboration with producers, including talent appearances in Adelaide for key moments.

A Cross-Promotional Strategy extended reach through events, retail partnerships, content shoots and ticket giveaways across media and stakeholder networks, often used as contra to expand exposure.

The Discount Strategy remained disciplined, focusing on key retail moments while offering below-the-line incentives to partners and databases where strategically appropriate.

The Influencer Strategy prioritised long-term relationship management and consistent touchpoints, building trust and authentic advocacy.

Finally, strategic Media Placement underpinned success. Premium outdoor, transit, retail panels and airport sites supported awareness, while digital, social and radio drove conversion. Media aligned closely with campaign milestones to maximise reach, frequency and impact.