

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE  
COMMUNICATIONS APPROVAL REPORT - SEPTEMBER 2022**

**CAMPAIGNS \$50,000 to \$199,999**

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Nil						

**CAMPAIGNS \$200,000 plus**

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
New WCH Site	Department of the Premier and Cabinet	27/09/2022	28/10/2022	\$1,000,000	A campaign to inform South Australians of the new site for the new Women's and Children's Hospital and educate on the associated benefits
Police Officer Recruitment (FY22/23)	South Australia Police	26/09/2022	30/06/2023	\$950,000	A campaign to boost visitation to the SAPOL recruiting website and increase applications for police officer recruits, including country regions
Drink Driving FY22/23	South Australia Police	4/09/2022	30/06/2023	\$600,000	A campaign to raise awareness of the dangers of drink driving
2022 AFDRS campaign	Country Fire Service	1/09/2022	30/04/2023	\$770,000	A campaign to inform South Australians of the new national Fire Danger Rating System
2022-23 Domestic Public Relations Communications Plan	South Australian Tourism Commission	5/09/2022	30/06/2023	\$2,500,000	A campaign to assist in growing the visitor economy by keeping South Australia top of mind for potential travellers
TAFE SA student recruitment campaign 2022-23	TAFE SA	1/09/2022	30/06/2023	\$735,000	A campaign to build awareness of TAFE SA across South Australia, with a focus on regional communities

**EVALUATIONS**

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
TAFE SA Google Ads Campaign 2021/22	TAFE SA	1/07/2021	30/06/2022	1/09/2022	\$133,000	\$160,000
SATC Partnership - Festival of Cycling 2022	Department of Infrastructure and Transport	17/01/2022	30/01/2022	1/09/2022	\$199,750	\$199,947
Santos Tour Down Under 2022	Events South Australia	5/11/2021	29/01/2022	1/09/2022	\$1,441,000	\$695,147
Adelaide Cabaret Festival 2022	Adelaide Festival Centre Trust	8/11/2021	25/06/2022	15/09/2022	\$300,000	\$294,440
Here for the Game	Department of Human Services	17/10/2021	18/06/2022	15/09/2022	\$328,000	\$345,000

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** TAFE SA Google Ads Campaign 2021/22

**Department:** TAFE SA

**Campaign Start Date:** 02 July 2021

**Campaign Completion Date:** 01 July 2022

**Campaign Total Spend:** \$160,000 (ex GST)

**Campaign Approval Date:** 16 September 2021

**Evaluation Approval Date:** 1 September 2022

## Evaluation Summary:

TAFE SA has been running Google Ads since 2015 with a commitment to increase brand presence and help drive enrolments. As part of the Digital Marketing Strategy and overarching Marketing Plan TAFE SA has continued using Google Ads as a key channel to drive conversion through the website.

Since the campaign commenced in October the results have been successful. In January, February, May and June, with higher spends, there were some significant gains particularly in the 'Apply Now' metric, which ultimately is the most important objective and KPI.

To ensure ongoing successful outcomes, TAFE SA undertook monthly reporting and weekly analysis.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** SATC Partnership - Festival of Cycling 2022

**Department:** Department of Infrastructure and Transport

**Campaign Start Date:** 18 January 2022

**Campaign Completion Date:** 31 January 2022

**Campaign Total Spend:** \$199,947 (ex GST)

**Campaign Approval Date:** 23 December 2021

**Evaluation Approval Date:** 1 September 2022

## Evaluation Summary:

Due to the impacts and restrictions of COVID-19, the 2022 Tour Down Under event was replaced with a national event: the Santos Festival of Cycling. DIT worked with SATC to deliver communications and engagement activities, focusing on digital platforms, to promote cycling road safety and brand awareness for both the THINK! Road Safety brand and the Be Safe Be Seen campaign. Activation opportunities and campaign messaging were delivered during the Festival of Cycling. Notable events and branding opportunities included:

- installation of the 'Big Bike' in Victoria Square from Monday, 17 January to Sunday, 30 January 2022, inclusive;
- the Be Safe Be Seen Stage 3 on Tuesday, 25 January 2022, (women's stage) and Saturday, 29 January 2022, (men's stage) from McLaren Vale to Willunga Hill/Wilangga; and
- THINK! Road Safety bike rack activation at the City of Adelaide Festival Village in Victoria Square/Tarntanyangga on Wednesday, 26 January 2022.

The SATC partnership for the TDU event is a partnership primarily targeting cyclists, a key group of vulnerable road users. Awareness of cyclists through the Be Safe Be Seen campaign is also generally promoted to all road users throughout the event.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

<b>Campaign:</b>	Santos Tour Down Under 2022
<b>Department:</b>	Events South Australia

<b>Campaign Start Date:</b>	06 November 2021
<b>Campaign Completion Date:</b>	30 January 2022
<b>Campaign Total Spend:</b>	\$695,147 (ex GST)

<b>Campaign Approval Date:</b>	03 June 2021
<b>Evaluation Approval Date:</b>	01 September 2022

## Evaluation Summary:

The Santos Festival of Cycling's purpose was to maintain the TDU's presence nationally and internationally, as well as engage and build advocacy with the cycling community, industry, participants and consumers.

It is anticipated that the increase in COVID numbers in South Australia during December and January had an impact on attendance. Santos Festival of Cycling awareness increased from 49% (Feb 2021) to 61% (Jan 2022), indicating the campaign was successful in promoting the festival locally, where most of the media activity was in market. Tour Down Under awareness increased from 75% (Feb 2021) to 85% (Jan 2022) Intrastate, indicating that the campaign effectively maintained presence in market locally. It should be noted that attendance objectives were set when a 4-day Tour Village with extensive programming was planned to be part of the festival, which was reduced to one day.

4,750 spectators attended AusCycling events, including Adelaide Track League, BMX National Cup, Mountain Biking Gravity Enduro, and Cyclocross Summer XCC.

There was strong engagement with virtual participation in the overall event, with 70,308 people registered for the Strava Challenge, with 24,991 ultimately completing the 200km challenge.

The website visitation target was met with the website [tourdownunder.com.au](http://tourdownunder.com.au) achieving 302,046 visitors during the campaign period.

The campaign achieved the above through high reach media including TV, programmatic video and outdoor. Supported by radio and performance media across search, social media, and programmatic display. The creative campaign was in line with Santos Tour Down Under keeping a consistent brand framework while changing the tone and imagery to suit the adaptation of the event.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Adelaide Cabaret Festival 2022

**Department:** Adelaide Festival Centre Trust

**Campaign Start Date:** 09 November 2021

**Campaign Completion Date:** 26 June 2022

**Campaign Total Spend:** \$294,440 (ex GST)

**Campaign Approval Date:** 04 November 2021

**Evaluation Approval Date:** 15 September 2022

## Evaluation Summary:

Adelaide Cabaret Festival 2022 featured 32 shows and 86 performances over 12 decadent days and nights, with almost 40,000 attendances at free and ticketed events across six venues, including Her Majesty's Theatre and The Famous Spiegeltent, located on Festival Plaza.

Led by international star and Australian icon Tina Arena AM, the festival program showcased 14 World Premieres, 2 Australian Premieres, 14 Adelaide Premieres and countless standing ovations throughout.

The campaign was successful in achieving its objective of attracting interstate audiences and improving representation amongst First Nations' attendees. Unfortunately, COVID-19 cancellations meant that we underachieved on box office and ticket targets – though, under the trying circumstances, the result was still satisfactory.

Marketing budgets have been reduced year on year, meaning funds were spread thin and there was a lack of critical mass into high reach mediums such as TV and Outdoor. This will be addressed in 2023 via better leveraging of media partnerships. Owned channels continue to be the highest source of awareness among ticket buyers, with free to air television leading the above the line category.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Here for the Game

**Department:** Department of Human Services

**Campaign Start Date:** 18 October 2021

**Campaign Completion Date:** 19 June 2022

**Campaign Total Spend:** \$345,000 (ex GST)

**Campaign Approval Date:** 30 September 2021

**Evaluation Approval Date:** 15 September 2022

## Evaluation Summary:

The HFTG campaign successfully achieved the 3 objectives:

1. Built awareness of Here for the Game messaging and/or advertising presence among AUFC members with the vast majority of members being aware of the HFTG campaign (N = 99, 89.2%). Awareness of the campaign was slightly lower among non-members, with 75.8% of the 95 non-members (N = 72) aware of the campaign. Awareness of the campaign far exceeded the 30% target, for both members and non-members. The overwhelming majority of responders support AUFC's decision to say no to sports betting sponsorship and promote the benefits of sports without gambling (somewhat support or strongly support: 90.4%, N = 187). Positive sentiment around the HFTG messaging far exceeded the 40% target.
2. It drove visitation to HFTG website for information and registration of interest among sporting clubs with an average of 1881 visits per month, over exceeding the >100 target.
3. It generated engagement/discussion on select social media channels around issue of sports betting achieving an average reach on AUFC socials - Instagram posts were 11,725 and average impressions were 10,645, average reach for all Facebook posts were 8,725 and average impressions were 9,444 and average reach for all Twitter posts were 13,045 and average impressions were 6,897. On paid socials it achieved 548 interactions/comments with social posts. Reviewing the posts, 64.8% were positive, 12.4% were negative and 22.8% were unrelated to the campaign, surpassing our target of >10% increase in conversation around sports betting.