

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

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

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
2026 Adelaide Biennial of Australian Art: Yield Strength	Art Gallery of South Australia	23/02/2026	8/06/2026	8/12/2025	\$140,000	A campaign to promote an exhibition of Australian contemporary art that is held every two years as part of the Adelaide Festival
SA Water Summer Messaging 2025-26	SA Water	19/12/2025	31/03/2026	11/12/2025	\$120,000	A summer waterwise messaging campaign to help the public adopt simple, practical and environmentally positive actions in dry conditions
Alert SA "Get a Heads Up from Danger" FY25/26	South Australian Fire and Emergency Services Commission	12/01/2026	1/03/2026	22/12/2025	\$115,000	A targeted marketing and awareness campaign to educate, promote and encourage the community to download the Alert SA application to stay informed about public information and warnings in South Australia

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
AFL Gather Round 2026	South Australian Tourism Commission	7/12/2025	12/04/2026	2/12/2025	Commercial in Confidence	A campaign to promote the 2026 AFL Gather Round which features nine matches over four days with all 18 AFL clubs attending in South Australia
More Homes for South Australians - Phase 2	Department of the Premier and Cabinet	14/12/2025	14/02/2026	11/12/2025	\$720,000	A public education campaign that will communicate the key measures that are helping first home buyers and renters secure a home in South Australia
Motorcycles FY25/26	South Australia Police	4/01/2026	28/02/2026	12/12/2025	\$450,000	A campaign to raise awareness of the risks and dangers that motorcyclists experience on the roads, thereby encouraging drivers to look out for the safety of motorcyclists travelling on roads
Distractions Campaign FY25/26	South Australia Police	14/02/2025	27/06/2026	12/12/2025	\$619,122	A campaign to increase and maintain compliance for attentive driving and non-mobile phone use
Inklings Phase 2 Campaign (FY25/26)	Department of the Premier and Cabinet	1/02/2026	30/06/2026	12/12/2025	\$225,000	The second phase of a campaign to inform South Australian's of the State Government's new free 3-year program, Inklings, to help parents who suspect their infant may have social communication or developmental differences
Tasting Australia 2026	South Australian Tourism Commission	1/02/2026	17/05/2026	12/12/2025	\$544,000	A campaign to promote Tasting Australia 2026, showcasing the best of South Australia to the world through innovative, creative and thought-provoking programming and unique culinary tourism experiences
Drug Driving FY25/26	South Australia Police	1/02/2026	30/05/2026	19/12/2025	\$470,000	An anti-drug driving campaign that highlights the enforcement and crash outcomes of drug driving, including the expanded drug testing capability to include cocaine testing

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Donor Conception Register (DCR)	Department for Health and Wellbeing	9/03/2025	31/05/2025	12/12/2025	\$147,500	\$126,714
Buy SA for SA	Department of State Development	1/07/2024	30/06/2025	12/12/2025	\$750,000	\$665,000
Seaton FY2024-25	Renewal SA	1/09/2024	31/07/2025	12/12/2025	\$326,000	\$147,000
Which Bin 2025	Green Industries SA	9/04/2025	9/06/2025	12/12/2025	\$111,500	\$99,583





CAMPAIGN EVALUATION SUMMARY

Campaign:	Donor Conception Register (DCR)
Department:	SA Health
Campaign Start Date	09 March 2025
Campaign Completion Date	31 May 2025
Campaign Total Spend	\$126,714(exc. GST)
Campaign Approval Date	29 November 2024
Evaluation Approval Date	12 December 2025

Evaluation Summary:

This campaign has successfully delivered on SA Health's strategic priorities by offering technology to improve access to trusted information, and enhancing service quality, for improved health and wellbeing outcomes. The campaign results have surpassed expectations in reaching the target audience. All digital channels outperformed Wavemaker's targets, achieving a total of 4.6 million impressions, and driving strong engagement with the DCR resource library. This result has provided South Australians with a clear path toward greater awareness and understanding, about donor conception law change and availability of the DCR. The campaign's implementation has also normalised conversations around donor conception, to support the removal of past stigma. The campaign delivered 315 individual registrations, 105% above the registration target. This is an excellent result, relative to the niche audience, and in balance with this highly emotive and sensitive subject, where empathy and compassion towards individuals must prevail over initial achievement of more significant numbers.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Buy SA for SA
Department:	Department of State Development (DSD)
Campaign Start Date	01 July 2024
Campaign Completion Date	30 June 2025
Campaign Total Spend	\$665,000(exc. GST)
Campaign Approval Date	02 August 2024
Evaluation Approval Date	12 December 2025

Evaluation Summary:

The campaign was evaluated via market research against previous campaign benchmarks through quantitative data. Results showed that whilst creative and campaign messaging continues to be well received, more needs to be done to shift consumer spending behaviours outside of awareness advertising. Product identification and cost of living are major barriers – and whilst consumers understand the importance of and want to support local, these barriers are ultimately preventing full support.

72% of consumers surveyed were more likely to buy local products after seeing the campaign, so we know the message continues to be effective – noting the barriers above. Cost of living in particular has impacted active seekers of local products – consumers are more likely to seek budget friendly options rather than local as their first choice.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Seaton FY2024-25
Department:	Renewal SA
Campaign Start Date	01 September 2024
Campaign Completion Date	31 July 2025
Campaign Total Spend	\$147,000(exc. GST)
Campaign Approval Date	30 August 2024
Evaluation Approval Date	12 December 2025

Evaluation Summary:

The evaluation report provides a comprehensive review of campaign performance and supporting initiatives. Over the financial year, two paid advertising campaigns were delivered to drive engagement, generate enquiries, build brand awareness, and support sales.

While not all objectives were fully achieved, the FY24/25 communications activity delivered strong outcomes in elevating brand visibility and presence. Beyond paid media, considerable effort was invested in embedding the brand across multiple channels and touchpoints. This included the successful launch of the brand via a new website, activation across social media platforms, and high-impact billboard placements.

Together, these initiatives contributed to a cohesive and recognisable brand experience, helping to build awareness and engagement within the target audience and broader community.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Which Bin 2025
Department:	Green Industries SA
Campaign Start Date	09 April 2025
Campaign Completion Date	09 June 2025
Campaign Total Spend	\$99,583(exc. GST)
Campaign Approval Date	04 April 2025
Evaluation Approval Date	12 December 2025

Evaluation Summary:

The Which Bin recycling education program addresses the ongoing challenges experienced by the resource recovery and recycling industry regarding contamination in the kerbside 3-bin system. This is especially prevalent in the areas of food waste (diverting from the landfill bin to the organics bin). Three iterations of the campaign were run prior to the 2025 campaign, most recently in 2024.

The 2024 campaign focused heavily on the correct disposal of food waste. This iteration, which was in market from April to June 2025, re-used the main creative developed for the 2024 campaign, with only supporting assets updated.

Meta

The Meta campaign targeted people in metro and regional South Australia with static posts, carousels and stories to ensure optimal reach and content visibility. Across metro and regional deliveries, the campaign delivered 4.6 million impressions, driving strong awareness for the campaign, but a CTR of just 0.06%, which fell below the target of 0.1%.

Digital display

The digital display campaign was delivered to audiences ages 18+, and achieved 1.2 million impressions in total, with a CTR of 0.07% – exceeding the government benchmark of 0.04%.

Mobile devices generated the largest share of impressions (681k), followed by PCs and tablets.

Connected Television

The connected television display achieved 129,691 completions. The device share observed was skewed towards TVs and set top boxes, highlighting that viewers were consuming the ads on larger, higher quality screens, and were therefore more likely to retain the messaging. Ads were consumed by viewers most often on Saturdays, with peaks between 7 pm and 8 pm.

YouTube

Three campaigns using 15-second non-skippable ads were run on YouTube, targeting audiences in all South Australian metro areas, as well as regional areas based on audience access to kerbside green organics bins and yellow recycling bins (based on postcode). The campaigns achieved 603k impressions.

Radio

A metro radio campaign was booked across SAFM, MMM, Nova 91.9 and Mix 102.3. The campaign booked 96 spots across the campaign lifespan, and received 35 spots in added value at no extra charge.

Bus backs

A transit campaign was run for the first half of the campaign that achieved 1.6 millions impressions and reached 610k South Australians.

Retail and street furniture

The out-of-home campaign booked 31 across metro Adelaide, with 4 bonus panels, valued at \$1,036, also provided. These placements gained 1.7 million impressions, with an average frequency of 3.3.

Regional print

To further the reach of the campaign across regional centres, print ads were placed in 11 regional publications.