

MARKETING COMMUNICATIONS APPROVAL REPORT - OCTOBER 2018

CAMPAIGNS

ID	Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
18-159	TAFE SA Google Adwords OCT 18 - JUN 19	TAFE SA	1/10/2018	30/06/2019	12/09/2018	\$195,000	Tactical digital activity to help drive student enrolments.
18-158	Seatbelts FY1819	Motor Accident Commission	14/10/2018	24/11/2018	18/09/2018	\$189,906	Public education to encourage seat belt use by South Australian road users.
18-143	2018/19 Bushfire Ready Campaign	Country Fire Service	28/10/2018	31/03/2019	25/09/2018	\$747,140	Public education to build bushfire awareness and preparedness.
18-138	Speed FY18/19 - 'Slow Down Before Things Get Hairy'	Motor Accident Commission	1/10/2018	30/06/2019	27/08/2018	\$638,944	Public education to encourage road users to not 'creep' over the speed limit.
18-129	2018 Credit Union Christmas Pageant	South Australian Tourism Commission	14/10/2018	9/11/2018	2/10/2018	\$88,000	Communication activities designed to encourage community attendance and participation.
18-156	Home Battery Scheme	Department for Energy and Mining	22/10/2018	3/03/2019	11/10/2018	\$550,000	Communications to encourage South Australian households to access the State Government subsidy.
18-137	Adelaide Basketball Partnership FY1819	Motor Accident Commission	19/10/2018	31/03/2019	11/10/2018	\$183,828	Various communications activities designed to promote the dangers of inattention at Adelaide 36ers and Lightening home games.
18-132	Level Crossing Safety Campaign (working title)	Department of Planning, Transport and Infrastructure	22/10/2018	25/11/2018	11/10/2018	\$85,000	Public education designed to encourage greater safety when entering rail crossing.
18-131	Playford Alive Marketing and Communications Plan FY18/19	Renewal SA	1/10/2018	30/06/2019	22/10/2018	\$1,039,000	New communications activities designed to increase sales among first home buyers.
18-125	2019 Adelaide 500 campaign	Events South Australia	27/10/2018	3/03/2019	15/10/2018	\$1,855,000	A new advertising campaign to promote the Adelaide 500 to enhance visitation and attendance.
18-136	Adelaide United FC partnership FY1819	Motor Accident Commission	26/10/2018	25/04/2019	22/10/2018	\$102,281	Communications activities designed to promote various road safety messages via an association with the Adelaide United Football Club.

EVALUATIONS

ID	Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
18-95	Seatbelts	Motor Accident Commission	1/04/2018	12/05/2018	15/10/2018	\$281,107	\$261,037
18-91	Pedestrian Safety	Motor Accident Commission	3/06/2018	7/07/2018	18/10/2018	\$340,498	\$349,764
18-99	ATE and Virgin Australia Campaign	South Australian Tourism Commission	9/04/2018	13/05/2018	28/10/2018	\$155,280	\$152,280

BRANDING EXEMPTIONS

ID	Entity	Department	Approval Date	Ministerial Approval Date	Exemption Type
22	Revision of Education Standards Board logo	Education Standards Board	24/09/2018	18/10/2018	Revision to a logo with an existing common branding exemption

Sensitive: SA Cabinet - I2 - A1

CAMPAIGN EVALUATION REPORT

Campaign:	ATE and Virgin Australia Campaign
Department:	South Australian Tourism Commission

Campaign Start Date:	09 April 2018
Campaign Completion Date:	13 May 2018
Campaign Total Spend:	\$152,280 (ex GST)

Campaign Approval Date:	06 April 2018
Evaluation Approval Date:	29 October 2018

Evaluation Summary:

In April 2018, the SATC undertook an advertising campaign in airports of key gateway cities of Brisbane, Sydney, Melbourne and Adelaide. The advertising campaign was to raise awareness of South Australia as a holiday destination and to book flights to Adelaide with Virgin Australia. The campaign included an airfare sale by Virgin Australia to Adelaide.

The campaign had two objectives.

The first objective was to increase flight bookings by 10 per cent year on year into Adelaide through Virgin Australia as the campaign partner via an airfare sale. This objective was not met as overall flight bookings did not achieve the campaign target. Virgin Australia advised that the result was consistent with its nationwide booking patterns during this period.

The second objective was to reach 2.1 million consumers and travel trade travelling through Australia's gateway airports of Sydney, Brisbane, Melbourne and Adelaide. This involved the placement of advertisements throughout these airports, and in Virgin Australia's lounges.

Airport statistics show that more than 4.8 million passengers travelled through the Brisbane, Sydney, Melbourne and Adelaide airports. However, while it is reasonable to assume that a number of travelers would have seen the campaign executions, the exact number cannot be determined. As a result, the campaign has been recorded as Underachieved.