

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - OCTOBER 2022**

CAMPAIGNS \$50,000 to \$199,999

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Japanese encephalitis virus (JEV) Vaccination Program 2022	Department for Health and Wellbeing	31/10/2022	31/12/2022	31/10/2022	\$95,000	A campaign to raise awareness of the Japanese encephalitis virus and the vaccination program available to eligible South Australian's
THINK! Road Safety - Adelaide United Football Club 2022-23	Department of Infrastructure and Transport	30/10/2022	30/06/2023	11/10/2022	\$112,000	A partnership with the Adelaide United Football Club to raise awareness of key road safety issues and encourage fans to think about their behaviour on the roads
THINK! Road Safety - Adelaide 36ers 2022-23	Department of Infrastructure and Transport	13/10/2022	30/06/2023	11/10/2022	\$75,000	A partnership with the Adelaide 36ers to raise awareness of key road safety issues and encourage fans to think about their behaviour on the roads
Melanoma Awareness	Department for Health and Wellbeing	2/10/2022	17/12/2022	19/09/2022	\$150,000	A campaign to increase awareness of Slip, Slop, Slap and early detection of skin cancer

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
2022-23 Be Bushfire Ready	Country Fire Service	31/10/2022	1/04/2023	\$770,000	A campaign to raise awareness of bushfire risks and increase the level of preparedness
Senior Drivers FY22/23	South Australia Police	2/10/2022	3/06/2023	\$450,000	A campaign to raise awareness of the issues and dangers facing senior drivers
Speeding FY22/23	South Australia Police	1/10/2022	31/05/2023	\$600,000	A campaign to raise awareness of the dangers of driving over the speed limit

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
China Student Ambassador Campaign 2019	Study Adelaide	1/08/2019	31/12/2020	20/10/2022	\$81,250	\$78,250
Stop the spread	Department for Health and Wellbeing	23/03/2020	25/07/2020	20/10/2022	\$315,000	\$1,281,211
Lot Fourteen Brand Development and Execution	Renewal SA	1/04/2020	31/12/2020	20/10/2022	\$485,000	\$437,075
Stop the spread FY 20-21	Department for Health and Wellbeing	21/08/2020	20/09/2020	20/10/2022	\$487,000	\$423,944
Clarice Beckett: The present moment	Art Gallery Of South Australia	15/02/2021	16/05/2021	20/10/2022	\$115,000	\$115,500
2021-22 smoking cessation campaign	Drug and Alcohol Services SA	25/07/2021	30/06/2022	20/10/2022	\$1,589,483	\$1,435,817
Break the Cycle (third burst)	Department of Human Services	21/11/2021	28/02/2022	20/10/2022	\$185,000	\$209,529
Global Destination Campaign	Study Adelaide	24/10/2021	30/06/2022	20/10/2022	\$790,000	\$1,188,805
Get Healthy	Department for Health and Wellbeing	7/03/2022	30/06/2022	20/10/2022	\$175,000	\$174,953

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: China Student Ambassador Campaign 2019

Department: Study Adelaide

Campaign Start Date: 01 August 2019

Campaign Completion Date: 31 December 2020

Campaign Total Spend: \$78,250 (ex GST)

Campaign Approval Date: 19 November 2019

Evaluation Approval Date:

Evaluation Summary:

The campaign was successful, achieving 5 out of 6 KPIs set under the campaign objectives. A record number of 13,004 applications were received during the campaign, including 750 video submissions, and a further 986 leads from students interested in studying in Adelaide.

The campaign videos were viewed more than 1.6 million times, and the campaign reached an exposure of more than 10 million across Chinese social media channels.

Approximately 200 people attended the campaign launch in Jinan on 23 October 2019 with the Premier of South Australia. Attendees included representatives from Shandong schools and universities, students, education agents and media.

For the first time, on-campus promotion was used as a promotional tool and was successful, generating 76% of all applications. It was also an effective way to raise awareness directly with students in new provinces and regions in Shandong.

While the 8 student ambassador winners were unable to visit Adelaide in February 2022, StudyAdelaide acknowledged their achievement in an online awards ceremony held on 14 January 2022. Video messages thanking the students and institutions were recorded by the StudyAdelaide team which were then replayed at face-to-face events held by participating institutions in China.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Stop the spread

Department: Department for Health and Wellbeing

Campaign Start Date: 23 March 2020

Campaign Completion Date: 25 July 2020

Campaign Total Spend: \$1,281,211 (ex GST)

Campaign Approval Date: 06 March 2020

Evaluation Approval Date: 20 October 2022

Evaluation Summary:

SA Health ran five phases of the 'Stop the Spread' campaign between 22 March 2020 and 20 September 2020 with the aim of motivating the community to continue to follow health advice and take precautionary measures to stop the spread of COVID-19 in South Australia, including getting tested.

This evaluation includes phases 1 to 4 of the campaign. These phases achieved the objectives.

The campaign had a positive effect on the perceived importance of most precautionary measures which increased or stayed the same across all categories from May 2020 to July 2020. Attitudes towards testing, staying home when unwell, covering coughs/sneezes and social distancing increased. Attitudes towards washing hands remained the same. There was also an increase in people accessing information about COVID-19 from SA Government websites.

Having different phases of allowed the campaign key messages and creative to evolve along with our understanding of COVID-19 and how it spreads.

During this period South Australia maintained low numbers of new and active cases. Small outbreaks were sporadic and contained early. This demonstrated the South Australian community took effective actions to stop the spread.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Lot Fourteen Brand Development and Execution

Department: Renewal SA

Campaign Start Date: 01 April 2020

Campaign Completion Date: 31 December 2020

Campaign Total Spend: \$437,075 (ex GST)

Campaign Approval Date: 20 March 2020

Evaluation Approval Date: 20 October 2022

Evaluation Summary:

Oversight of Lot Fourteen was transferred from Renewal SA to the Department of the Premier and Cabinet in 2019 and as a result, a need to develop a brand and public profile for Lot Fourteen to deliver on the state government's vision and objectives to develop Lot Fourteen as a world-class innovation district. The primary purpose of this activity was to establish a recognised brand that will allow the Lot Fourteen innovation district to own a clear and differentiated position in the minds of South Australians, Australians and globally. The Lot Fourteen Brand Development and Execution plan detailed an approach to develop and rollout the Lot Fourteen brand. This activity achieved all the stated objectives and is considered successful. A strong platform has been established for brand growth to support industry and business engagement and global investment outcomes.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Stop the spread FY 20-21

Department: Department for Health and Wellbeing

Campaign Start Date: 21 August 2020

Campaign Completion Date: 20 September 2020

Campaign Total Spend: \$423,944 (ex GST)

Campaign Approval Date: 12 August 2020

Evaluation Approval Date: 20 October 2022

Evaluation Summary:

The public awareness campaign was required to provide people with information to help them stop the spread of infection and encourage good infection control practice within the community to slow and stop the transmission of COVID-19. Maintaining high rates of testing was essential to identifying any potential cases in the community early to slow the spread of COVID-19.

The campaign had mixed results with the perceived importance of most precautionary measures varying from May 2020 compared to October 2020, with attitudes towards testing improving, attitudes towards social distancing and covering coughs/sneezes remaining the same, and attitude towards staying home when unwell and washing hands reducing.

There were 105,620 COVID-19 tests in South Australia between 1 December and 31 December 2020, compared to 82,023 COVID-19 tests between 1 October and 31 October 2020 (an increase of 28.8%).

The campaign key messages and creative evolved along with our understanding of COVID-19 and how it spreads. South Australia managed to maintain low numbers of new and active cases. Small outbreaks were sporadic and contained early.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Clarice Beckett: The present moment
Department:	Art Gallery Of South Australia

Campaign Start Date:	15 February 2021
Campaign Completion Date:	16 May 2021
Campaign Total Spend:	\$115,000 (ex GST)

Campaign Approval Date:	18 November 2020
Evaluation Approval Date:	

Evaluation Summary:

The marketing strategy focused on planning and implementing an integrated and high profile campaign across multiple channels to reach target audiences.

Key activity included advertising across mainstream channels. National advertising included SBS On Demand, arts publication Artist Profile and digital support from the South Australian Tourism Commission for state and interstate advertising.

Local digital and print activity such as News Corp, City Mag, InDaily and SA Weekend was timed during the exhibition period to drive maximum attendance and engagement. Digital advertising on news and arts websites and social media activity stimulated dialogue about Clarice Beckett's art.

Outdoor advertising with JC Decaux included billboards and Telstra smart frames across the Adelaide CBD and surrounding suburbs. Flexible digital street panels allowed the creative to align with the chronology of the exhibition, from sunrise through to sunset and nightfall. Location targeting also aligned Beckett's works with similar locations, including coastal scenes along Adelaide's beach suburbs.

The social media strategy focused on sharing rich visual content across AGSA's channels to build awareness and engagement. Social media advertising achieved more than 20,000 click-throughs to the AGSA website to purchase tickets.

Video content included an exhibition walkthrough, a walking tour and interviews with Rosalind Hollinrake and Tracey Lock and a 3D virtual Matterport. The Clarice Beckett tvc aired on SBS On Demand and Network 7. The campaign was supported by street distribution of posters and flyers, Gallery signage and a

Clarice Beckett What's On brochure highlighting key public programs and events.

The South Australian Tourism Commission provided contra support through media spend across social, display and search to complement the AGSA campaign. Activity targeted state and interstate visitors reaching over 550,000 people on social media advertising and almost 400,000 people using programmatic display.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2021-22 smoking cessation campaign

Department: Drug and Alcohol Services SA

Campaign Start Date: 25 July 2021

Campaign Completion Date: 30 June 2022

Campaign Total Spend: \$1,435,817 (ex GST)

Campaign Approval Date: 03 June 2021

Evaluation Approval Date: 20 October 2022

Evaluation Summary:

All five communications objectives were achieved, demonstrating that the creative selected and the communications channels used were suitable. Surveyed smokers had good recall of the creative and felt the advertisements were relevant to them, made them feel motivated to quit smoking and provided a strong argument for quitting. The 'always on' digital strategy resulted in website visits being more than double the target.

All 'Quit your way in May' targets were met, including gaining 323 more registrations than the target and 155 more registrations than the 2021 event.

There was a strong response to the campaign's primary key message to "Visit besmokefree.com.au to quit smoking your own way" with more than 60,000 visits to the website over the course of the campaign. Native content advertising drove most of the website visits from digital media, but several channels were also strong drivers to the website. Xaxis display advertising was responsible for most of the website traffic during bursts 1 and 3, and, notably, Seven BVOD, which is not optimised for website traffic, drove most of the website traffic during Burst 2. Google search was responsible for the second highest number of website clicks for Burst 6.

There was also a strong response to the secondary key message to "Call Quitline on 13 7848 for free, confidential professional counselling or information", particularly during June 2022 when the campaign aired an advertisement promoting the Quitline service. During the campaign period, there were 2,393 calls to the Quitline and in June 2022, there was a 64% increase in calls compared with June 2021.

The campaign contributed to the continuing decrease in smoking prevalence over time (10.6% in 2020 compared to 9.8% in 2021). The multi-screen strategy to achieve a buy of 75% +1 reach appears to have been successful.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Break the Cycle (third burst)

Department: Department of Human Services

Campaign Start Date: 21 November 2021

Campaign Completion Date: 28 February 2022

Campaign Total Spend: \$209,529 (ex GST)

Campaign Approval Date: 28 June 2021

Evaluation Approval Date:

Evaluation Summary:

In 2020, the Department of Human Services launched a new communications campaign called 'Break the Cycle', aimed at breaking the cycle of domestic violence. This campaign aimed to challenge abusive behaviours and increase awareness of services available both to perpetrators and victim-survivors.

The Break the Cycle campaign was launched in 2020 aiming at breaking the cycle of domestic violence. In December 2021 the campaign specifically targeted South Australian regions, following ongoing issues related to domestic and family violence in non-metropolitan areas. Channels included advertising on the back of prescriptions provided to pharmacies across major regions, digital and catch-up TV, YouTube and direct to GP activity.

All objectives were overachieved:

1. Unique visitors to the website were 11,369 over the two months the campaign was executed; averaging 5,684 per month. This far exceeds the original goal of more than a 20% increase on 148.
2. Social media engagement was:
 - 1,173,148 Facebook and Instagram impressions with 4,451 clicks to website
 - 406,900 Snapchat impressions with 2,862 clicks to website
 - Facebook, Instagram and Snapchat generated more than half (53%) of all click throughs to the website
 - 283,590 YouTube impressions

Overall each media selected over achieved targets, resulting in all objectives being met. Our activity achieved a 45% VTR, 28% above benchmark. This means that 45% of users who were served a video went on to watch the video to completion.

It is recommended that a portion of campaign budget is allocated to constant social media moderation in any future campaign activity, ensuring engagement with people expressing both positive and negative sentiment about the campaign, and the broader issue of domestic and family violence. Alternatively, if constant social media moderation is not possible, comments should be turned off.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Global Destination Campaign
Department:	Study Adelaide

Campaign Start Date:	24 October 2021
Campaign Completion Date:	30 June 2022
Campaign Total Spend:	\$1,188,805 (ex GST)

Campaign Approval Date:	17 June 2021
Evaluation Approval Date:	20 October 2022

Evaluation Summary:

The campaign supported StudyAdelaide's objective of growing awareness and consideration of Adelaide in key target markets and positioning the sector strongly for the recovery. The latest available data (May 22) shows South Australia growing new student commencements by 15% compared with 2021. This is well above the national average of 8%.

The campaign achieved a strong digital presence with more than 260 million impressions and 1.2 million link clicks through to the campaign landing page across all paid digital advertising.

Cooperative marketing initiatives with education agents were successful in accessing students and parents directly, through additional channels such as in market events, office activations, webinars and the agents own digital channels, providing further campaign reach. It also served as an effective approach to building stronger relationships with quality agents.

Engagement with the campaign creative varied across markets. Across all channels the highest engagement level was from India and Sri Lanka, reflecting the expected trend in high levels of clicks/views from this market.

Hong Kong and Singapore had much higher cost per click, but also a stronger performance on the landing page, which suggests a more qualified audience.

The campaign performance in China almost tripled the industry benchmark during phase two of the campaign. This was driven in part by the lockdowns occurring in country and was seen specifically in tier 1 and 2 cities.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Get Healthy

Department: Department for Health and Wellbeing

Campaign Start Date: 07 March 2022

Campaign Completion Date: 30 June 2022

Campaign Total Spend: \$174,953 (ex GST)

Campaign Approval Date: 12 February 2022

Evaluation Approval Date:

Evaluation Summary:

The Get Healthy 2021-2022 campaign was successful in its aim to promote the service to key target audiences across South Australia, exceeding KPIs for both objectives.

The paid component of campaign built upon the learnings of the 2020-2021 campaign and tested some new opportunities. An increase in campaign media spend, optimised targeting focusing on females (which had a lower Cost Per Click in 2020-2021 in comparison to males) and utilising the highest performing creative from 2020-2021, saw digital performance improve from the 2020-2021 campaign particularly across unique users of the website and Click Through Rates.

In reviewing the media strategy as a whole, the media metrics highlight that we were efficient in engaging the target audiences across social, search, and programmatic channels. Google Ads was the most successful channel utilised across almost all metrics and contributed significantly to the overachievement of the campaign objectives.

Overall, this campaign met all business and campaign objectives and there is a strong correlation between website users, conversion to referral and the paid campaign activity.