

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE  
COMMUNICATIONS APPROVAL REPORT - FEBRUARY 2026**

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

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
THINK! Road Safety Partnerships: Port Adelaide Football Club	Department for Infrastructure and Transport	22/03/2026	30/09/2026	15/02/2026	\$160,000	A THINK! Road Safety partnership between the Department for Infrastructure and Transport and the Port Adelaide Football Club to promote the free Footy Express Service and broader road safety messaging during the AFL and AFLW seasons
THINK! Road Safety Partnerships: Adelaide Football Club	Department for Infrastructure and Transport	20/03/2026	30/09/2026	15/02/2026	\$142,500	A THINK! Road Safety partnership between the Department for Infrastructure and Transport and the Adelaide Football Club to promote the free Footy Express Service and broader road safety messaging during the AFL and AFLW seasons
Family Day Care Phase 2 - Metro & Regional	Department for Education	2/03/2026	31/05/2026	19/02/2026	\$57,500	A campaign to raise awareness of the South Australian Government offering financial and operational support to help new Family Day Care operators get started
Find Your Place	Defence SA	2/02/2026	22/05/2026	22/02/2026	\$80,000	A campaign to increase awareness of career opportunities in South Australia's defence industry
Norwood Food & Wine Festival 2026	SA Tourism Commission	1/03/2026	12/04/2026	22/02/2026	\$140,000	A campaign to raise awareness for the 2026 Norwood Food & Wine Festival during the AFL Gather Round

**CAMPAIGNS \$200,000 plus**

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Gather Round 2026 - Channel 9 Footy Shows	Department of the Premier and Cabinet	8/03/2026	12/04/2026	15/02/2026	Commercial in Confidence	A partnership with JAM TV to produce two Channel 9 television shows live from South Australia as part of Gather Round 2026
Domestic Recruitment - Police Officers	South Australia Police	12/04/2026	30/06/2026	15/02/2026	\$645,000	The domestic police recruitment campaign aims to boost traffic to the SAPOL recruitment website and increase applications for police officers
Seatbelts Campaign FY25/26	South Australia Police	8/03/2026	11/04/2026	23/02/2026	\$450,000	A campaign to raise awareness of the risk of driving without a seatbelt and, in turn, increase seatbelt compliance
Adelaide Cabaret Festival 2026	Adelaide Festival Centre Trust	1/04/2026	21/06/2026	27/02/2026	\$325,000	A campaign to promote the 2026 Adelaide Cabaret Festival
Pedestrians FY25/26	South Australia Police	8/03/2026	30/05/2026	27/02/2026	\$421,838	A campaign to raise awareness of the risks to pedestrians when drivers and pedestrians are not paying attention

**EVALUATIONS**

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
RSV Maternal and Infant Protection Program 2025	SA Health	1/04/2025	30/06/2025	13/02/2026	\$150,000	\$155,547
Palliative Care Campaign 2025	SA Health	15/06/2025	15/09/2025	13/02/2026	\$300,000	\$300,000
Global Awareness Campaign	Study Adelaide	28/02/2025	30/09/2025	13/02/2026	\$990,000	\$965,000

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2024 AFC and PAFC THINK! Road Safety Partnership Campaign	Department for Infrastructure and Transport	10/03/2024	16/11/2024	13/02/2026	\$336,000	\$334,141
Bowden FY24-25	Renewal SA	1/09/2024	30/06/2025	13/02/2026	\$271,000	\$197,209
Adelaide Guitar Festival 2025	Adelaide Festival Centre Trust	11/04/2025	12/10/2025	27/02/2026	\$90,000	\$115,551
OzAsia Festival 2025	Adelaide Festival Centre Trust	24/07/2025	10/11/2025	27/02/2026	\$230,000	\$230,000
Rural and Young Rural Ambassador, and Young Judges Competition 2024/25	Department of Primary Industries and Regions SA	1/07/2024	31/12/2025	27/02/2026	\$130,000	\$130,000
Playford Alive FY2024-25	Renewal SA	13/09/2024	30/06/2025	27/02/2026	\$687,007	\$422,924



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# CAMPAIGN EVALUATION SUMMARY

<b>Campaign:</b>	RSV Maternal and Infant Protection Program 2025
<b>Department:</b>	SA Health
<b>Campaign Start Date</b>	01 April 2025
<b>Campaign Completion Date</b>	30 June 2025
<b>Campaign Total Spend</b>	\$155,547(exc. GST)
<b>Campaign Approval Date</b>	27 March 2025
<b>Evaluation Approval Date</b>	16 February 2026

## Evaluation Summary:

The campaign was effective at reaching the target audience and generating traffic to the website, achieving all targets and encouraging vaccine uptake. The campaign generated 7.9 million digital impressions and 25,627 clicks, exceeding the targets (2.7 million digital impressions and 3,233 clicks) by 440% and 692%, respectively. Throughout the campaign period, there were a total of 36,075 web views across all SA Health RSV web pages and 29,681 active users, exceeding the targets (6,952 page views and 4,338 active users) by 419% and 548%, respectively.



# CAMPAIGN EVALUATION SUMMARY

<b>Campaign:</b>	Palliative care campaign 2025
<b>Department:</b>	SA Health
<b>Campaign Start Date</b>	15 June 2025
<b>Campaign Completion Date</b>	15 September 2025
<b>Campaign Total Spend</b>	\$300,000(exc. GST)
<b>Campaign Approval Date</b>	30 May 2025
<b>Evaluation Approval Date</b>	16 February 2026

## Evaluation Summary:

The 2025 Palliative Care campaign was aimed at further increasing public understanding of palliative care and bereavement services, with a focus on improving awareness of how and when to access support through the Palliative Care Connect phone line and website.

The campaign was successful in delivering against the KPIs to increase awareness of what palliative care is and how and when to access the Palliative Care Connect phone line and website.

The Palliative Care Connect website achieved an increase of 160% in visits, and the Palliative Care Connect navigators phone number achieved an increase of 68% in calls.



# CAMPAIGN EVALUATION SUMMARY

<b>Campaign:</b>	Global Awareness Campaign
<b>Department:</b>	Study Adelaide
<b>Campaign Start Date</b>	28 February 2025
<b>Campaign Completion Date</b>	30 September 2025
<b>Campaign Total Spend</b>	\$965,000(exc. GST)
<b>Campaign Approval Date</b>	14 February 2025
<b>Evaluation Approval Date</b>	16 February 2026

## Evaluation Summary:

The Global Awareness Campaign aimed to raise awareness of Adelaide as a study destination and driving preference for Adelaide by generating a quality first-party database of prospective students to nurture. The campaign targets prospective students and influencers in Vietnam, Sri Lanka, the Philippines, Cambodia, India and China.

The campaign over delivered on impression and first-party data acquisition compared to the forecasted targets, however, the campaign under achieved on reaching the target set for clicks to studyadelaide.com. TikTok again performed extremely well to drive awareness of Adelaide and delivered over 251M impressions which had a halo benefit of gaining new followers from key markets, with growth in followers of 19% in Vietnam, 24.5% in the Philippines and 3% in Sri Lanka during the campaign. Google Demand Gen was trialled as a new Display channel following poor performance with PMax in the previous campaign. This performance and results were not dissimilar to what was experienced in prior campaigns using PMax or Google Display Network and will result in further reconsideration of this platform in the future.

This campaign supported a strategic shift in how StudyAdelaide is using its digital channels to raise awareness and drive preference of Adelaide. The campaign launch coincided with a new first-party data capture, to collect leads of prospective international students and nurture them to choose Adelaide as a study destination. The goal was to achieve 900 form submissions which was well exceeded with over 2,000 form submissions delivered.

This campaign was refined based on learnings from previous campaigns and leaned into utilising previously strong performing channels while testing new channels and tactics. These learnings will be carried through to future campaigns.



# CAMPAIGN EVALUATION REPORT

<b>Campaign:</b>	2024 AFC and PAFC THINK! Road Safety partnership campaign
<b>Department:</b>	Department for Infrastructure and Transport
<b>Campaign Start Date:</b>	10 March 2024
<b>Campaign Completion Date:</b>	16 November 2024
<b>Campaign Total Spend:</b>	\$334,141 (ex GST)
<b>Campaign Approval Date:</b>	07 December 2023
<b>Evaluation Approval Date:</b>	13 February 2026

## Evaluation Summary:

The Department collaborated with both Adelaide based AFL clubs on delivery of the AFC and PAFC THINK! Road Safety Footy Express Campaign (the Campaign) across the 2024 AFL season.

The THINK! Road Safety Partnership program, and the Campaign, leveraged the influential position that AFL role models play in the lives of many South Australians. This partnership is an important element in connecting with the community, raising awareness around road safety, and driving behavioural change.

All contracted deliverables under the partnership agreement were achieved by AFC and PAFC during the 2024 period.

The partnership with both Adelaide AFL clubs greatly contributed to achieving the following campaign results across the 2024 AFL season:

- a prompted recall of 61% for the Campaign (above the 60% target).

Results measured in the THINK! Road Safety Campaign Recall Study conducted by McGregor Tan (October 2024).

- an average of 81.1% of Adelaide Oval fans caught Footy Express public transport services (a 3% increase from 2023).

Results calculated by averaging the percentage of Adelaide Oval crowds (source: Austadiums.com) catching Footy Express public transport services (source: Footy Express patronage reports recorded by The Department's Public Transport division).

- reaching 79,000 people via PAFC social media channels (a 482% above target) reported in the 2024 Port Adelaide Football Club End of Season Report.

Comparative year on year results were not available for AFC social media channel reach due changes in social media channels used (X/ Twitter) as reported in the 2024 Adelaide Football Club End of Season Report.

Overall, the 2024 Footy Express THINK! Road Safety campaign can be viewed as a success.

The Department has extended the AFC and PAFC agreements for the 2025 AFL season and will continue to work with both clubs to leverage their platforms and connection to fans to promote road safety.



# CAMPAIGN EVALUATION SUMMARY

<b>Campaign:</b>	Bowden FY24-25
<b>Department:</b>	Renewal SA
<b>Campaign Start Date</b>	01 September 2024
<b>Campaign Completion Date</b>	30 June 2025
<b>Campaign Total Spend</b>	\$197,209(exc. GST)
<b>Campaign Approval Date</b>	30 August 2024
<b>Evaluation Approval Date</b>	16 February 2026

**Evaluation Summary:**

Campaign A was delivered as an ‘always on’ search campaign from 1 September 2024 to 30 June 2025, with media planning and buying managed by Carat. Final expenditure totalled \$23,635.83 ex GST against a budget of \$25,000 ex GST, representing a cost-efficient approach during a year of reduced marketing activity. The campaign focused on SEM, SEO and Google AdWords, which continued to perform as the most effective channels for capturing high-intent demand and generating quality leads for the Bowden website. Maintaining consistent search activity throughout the year was critical to sustaining baseline visibility and enquiry in the absence of multiple campaign bursts.

The campaign delivered strong digital performance, generating 154,417 impressions and 18,848 clicks, resulting in a click-through rate of 12.21 per cent and a low cost per click of \$1.31. A total of 287 form starts were recorded, reinforcing the role of search in supporting lead generation. Branded keywords such as “Apartments Bowden” and “Bowden community” achieved click-through rates above 13 per cent, reflecting strong brand recognition and high intent. Non-branded keywords, including “Apartments” and “Apartments Adelaide”, complemented branded activity by capturing broader demand beyond the existing Bowden audience. Overall, results confirmed the effectiveness of a lean, targeted search approach during a constrained marketing period.

Several supporting initiatives were delivered alongside Campaign A in response to organisational priorities and partner needs. Core owned marketing assets, particularly the Bowden website, were progressively optimised to continue driving awareness and interest in development partner projects. With significant construction activity occurring across the precinct, refreshed signage became a priority, supporting improved wayfinding to the Discovery Centre and enhancing overall site presentation through updated creative and messaging.

Community engagement remained a consistent focus throughout the campaign period. Two community update events were delivered, including free guided walking tours in September that provided an informal and interactive engagement format, and a presentation style update in November that enabled Renewal SA to share project progress and future plans directly with residents. Community activation was further supported through two Cinema in the Park events held in November and March, each attracting more than 500 attendees. The March event was delivered in partnership with ARC Bowden, reinforcing shared ownership of activations and strengthening developer engagement with the local community.

Purchaser engagement also formed a key component of the campaign, with three purchaser information sessions delivered for Tapestry at Bowden. These sessions enabled Centina and Renewal SA to provide construction updates, precinct information and site walkthroughs as completion approached.

Against sales objectives, the campaign achieved 100 sales across ARC Bowden, Uniting on Second and Muse, with

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an average sales rate of 8.33 per month, closely aligning with the target of 8.4. The sales conversion rate of 6.31 per cent significantly exceeded the 3.44 per cent benchmark, indicating strong lead quality. While enquiry volumes were lower than planned due to only one targeted campaign being delivered, traffic quality, engagement and conversion outcomes remained strong. Overall community sentiment remained positive, with feedback addressed promptly and no issues impacting project delivery or marketing outcomes.

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# CAMPAIGN EVALUATION SUMMARY

<b>Campaign:</b>	Adelaide Guitar Festival 2025
<b>Department:</b>	Adelaide Festival Centre Trust
<b>Campaign Start Date</b>	11 April 2025
<b>Campaign Completion Date</b>	12 October 2025
<b>Campaign Total Spend</b>	\$115,551(exc. GST)
<b>Campaign Approval Date</b>	27 October 2025
<b>Evaluation Approval Date</b>	27 February 2026

## Evaluation Summary:

Adelaide Guitar Festival 2025 concluded with mixed results across sales and strong outcomes across audience development and engagement. The festival achieved 3,296 tickets sold (79% to target) and a Net Box Office of \$237,677 (83% to target), falling short of revenue goals but performing solidly in the context of market conditions, event clashes, and slower regional sales. Despite these challenges, the campaign delivered meaningful growth in several priority KPIs.

The festival achieved strong progress in audience development, with 74% first-time buyers (up from 67% in 2024), demonstrating effective reach into new markets and strong discovery of the festival brand. John Butler – PRISM Tour and Led Zeppelin's Physical Graffiti Live in Concert were key drivers of new audience acquisition and delivered the highest volume of new-to-database buyers.

There was also notable growth in interstate and regional attendance, lifting from 12% in 2024 to 16% in 2025, reflecting the effectiveness of both metro and regional marketing activity. This year there was less uptake with under 30's ticket buying this year which may have contributed to a slight decline in younger buyers under 40, highlighting the importance of the need for accessible pricing for younger audiences and younger focused programming.



# CAMPAIGN EVALUATION SUMMARY

<b>Campaign:</b>	OzAsia Festival 2025
<b>Department:</b>	Adelaide Festival Centre Trust
<b>Campaign Start Date</b>	24 July 2025
<b>Campaign Completion Date</b>	10 November 2025
<b>Campaign Total Spend</b>	\$230,000(exc. GST)
<b>Campaign Approval Date</b>	30 June 2025
<b>Evaluation Approval Date</b>	27 February 2026

## Evaluation Summary:

In 2025, Adelaide Festival Centre's North Terrace venues underwent renovations, impacting key festival performance spaces, including Festival Theatre, Dunstan Playhouse, Space Theatre, and Banquet Room. In response, the programming team has secured new venues to host performances, including Adelaide Town Hall, while continuing to utilise Her Majesty's Theatre, which remains unaffected by the venue closures.

Despite these changes, Moon Lantern Trail and Lucky Dumpling Market continued as major community attractions, ensuring the festival maintained its high level of public engagement. In 2025, OzAsia Festival welcomed 210,000 attendees, with the majority attending Moon Lantern Trail and Lucky Dumpling Market, highlighting their role as cornerstone events for festival-goers.

While venue closures presented logistical challenges, they also provided an opportunity to explore new ways to engage audiences, expand OzAsia Festival's footprint within the city, and develop creative approaches to presenting performances and cultural experiences. This evolution aligns with the festival's commitment to being a dynamic and future-focused platform, fostering artistic excellence and strengthening Australia-Asia connections.

The OzAsia Festival 2025 communications strategy was designed to guide audiences from discovery to deep engagement and active advocacy. Grounded in insights from the Adelaide Festival Centre's Data and Digital team, the approach leveraged historical performance data, patron research, and audience feedback to shape media investment, channel mix and content development.

The collaboration with Carat, our appointed media agency, ensured a diverse and inclusive media approach, catering to both Supernova's, culturally and linguistically diverse (CALD) audiences, families and the broader arts enthusiast community. By leveraging real-time data, the campaign remained adaptive and responsive, maintaining relevance and resonance throughout the festival's lifecycle.

From launch day, OzAsia Festival's owned channels - including social media, email databases, and websites - sparked interest and built awareness. This was strengthened by the prominent use of Victoria Garcia's vibrant hero artwork across digital platforms, print materials, and on-site signage, ensuring a cohesive and visually engaging campaign identity. As audiences moved through the consideration phase, targeted content such as show highlights, hype-reels, and curated program recommendations nudged them toward action.

During the preparation and decision-making stages, the campaign-maintained momentum with tailored communications across owned media platforms, including program brochures, in-venue signage, and strategic collaborations with festival partners. Partnerships with CALD media outlets like SBS, OhRice Media, and

TodayAdelaide, as well as mainstream platforms such as SBS, News Corp, and Solstice Media, ensured broad and targeted reach.

The performance media strategy, encompassing SEM and paid social media drove ticket sales and audience engagement.

Throughout the festival, communications were meticulously timed to align with audience mindsets, from pre-event awareness to post-event advocacy. Earned media, including press releases and artist interviews, enhanced the campaign's reach, while cross-promotions with other festivals and community events expanded the audience base.

In summary, OzAsia Festival 2025's communications strategy effectively combined data-driven insights, inclusive messaging, and innovative media tactics to deliver successful campaign. It reinforced the festival's reputation as Australia's leading contemporary arts festival engaging with Asia while captivating and inspiring audiences locally and nationally.



# CAMPAIGN EVALUATION SUMMARY

<b>Campaign:</b>	Rural and Young Rural Ambassador Award, and Young Judges Competition, 2024/25
<b>Department:</b>	Department of Primary Industries and Regions SA (PIRSA)
<b>Campaign Start Date</b>	01 July 2024
<b>Campaign Completion Date</b>	31 December 2025
<b>Campaign Total Spend</b>	\$130,000(exc. GST)
<b>Campaign Approval Date</b>	02 August 2024
<b>Evaluation Approval Date</b>	27 February 2026

## Evaluation Summary:

PIRSA has sponsored the Young Rural and Rural Ambassador Award Programs delivered by SA Country Shows for 20+ years.

The Programs aim to highlight the importance of youth in rural SA and in the agricultural show movement and provide opportunities to connect with other show communities to build and share agriculture-related knowledge and skills. The programs are open to 16- to 19-year-olds and 20- to 30-year-olds respectively.

SA Country Shows President Michael Scott noted in their 2025 report to PIRSA, "The Young Rural Ambassador and Rural Ambassador Competitions continue to attract very talented young rural people. The SA Next Generation Group (Next Gen) continues to grow in experience, and the Rural Ambassador and Next Gen programs are working well. The majority of members include past Rural and Young Rural Ambassadors, providing an opportunity for them to gain experience at committee level both with Next Gen and in positions at their local shows".

Some of the benefits to participants are intangible yet long-lasting. 2024 Rural Ambassador Kayla Starkey said, "Through this program, I have gained skills in leadership, public speaking and networking which I look forward to applying as an advocate for rural South Australia. This experience so far has not only broadened my perspective but has also strengthened my commitment to supporting the agricultural sector and promoting the importance of rural shows in connecting our communities. Looking into the future, I am passionate about continuing my advocacy for rural and regional communities...."

PIRSA's sponsorship for 2024-25 was approved for \$130,000 (ex GST) at \$75,000 in 2024 and \$55,000 in 2025. Part of the 2024 funds provided were dedicated to enabling SA Country Shows to develop a sponsorship prospectus showcasing the value of the program and attracting new sponsorship.

Participants gained experiences to develop personally and learn and share best practice. They shared back with their own shows / associations for the benefit of the wider community. This was amplified through media engagement helping them tell their story and the story of their show / association.

SA Country Shows supported by PIRSA was able to shine a spotlight on the participants, their engagement with their local shows, and PIRSA's support of the program. This was supplemented by broad media coverage and leveraged by communications via SA Country Shows and PIRSA networks.

In 2024-25, 53 young people from across SA were recognised across the Young and Rural Ambassador program as finalists. In 2024, there were 22 finalists in total for the Young Rural Ambassador Award (YRA) and Rural Ambassador Award (RA) – 12 and 10 respectively. This increased to 31 finalists in 2025, 11 and 20 respectively. Opportunities to enhance future communication activities and program engagement include continuing to work closely with SA Country Shows on documenting and sharing the finalists' experiences, engaging young people through networking opportunities, and attracting new sponsorship for the sustainability of the program and access to new communications channels.



# CAMPAIGN EVALUATION SUMMARY

<b>Campaign:</b>	Playford Alive FY2024-25
<b>Department:</b>	Renewal SA
<b>Campaign Start Date</b>	13 September 2024
<b>Campaign Completion Date</b>	30 June 2025
<b>Campaign Total Spend</b>	\$422,924(exc. GST)
<b>Campaign Approval Date</b>	13 September 2024
<b>Evaluation Approval Date</b>	27 February 2026

## Evaluation Summary:

The Playford Alive FY24/25 communications activity was delivered in a constrained campaign environment, following a strategic decision to scale back marketing in response to exceptionally high enquiry volumes and limited land supply. While up to four campaigns were originally planned, only one 'always on' search-led campaign was delivered between January and June 2025, with media planning and buying managed by Carat. Final expenditure totalled \$422,924 ex GST against an approved budget of \$687,007 ex GST, reflecting a deliberate and cost-efficient adjustment to align marketing activity with project priorities and market conditions.

The 'always on' digital campaign focused on maintaining baseline brand visibility and capturing high-intent demand through Google Search and Meta advertising. The campaign delivered strong digital performance, generating more than 90,000 search impressions and over 10,000 clicks, with a click-through rate of 11.63% and a low average cost per click of \$2.43. Branded search terms performed particularly well, achieving click-through rates above 18% and indicating strong brand recognition and relevance. Meta advertising generated 1.59 million impressions and more than 8,000 link clicks, with carousel and video formats delivering the strongest engagement and cost efficiency. These results confirmed the effectiveness of a lean, targeted digital approach in sustaining enquiry and visibility during a period of reduced campaign activity.

Performance was strong against sales and enquiry objectives. Enquiry volumes exceeded targets, averaging 117 new enquiries per month, supported by consistent digital activity and a strong eDM program, with 18 campaigns delivered and average open rates above 35%. While total exchanged contracts fell slightly below the annual target when accounting for cancellations, demand remained consistently high throughout the year. Marketing activity was appropriately focused on supporting land releases and managing purchaser expectations, rather than driving additional demand beyond available supply.

Affordable housing outcomes were achieved through close collaboration with project and sales teams, resulting in a significant number of contracts secured within the affordable price point. Supporting digital and print collateral was delivered for monthly land releases and planning for the new Display Village progressed through builder engagement and networking activity. A dedicated price-based campaign was not required due to strong underlying demand.

Community and placemaking outcomes were partially delivered, with priority initiatives such as the Playford Alive Initiatives Fund grants round, grant announcement event and Local Heroes Awards progressed in partnership with the City of Playford. Some planned community activations and newsletters were deferred to prioritise land release communications during peak sales periods. Overall sentiment towards the project remained positive, with minimal complaints received and issues resolved promptly.

Overall, the communications program successfully adapted to changing market conditions, prioritising sales support, land release communications and cost efficiency. While brand awareness activity underperformed due to reduced campaign delivery, strong enquiry generation, affordable housing outcomes and positive community engagement supported the achievement of core project objectives.