

GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - SEPTEMBER 2023

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

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Riverland Travellers Campaign	Department of Primary Industries and Regions	22/09/2023	31/01/2024	\$199,000	A campaign to heighten awareness of the actions travellers must take to help prevent the spread of fruit fly in South Australia's Riverland region
Australian Council for Educational Leaders (ACEL) 2024 National Conference Sponsorship	Department for Education	29/09/2023	31/10/2023	\$75,000	A partnership with the Australian Council for Educational Leaders (ACEL) in support of the 2024 ACEL national conference to be held in Adelaide

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
T2D Project Awareness Campaign	Department for Infrastructure and Transport	24/09/2023	12/11/2023	\$426,035	A campaign to increase awareness of the T2D Project and the specific details of the project and its benefits
Future Energy Sponsorship	Department for Energy and Mining	11/09/2023	24/09/2023	Commercial in Confidence	A partnership with NewsCorp to promote South Australia as a key jurisdiction to do energy and mining business within Australia
Police Officer Recruitment Campaign	South Australia Police	23/09/2023	30/06/2024	\$1,135,000	A campaign to encourage members of the community to apply for positions within South Australia Police, as an employer of choice
Tarnanthi 2023	Art Gallery Of South Australia	8/09/2023	21/01/2024	\$235,165	A campaign to increase awareness and attendance at the annual Tarnanthi festival

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Speed Campaign FY21/22	South Australia Police	1/03/2022	31/05/2022	1/09/2023	\$650,000	\$685,556
Adelaide Film Festival 2022	Adelaide Film Festival	1/07/2022	30/10/2022	1/09/2023	\$175,000	\$175,071
Adelaide Film Festival 2020	Adelaide Film Festival	9/09/2020	26/12/2020	1/09/2023	\$118,956	\$120,956
Tasting Australia 2023	Events South Australia	8/12/2022	7/05/2023	1/09/2023	\$623,000	\$600,958
Coercive Control Awareness and Education	Department of Human Services	26/03/2023	6/05/2023	1/09/2023	\$62,139	\$66,164
AFL Gather Round	Department of the Premier and Cabinet	13/03/2023	31/07/2023	1/09/2023	\$780,000	\$774,685



Government of
South Australia

CAMPAIGN EVALUATION REPORT



Government
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Campaign: Speed Campaign FY 21/22

Department: South Australia Police

Campaign Start Date: 01 March 2022

Campaign Completion Date: 31 May 2022

Campaign Total Spend: \$685,556 (ex GST)

Campaign Approval Date: 13 October 2021

Evaluation Approval Date: 01 September 2023

Evaluation Summary:

Speed is a critical factor in every serious crash, and was identified as a contributing factor in 38% of fatal crashes in 2020, an increase from 31% in 2019 and the five year average (2015-2019) of 29%. Contextually, 2020 saw an increase in risk taking behaviours such as high level drink driving and speeding during Covid related periods of restricted movement.

There is a need to continue to promote speed compliance and educate the community on the benefits of lower speeds in reducing road trauma. In October 2020, SAPOL launched the "Invisible Driver" campaign with the objective of communicating to speeders that while they may see themselves as capable of handling the higher speed, they become unpredictable to other drivers which can result in a casualty crash.

The campaign was also notable as the subset of speeding drivers targeted changed from lower level speeders (5km/h over) to those exceeding the speed limit by 10km/h to 20km/h, a much more difficult cohort to shift.

Objectives regarding awareness levels and maintenance of desired behaviours have been achieved. Although reducing non-compliance (rejection) of adhering to speed limits slightly underachieved, at -1% it is not statistically significant. Appropriate message takeout remains solid at 68%.

The campaign was well supported by the media with a bonus support of 24% of the media budget provided at no additional charge.

CAMPAIGN EVALUATION REPORT



Government
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Campaign: Adelaide Film Festival 2022

Department: Adelaide Film Festival

Campaign Start Date: 01 July 2022

Campaign Completion Date: 30 October 2022

Campaign Total Spend: \$175,071 (ex GST)

Campaign Approval Date: 25 October 2022

Evaluation Approval Date: 1 September 2023

Evaluation Summary:

The Adelaide Film Festival (AFF) is an eleven-day celebration and exploration of Australian and international screen culture with a unique program of screenings, forums and special events. As in previous years, the marketing team employed a variety of marketing tactics, including digital media, physical signage, advertising, print and publicity to reach our target audiences. We wanted our marketing campaign to reach audiences in the relevant environment, generate awareness, create appeal and drive traffic in a timely manner.

Overall, the marketing campaign for AFF 2022 was a success, as it contributed to a 47% growth in first-time festival attendees. We also surpassed our digital marketing goals, with an increase of more than 10% in newsletter subscribers, website users and social media followers. Additionally, these objectives were met within the timeline and budgetary restraints as first articulated by the initial campaign submission.

Despite the success of the AFF 2022 campaign, there remains room for improvement in evolving the campaign's creative concept, ticket purchasing journey and communicating the values and goals of the festival in 2023.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Adelaide Film Festival 2020

Department: Adelaide Film Festival

Campaign Start Date: 09 September 2020

Campaign Completion Date: 26 December 2020

Campaign Total Spend: \$120,956 (ex GST)

Campaign Approval Date: 07 September 2020

Evaluation Approval Date: 1 September 2023

Evaluation Summary:

Adelaide Film Festival (AFF) celebrates and explores Australian and international screen culture with a unique program of screenings, forums, special events and engagement opportunities. The aim of the AFF 2020 integrated marketing and communications campaign was to increase audience knowledge and participation.

Overall, the marketing campaign for AFF 2020 was a success, as it contributed to a box office revenue increase of 20%. While some individual goals and objectives were not met, this can be attributed to an overestimation of rationalised targets rather than an underperforming campaign. The Marketing team demonstrated that the correct application of consistent communication and building trust with new audiences was the right formula for the challenges of 2020. Media impact also significantly grew with 2,401 media reports generating \$15.4M (up from \$4.4M) ASR value, reaching 26 million people worldwide.

One of the key learnings from the AFF 2020 campaign, was that timing is crucial in developing the right creative and deploying it to the market. With the stop-start nature of 2020 in the event space due to the COVID pandemic, it proved challenging to get a campaign together that produced confidence.

CAMPAIGN EVALUATION REPORT



Government
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Campaign:	Tasting Australia 2023
Department:	Events South Australia
Campaign Start Date:	08 December 2022
Campaign Completion Date:	07 May 2023
Campaign Total Spend:	\$600,958 (ex GST)
Campaign Approval Date:	20 October 2022
Evaluation Approval Date:	01 September 2023

Evaluation Summary:

The campaign achieved key objectives of the communications strategy, including an increase in total visitors, Town Square attendance, website visitation and interstate awareness. Interstate website visits saw an increase of 75% YOY.

This was achieved through a combination of reach and awareness media, such as TV and outdoor followed by targeted and tactical performance media (SEM, Programmatic, Meta) with interstate food and wine travellers, local foodies and festival goers were utilised to achieve our objectives. Focus markets were VIC, NSW and SA. The creative look and feel remained consistent from last year, applying a distinctive and autumnal colour palette, with aspirational and curious language to all communication touchpoints.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Coercive Control Awareness and Education Campaign
Department:	Department of Human Services
Campaign Start Date:	26 March 2023
Campaign Completion Date:	07 May 2023
Campaign Total Spend:	\$66,164 (ex GST)
Campaign Approval Date:	03 February 2023
Evaluation Approval Date:	1 September 2023

Evaluation Summary:

The See The Signs campaign achieved the 2 objectives that were measured - We received 9,210 visits to the website during the campaign period (26 Mar – 06 May) which was a 168% increase from the Break The Cycle campaign and with social media we achieved a total of 1,890,773 impressions and 9,600 clicks.

Media coverage for the campaign was positive with 12 x online, 9 x radio, 4 x TV and 2 x print spots received equating to a potential audience reach of over 1.4 million.

CAMPAIGN EVALUATION REPORT



Government
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Campaign: AFL Gather Round - JAMTV Partnership

Department: Department of the Premier and Cabinet

Campaign Start Date: 13 March 2023

Campaign Completion Date: 31 July 2023

Campaign Total Spend: \$774,685 (ex GST)

Campaign Approval Date: 14 February 2023

Evaluation Approval Date: 01 September 2023

Evaluation Summary:

There were 9 AFL matches held in South Australia during round five, attracting 268,108 spectators, with 135,586 individuals attending a match, and 32% out of state visitors.

Gather Round motivated 41,262 interstate individuals to travel to South Australia. Around 37,621 of these people stayed overnight as a result.

Interstate visitors spent between 4.0 and 4.6 nights in South Australia during their visit, while the small cohort of overseas visitors spent around 6.5 nights.

Overnight visitors to South Australia created 151,487 visitor nights in the state. Whilst Gather Round was largely centred on greater Adelaide (126,330 nights), evidence of the dispersal effect of generating tourists exists given 25,157 nights were created in other parts of the state.

Gather Round provided a boost of \$44.6 million in direct (new) spending to the South Australian economy. Around 84.5% was spent in Adelaide with the remainder on other parts of the state.

According to the AFL, there were a total of 1,193,221 impressions, 601,712 views and 39,812 engagements across our five video content pieces posted on their Instagram, Facebook, Twitter and YouTube accounts (20 organic posts in total).

The use of high-profile players from big Melbourne clubs in the content series proved most appealing, with Patrick Cripps' shark cage diving video and Brodie Grundy's Adelaide Oval roof climb video generating the most views across the player and AFL Instagram accounts. There was a total of 204,000 page views on the AFL's Gather Round videos web page.

As at August 2023, the Gather Round Documentary on the AFL website has had 2802 views, while it has been streamed for 5261 minutes and reached 643 people on 7Plus. The AFL advised the average audience for the documentary on Kayo is 9,020 and reach is 25,890.