

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - MAY 2024**

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

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Which Bin?	Green Industries SA	22/05/2024	30/08/2024	30/05/2024	\$188,840	A campaign to educate the public on how to recycle using their yellow and green bins and educate on why it is important

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Santos Tour Down Under 2025	South Australian Tourism Commission	24/06/2024	26/01/2025	30/05/2024	\$1,450,000	A campaign to promote South Australia's most significant sporting event, delivering a world class cycling race for men and women to a national and international audience
Good dogs have bad days (education)	Department for Environment and Water	1/07/2024	30/09/2024	30/05/2024	\$372,727	A campaign to educate how to prevent a dog from biting and causing serious harm to the public
Demand Management 2024	Department for Health and Wellbeing	16/06/2024	31/01/2025	15/05/2024	\$960,000	A campaign to maintain awareness in the community that emergency departments are for emergencies and inform the community of alternative health care options and when to use them
Defending Australia	Defence SA	21/05/2024	30/05/2024	21/05/2024	Commercial in Confidence	A campaign to educate and inform South Australians on the Defence projects occurring in the state and the job opportunities created for decades to come whilst highlighting the states strengths across all domains
Chihuly Exhibition 2024-2025	South Australian Tourism Commission	1/07/2024	29/04/2025	6/05/2024	\$720,000	A campaign promoting Dale Chihuly's glass work exhibition in the Adelaide Botanic Gardens
2024/25 Student Recruitment Campaign	TAFE SA	5/08/2024	30/06/2025	15/05/2024	\$780,000	A campaign to drive awareness and applications for TAFE SA across metropolitan and regional campuses
2024 VAILO Adelaide 500	SA Motor Sport Board	29/05/2024	18/11/2024	30/05/2024	\$1,915,000	A campaign to promote the VAILO Adelaide 500, to be held from 14-17 November 2024

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Autism Inclusion	Department of the Premier and Cabinet	29/10/2023	31/12/2023	3/05/2024	\$221,000	\$213,277
Bush Summit Partnership	Department for Infrastructure and Transport	11/08/2023	11/09/2023	3/05/2024	Commercial in Confidence	Commercial in Confidence
SA Health Recruitment Campaign 2023	Department for Health and Wellbeing	8/03/2023	27/08/2023	3/05/2024	\$1,700,000	\$1,596,399
DreamBIG Children's Festival	Adelaide Festival Centre Trust	20/09/2022	27/05/2023	3/05/2024	\$150,000	\$153,418
TAFE SA Google Ads Campaign 2022/23	TAFE SA	1/07/2022	30/06/2023	3/05/2024	\$160,000	\$160,000
HomeStart Closer Campaign FY21	HomeStart Finance	1/04/2020	31/12/2021	10/05/2024	\$1,587,726	\$3,662,000
Santos Tour Down Under 2024	South Australian Tourism Commission	23/06/2023	21/01/2024	10/05/2024	\$1,450,000	\$1,432,629



CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Autism Inclusion
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Department:	Department of the Premier and Cabinet
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Campaign Start Date:	30 October 2023
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Campaign Completion Date:	25 November 2023
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Campaign Total Spend:	\$213,277 (ex GST)
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Campaign Approval Date:	18 August 2023
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Evaluation Approval Date:	03 May 2024
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Evaluation Summary:

The 'Autism Works' campaign significantly enhanced awareness, understanding, and promoted inclusivity for Autistic individuals in workplaces across metro Adelaide and regional South Australia. By showcasing the unique strengths and benefits that Autistic people contribute to the workplace through compelling real-life video testimonials, the campaign saw video completion rates on YouTube exceed average views, demonstrating its engaging content and effective message delivery. Additionally, its digital and social media activities performed exceptionally well, achieving above industry benchmarks and surpassing target impressions. This widespread engagement and positive reception of the campaign led to a substantial amount of in-kind advertising, further amplifying its reach and impact. Through these efforts, 'Autism Works' not only raised awareness but also fostered a more inclusive environment for Autistic individuals in the workforce, highlighting their valuable skills and potential.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Bush Summit Partnership
Department:	Department for Infrastructure and Transport
Campaign Start Date:	12 August 2023
Campaign Completion Date:	11 September 2023
Campaign Total Spend:	Commercial in Confidence
Campaign Approval Date:	10 August 2023
Evaluation Approval Date:	03 May 2024

Evaluation Summary:

The Department for Infrastructure and Transport (DIT), together with the Department of Primary Industries and Regions (PIRSA), embarked on a partnership with NewsCorp to support the first Bush Summit event to be held in South Australia. The event, which was held in Port Lincoln on Tuesday, 15 August 2023, celebrated and showcased regional South Australia, addressed the challenges facing rural communities and identified solutions. As joint major partners, DIT and PIRSA received a combination of editorial, advertising and event opportunities.

Print advertising reached more than 1.8 million Australians during the partnerships period. On average, Australians were exposed to the DIT/PIRSA press ads 1.53 times. Editorial articles were also published in The Advertiser and on Adelaide Now, with some stories shared across state and national publications including The Courier, InDaily, @AuManufacturing, Stock Journal, and ABC Country Hour. Content on Adelaide Now generated more than 145k total page views, with over 103k views from NewsCorp subscribers.

The digital campaign delivered over 662k views and achieved 1,259 clicks. Views on mobile devices delivered a click-through-rate above the industry benchmark of 0.23%, while views on desktop devices delivered a click-through-rate below the benchmark of 0.11%.

During the campaign period, the Regions page was the fourth most visited page on the We Are SA website with 1,027 page views by 815 unique users and 3,446 events.

As analytical data was not available for individual DIT/PIRSA print ads and editorial it is difficult to measure whether this activity effectively raised awareness of the State Governments investment in South Australian regions. If agencies took part in a similar partnership in the future it is recommended that market research is undertaken to obtain insights that can be used to benchmark objectives or alternate mediums are pursued that can be measured.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	SA Health Recruitment Campaign 2023
Department:	Department for Health and Wellbeing
Campaign Start Date:	09 March 2023
Campaign Completion Date:	27 August 2023
Campaign Total Spend:	\$1,596,399 (ex GST)
Campaign Approval Date:	03 February 2023
Evaluation Approval Date:	03 May 2024

Evaluation Summary:

The SA Health Recruitment Campaign 2023 was very effective and overachieved significantly on all targets, encouraging health care staff living interstate and overseas to apply for a role with SA Health.

A range of strategies were used to reach health professionals interstate and overseas, including digital advertisements across social media, YouTube, Google search and dedicated health care websites, with all elements directing the target audience to the campaign landing page. The campaign generated 123,091,035 impressions, 527,607 clicks to the SA Health website and 746,655 clicks overall.

The campaign landing page achieved 358,706 page views, which is a 49.5% increase on the target of 240,000 views. The landing page provided a hub of information about working for SA Health and included a prominent 'apply now' button, with people spending an average of 29 seconds on the page before clicking through to other site areas. In comparison, people spent over 3 minutes on the 'How to apply' page to find out about the application process. The page received 64,864 views and over 76% of the page views were revisits to the page, highlighting that people were returning throughout the process of their applications. Paid social media performed very well, generating 43,857,241 Facebook impressions and 11,597,671 LinkedIn impressions, which overachieved on both targets. Facebook achieved almost four times the target impressions at 387.3% over the target, and LinkedIn achieved almost double at 93.3% over the target.

The campaign resulted in 1,425 completed applications during the campaign period, which was a 42.5% increase on the target of 1,000 completed applications.

Overall, the campaign was effective at reaching the target audience to create interest in working for SA Health, raising awareness of roles available with SA Health, and encouraging applications.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	DreamBIG Children's Festival
Department:	Adelaide Festival Centre Trust

Campaign Start Date:	18 January 2023
Campaign Completion Date:	27 May 2023
Campaign Total Spend:	\$153,418 (ex GST)

Campaign Approval Date:	08 October 2022
Evaluation Approval Date:	03 May 2024

Evaluation Summary:

2023 saw the biggest box office achievement for DreamBIG Children's Festival to date with a total of \$219,782.11 achieved across the whole program (schools and general public), however due to a COVID cancellation of Possum Magic the total Box Office was reduced to \$204,509.11.

DreamBIG 2023 saw over 100,000 students and families attend over the 10 day period. A total of 4,000 children from 44 schools participated in the opening event.

30 regional schools attended the festival in Adelaide. 30,000 people attended the Big Family Weekend.

A strong digital campaign both paid and organic including strong owned channels, and strategic partnerships, paired with calculated offline activity and positive word of mouth contributed to DreamBIG's success in 2023. Campaign results indicate greater focus on creative and digital marketing could support further reach to new audiences for DreamBIG 2025.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	TAFE SA Google Ads Campaign 2022/23
Department:	TAFE SA

Campaign Start Date:	02 July 2022
Campaign Completion Date:	30 June 2023
Campaign Total Spend:	\$160,000 (ex GST)

Campaign Approval Date:	01 April 2022
Evaluation Approval Date:	03 May 2024

Evaluation Summary:

TAFE SA undertakes a year-round search campaign via Google Ads, which since 2021 has accounted for 16% of Apply Now clicks on the TAFE SA website. The Google Ads campaign complements the 'Go Get It' student recruitment campaign, and is a vital channel for attracting potential students with a strong intent to apply. This activity aligns with TAFE SA's commitment to providing quality vocational education and training to South Australians to meet the State's skills and workforce requirements, as per the goals of TAFE SA's 2023-33 Strategic Plan. Specifically, the Google Ads campaign drives applications in courses in metropolitan and regional South Australia.

The campaign overachieved both objectives for 2022/23. The objective of driving website engaged sessions overachieved by +121%, with 639,000 visits to the website generated through Google Ads campaign activity. The Apply Now clicks KPI overachieved by +158%.

Throughout the campaign, the introduction of Fee Free TAFE (FFT) resulted in a major positive spike in organic searches for TAFE SA, which the campaign capitalised on through targeted key word bidding, delivering the results above

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	HomeStart Closer Campaign FY21
Department:	HomeStart Finance

Campaign Start Date:	12 October 2020
Campaign Completion Date:	20 January 2024
Campaign Total Spend:	\$3,662,000 (ex GST)

Campaign Approval Date:	14 February 2020
Evaluation Approval Date:	10 May 2024

Evaluation Summary:

HomeStart's reason for being is to 'make home ownership a reality for more people in more ways'. The 'Closer' campaign which launched October 2020, was designed to build upon the brand ethos generated through previous campaigns and therefore sustain brand awareness levels. The creative delivered as a result of the brand strategy, formed the basis for all HomeStart marketing and communications activity.

The campaign strategy was designed to position HomeStart as providing the opportunity that can help people enter home ownership sooner than otherwise possible through mainstream lenders. The strategy was developed to utilise creative executions focused on the target audiences and leverage relevant channels to market that will drive awareness and generate home loan enquiries. The multi-channel media strategy includes television (including digital), radio, outdoor (billboards, bus backs and shopping screens), programmatic, search, website and social media.

The HomeStart strategic objectives for the campaign performed well, however, it is evident that over time campaign effectiveness diminished. Despite this the business exceeded its key settlement objectives.

Based on the last four years of leanings the decision was made to rebrand and develop an entirely new marketing campaign. In February of 2024 HomeStart introduced its refreshed brand identity, renewed brand values and through the line marketing campaign to South Australia.

Central to our messaging is a new creative platform 'It's home time', with a primary focus on reestablishing our brand. This brand message is supported by tactical communications that showcase our key products, ensuring the community is aware of the unique offerings that HomeStart provide.

Please see attached full evaluation report attached in Evaluation Assets for full details.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Santos Tour Down Under 2024
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Department:	Events South Australia
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Campaign Start Date:	24 June 2023
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Campaign Completion Date:	21 January 2024
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Campaign Total Spend:	\$1,432,629 (ex GST)
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Campaign Approval Date:	26 May 2023
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Evaluation Approval Date:	10 May 2024
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Evaluation Summary:

The focus of the 2024 Santos Tour Down Under campaign was to build on the momentum of 2023's return after three years of a domestic festival. The strategy focused on making TDU unmissable for cyclists through consistent targeted communications, engaging sports fans using broadcast and impactful mediums, and painting the town Ochre to build hype for local enthusiasts. Showpony Advertising developed the creative platform for the 2024 campaign, with the strategy developed based on research and insights conducted by Kantar, past marketing communication performance and event results. The campaign creative maintained use of imagery as 'hero' and the key focal point of the campaign, supported by bold and contemporary brand assets, including colour palette, typography and lockup and wheel device.

The campaign positioning of "Unbeatable" reinforced the events long-term positioning of being Australia's greatest cycling race, as well as highlighting the combination of world-class competition, festivities, and tourism opportunities.

Core campaign objectives of attendance, in-scope visitation and website visits were achieved. While interstate awareness with cyclists declined by 1% YOY, it is positive and important to note that overall intent amongst cyclists rose by 7%.