

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - SEPTEMBER 2025**

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

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Neighbourhood Watch	South Australia Police	18/01/2026	21/03/2026	12/09/2025	\$141,000	A campaign to raise awareness of Neighbourhood Watch communities and drive visitation to the website as a trusted online source of crime prevention information
Sponsorship Agreement - 2026 ACEL National Inclusion and Disability Conference	Department for Education	1/10/2025	30/06/2026	26/09/2025	\$65,000	A sponsorship between ACEL and the Department for Education with Adelaide hosting the 2026 National Conference

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Algal Bloom Public Information Campaign	Department of the Premier and Cabinet	18/08/2025	31/12/2025	2/09/2025	\$750,000	A public information campaign to inform South Australians about the algal bloom
Tarnanthi 2025	Art Gallery of South Australia	8/09/2025	18/01/2026	5/09/2025	\$421,000	A campaign to promote the 2025 Tarnanthi Festival
Playford Alive FY2025-26	Renewal SA	11/08/2025	30/06/2026	5/09/2025	\$650,000	A campaign to drive awareness and sales of the Playford Alive housing and land allotments
The Coast is Calling - Algal Bloom 2025 Response	South Australian Tourism Commission	15/09/2025	30/11/2025	10/09/2025	\$593,000	A campaign to incentivise South Australians to book a coastal trip and/or a holiday to support our coastal based tourism businesses as well as other non-water businesses
Respectful Behaviour 2025	SA Health	12/10/2025	9/11/2025	25/09/2025	\$350,000	A campaign to raise public awareness and help reduce the incidence of challenging behaviour experienced by hospital and SAAS staff
Adelaide Festival 2026	Adelaide Festival Corporation	27/10/2025	15/03/2026	26/09/2025	\$350,000	A campaign to promote the 2026 Adelaide Festival
Police Security Officers Recruitment - FY25/26	South Australia Police	2/11/2025	27/06/2026	26/09/2025	\$780,000	A campaign to promote recruitment of Police Security Officers
Be Bushfire Ready	South Australian Country Fire Service	31/10/2025	31/03/2026	26/09/2025	\$715,000	A campaign to raise awareness about the risk of bushfires for those living and travelling through at-risk areas, and to shift their preparedness behaviour from contemplation into action

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Radical Textiles	Art Gallery of South Australia	18/11/2024	30/03/2025	5/09/2025	\$330,000	\$323,800
THINK! Road Safety Partnerships: Santos Tour Down Under 2025	Department for Infrastructure and Transport	8/01/2025	30/01/2025	5/09/2025	\$260,000	\$233,263
THINK! Road Safety Summer Sporting Season Partnerships 2024-2025	Department for Infrastructure and Transport	1/09/2024	30/04/2025	5/09/2025	\$407,000	\$396,992
Playford Alive FY23-24	Renewal SA	1/11/2023	30/06/2024	5/09/2025	\$378,000	\$455,387
Domestic PR Communications Plan 2023-2024	South Australian Tourism Commission	1/07/2023	31/12/2024	5/09/2025	\$1,085,000	\$1,050,877
Chihuly Exhibition 2024-2025	South Australian Tourism Commission	1/07/2024	29/04/2025	19/09/2025	\$720,000	\$708,746
Tasting Australia 2025	South Australian Tourism Commission	5/12/2024	12/05/2025	19/09/2025	\$540,000	\$535,845
Motorcycles FY24/25	South Australia Police	1/11/2024	28/02/2025	19/09/2025	\$624,860	\$602,190
Gather Round Channel 9 Footy Shows	Department of the Premier and Cabinet	8/04/2025	13/04/2025	19/09/2025	Commercial in Confidence	Commercial in Confidence



CAMPAIGN EVALUATION SUMMARY

Campaign:	Radical Textiles
Department:	Art Gallery of South Australia
Campaign Start Date	18 November 2024
Campaign Completion Date	30 March 2025
Campaign Total Spend	\$323,800(exc. GST)
Campaign Approval Date	19 August 2024
Evaluation Approval Date	05 September 2025

Evaluation Summary:

The strategy for the Radical Textiles marketing campaign aimed to drive ticket sales, increase awareness of the exhibition, enhance AGSA's brand and position Radical Textiles as a major summer exhibition exclusive for AGSA and Australia.

The creative strategy aimed to communicate the broad-focus of the exhibition through its visual identity, incorporating textile focussed graphics and animations with the use of a generative tool. AGSA worked with Base to develop the typography to reflect the scale of the exhibition and complement the exhibition design by curators Rebecca Evans and Leigh Robb and exhibition designers Grieve Gillett Anderson architects.

An extensive and highly visible national campaign was implemented. Targeting existing AGSA audiences and textile enthusiasts to emerging fans, the campaign was primarily targeted to Adelaide, Melbourne, and Sydney. The marketing plan utilised a range of different media to achieve high visibility, maximum reach and cut-through. The campaign focused on outdoor, digital, radio, social, video, print and signage placements.

The campaign also featured in-Gallery signage and marketing channels with a dedicated audience of over 205k+ subscribers. AGSA-generated content included exhibition videos and installation photography which were featured in the digital campaign.

AGSA audiences were engaged through a series of public programs, members and educator events, which included previews, talks and tours and core AGSA programming of First Fridays, Neo (ages 13-17), Start (ages 3-12) and the hands-on activity space The Studio (all ages).

Overall, the Radical Textiles campaign was a success with the objectives of ticket sales and visitation achieved and digital advertising reach and online engagement overachieved.



CAMPAIGN EVALUATION SUMMARY

Campaign:	THINK! Road Safety Partnerships: Santos Tour Down Under 2025
Department:	Department for Infrastructure and Transport (DIT)
Campaign Start Date	08 January 2025
Campaign Completion Date	30 January 2025
Campaign Total Spend	\$233,263(exc. GST)
Campaign Approval Date	15 October 2024
Evaluation Approval Date	05 September 2025

Evaluation Summary:

The Department worked closely and collaboratively with the SATC to deliver cycling specific road safety messaging during the 2025 TDU event.

The partnership with SATC offered the Department a unique opportunity to engage directly with vulnerable road users, specifically cyclists, to support safer road user behaviours. The event also offered valuable exposure for the THINK! Road Safety messaging.

All contractual deliverables under the agreement were achieved by SATC, with some overachieved. Campaign messaging and THINK! Road Safety branding was displayed prominently across the event and associated broadcasts to remind audiences and cycling fans that 'road safety is everyone's responsibility' and to 'share the road'. As a result, campaign objectives regarding behavioural change and campaign recall were met. Digital media delivered solid results across social media and eDMs, meaning campaign objectives were met. The community engagement opportunities offered throughout the event were valuable to the Department and proved successful with meaningful interactions with event attendees across the duration of the event.

Overall the campaign and partnership with SATC can be deemed a success with activity contributing to government road safety priorities.



CAMPAIGN EVALUATION SUMMARY

Campaign:	THINK! Road Safety Summer Sporting Season Partnerships 2024-2025
Department:	Department for Infrastructure and Transport (DIT)
Campaign Start Date	01 September 2024
Campaign Completion Date	30 April 2025
Campaign Total Spend	\$396,992(exc. GST)
Campaign Approval Date	15 October 2024
Evaluation Approval Date	05 September 2025

Evaluation Summary:

The Department worked collaboratively with AUFC, Adelaide 36ers, Adelaide and SACA Lightning to deliver a cohesive summer sporting season campaign during each league's 2024-2025 season. The partnerships with these clubs offered the Department an opportunity to raise awareness of key road safety issues across multiple road user groups and to encourage fans to think about their behaviours on the roads. All contractual deliverables under each partnership agreement were achieved during the 2024-2025 financial year. The paid media campaign overachieved showing the mediums chosen and assets used were effective measures to reach and influence the intended audience. This is further reflected in the THINK! Road Safety Benchmarking research which indicates that respondents feel more informed about the danger of driving while tired or distracted, meaning the perception of this as unsafe behaviour has increased.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Playford Alive FY23/24
Department:	Renewal SA

Campaign Start Date:	1 November 2023
Campaign Completion Date:	30 June 2024
Campaign Total Spend:	\$455,387 (ex GST)

Campaign Approval Date:	29 September 2023
Evaluation Approval Date:	5 September 2025

Evaluation Summary:

Full evaluation report is attached for reference.

Sales have remained strong with demand high. If this continues for FY24/25 Newton Boulevard may sell out faster than expected, which may require bringing new parcels of land to market sooner. In addition, housing affordability continues to be a problem with increasing house prices, the Playford Alive project will need to continue to consider market needs and introduce new product and smaller lot sizes to supply at affordable levels. It will be important to monitor competitor activity, at the moment it has weakened due to infrastructure issues, but this may increase in time as these issues are resolved.

Regular engagement with the database will be prioritised to nurture leads, drive enquiries, and build project advocacy. Targeted campaigns will be developed in collaboration with the advertising agency and project team, leveraging campaign metrics, market research, and audience insights.

Communications will continue to highlight local businesses, community groups, and amenities, reinforcing Playford Alive's location benefits. Support for Display Village builders will be maintained to boost foot traffic and awareness, especially with increasing competition from new Display Villages (St Andrews, Williams Lake due to open soon) in the northern suburbs. Additionally, expanding placemaking and community activations will further strengthen Playford Alive's profile and community engagement.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	2023 - 2024 Domestic PR Communications Plan
Department:	South Australian Tourism Commission
Campaign Start Date:	1 July 2023
Campaign Completion Date:	31 December 2024
Campaign Total Spend:	\$1,050,877 (ex GST)
Campaign Approval Date:	30 June 2023
Evaluation Approval Date:	5 September 2025

Evaluation Summary:

The overarching objective for the SATC's Destination Public Relations team was to contribute to the goal of achieving \$12.8 billion in domestic visitor expenditure by June 2030. Additional objectives included growth in earned media item count and audience reach to challenge outdated perceptions of South Australia, drive brand awareness of SATC's core brand pillars, and to position South Australia as a desirable holiday destination.

Key performance indicators:

- Reach \$12.8 billion in domestic visitor expenditure
- Grow cumulative PR reach by 5%
- Increase PR mentions and articles by 5%
- Increase and contribute to the positive sentiment towards the state in all media articles

Public relations activity for the period overachieved the target of increasing cumulative audience reach. The calibre of publications and quality of resulting earned media was also of a higher standard and aligned to the SATC's key traveller audience segments. PR mentions and articles (item count) was overachieved.

SATC will continue to work to grow the visitor economy and achieve the \$12.8 billion target by June 2030.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Chihuly Exhibition 2024-2025
Department:	SA Tourism Commission
Campaign Start Date	01 July 2024
Campaign Completion Date	29 April 2025
Campaign Total Spend	\$708,746(exc. GST)
Campaign Approval Date	06 May 2024
Evaluation Approval Date	19 September 2025

Evaluation Summary:

In this collaborative approach to Chihuly in the Botanic Gardens, each major party – Botanic Gardens State Herbarium, South Australian Tourism Commission, Chihuly Studios, Simple Integrated Marketing, and Wavemaker – played a specific role in the campaign. The South Australian Tourism Commission was responsible for the paid advertising campaign, working with BGS, Simple, and Wavemaker to achieve objectives.

The campaign achieved all objectives of the communication strategy, including tickets sold, total attendance, and in-scope visitors. The attendance figure was a record achievement for Adelaide Botanic Garden in its history.

This was achieved through a varied marketing mix of awareness (CTV, FTA, OOH) and tactical media (Search, Meta, Programmatic). This campaign focussed on arts and culture enthusiasts who frequent events, cultural institutions, and hospitality establishments. Families were also a core audience segment, given that it was free of cost to enter the exhibition during the day.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Tasting Australia 2025
Department:	SA Tourism Commission
Campaign Start Date	05 December 2024
Campaign Completion Date	12 May 2025
Campaign Total Spend	\$535,845(exc. GST)
Campaign Approval Date	28 October 2024
Evaluation Approval Date	19 September 2025

Evaluation Summary:

The 2025 campaign aimed to leverage the significant results achieved in 2024, using a consistent brand platform and media campaign to continue driving interstate brand awareness, ticket sales, and in-scope visitation.

The campaign had four core objectives, listed above. These objectives were benchmarked against 2024 results, which were significantly higher than any previous iterations of Tasting Australia. Of these, one was achieved – managed event ticket sales, which achieved 91% sold. In a cluttered festival and events market not just in South Australia, but across the country, this was a welcome achievement that demonstrates the strength of the conversion arm of the campaign.

Two other objectives – interstate brand awareness and in-scope visitors – were not achieved but came very close to success. These also exceeded the objectives originally set for the previous year and are well above Tasting Australia’s average historical results.

The campaign came up against several challenges that affected the ability to achieve campaign objectives. These included:

- Rising media and other campaign costs (printing, design, etc.), with no increases in budget to counteract these.
- Cost of living pressures affecting consumer purchase behaviour.
- Expanding festival and event offering across South Australia increasing choice and competition for share-of-wallet.
- Increasing domestic competition in food/wine/drink festival category, i.e. Melbourne Food and Wine Festival
- 10-day ‘public holiday’ period directly before festival (Easter and ANZAC Day weekend back-to-back) affecting purchasing behaviour and reducing discretionary income.
- Federal Election took place on Tasting Australia’s opening weekend, affecting earned media reach and Town Square visitation across the first weekend.
- Closure of Victoria Square tram stops across both weekends, for maintenance work.

More information for each objective is listed in the document attached.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Motorcycles FY24/25
Department:	South Australia Police (SAPOL)
Campaign Start Date	01 November 2024
Campaign Completion Date	28 February 2025
Campaign Total Spend	\$602,190(exc. GST)
Campaign Approval Date	24 October 2024
Evaluation Approval Date	19 September 2025

Evaluation Summary:

Motorcycling is the most dangerous of traditional transport forms with crash rates per kilometres travelled over 20 times that of passenger vehicles.

In the 5 years 2019-2023, motorcyclists represented 23% of lives lost and serious injuries while representing just 2.6% of registered vehicles (DIT, June 2024), highlighting the significant over-representation of death and serious injury in the event of a crash.

Motorcyclists have comparatively little protection in the event of a crash – a collision at speed with other vehicles or fixed objects such as trees greatly reduces survivability with crash forces resulting in multiple injuries to the head, chest and legs. Combined with this, there exists an increase in crash risk by 1) being overlooked by other drivers who have been conditioned to look first for other cars or trucks 2) and/or engaging in dangerous riding behaviour that often is the very appeal of riding.

The campaign "Back Off" encourages motorcyclists on thrill rides to slow down before their thrill turns into serious injury or death. It was launched in May 2023 and returned to market in FY23/24 and FY24/25.

Overall campaign awareness met the objective and showed a statistically significant improvement from the previous financial year. It was highest amongst 20-29-year-olds and lowest amongst 50-59-year-olds.

Whilst overall compliance with riding within speed limits was slightly short of objectives and not of material concern itself, a statistically significant reduction of compliance was noticed within the 20-29-year-old cohort specifically.

Rejection of riding within speed limits decreased from previous results, continuing to meet objectives, which was statistically insignificant change.

Meanwhile, key message takeout has declined since the campaign's launch and is becoming more generic, which may be a sign of the campaign beginning to wear out.

TV advertising continued to perform best amongst all cohorts, followed by the Internet, whilst overall the campaign was well supported by media with no-charge/bonus activity.

The campaign will return to market in FY25/26 with tracking results monitored for confirmation of wear-out and potential planning for a replacement campaign in the following financial year.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Gather Round Channel 9 Footy Shows
Department:	Department of the Premier and Cabinet (DPC)
Campaign Start Date	08 April 2025
Campaign Completion Date	13 April 2025
Campaign Total Spend	Commercial In Confidence
Campaign Approval Date	03 April 2025
Evaluation Approval Date	19 September 2025

Evaluation Summary:

The Gather Round Barossa and the Sunday Footy Show broadcasts both attracted substantial viewership from across Australia achieving project objectives. Collaborating with JAMTV once again proved to be a highly positive experience, with the team clearly showcasing their skill, professionalism, and deep expertise in creating AFL-related content. The broadcasts of Channel 9's Gather Round Barossa and The Sunday Footy Show were particularly successful in highlighting the best of South Australia to a national audience.