

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE  
COMMUNICATIONS APPROVAL REPORT - FEBRUARY 2023**

**CAMPAIGNS \$55,000 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
Mobile Phones Ban	Department of the Premier and Cabinet	28/02/2023	1/08/2023	\$900,000	A campaign to raise awareness about the mobile phones ban in all state high schools by August 2023
LIV Golf 2023	Events South Australia	27/02/2023	23/04/2023	Commercial in Confidence	A campaign to raise awareness about the LIV Golf Adelaide tournament to be held at the Grand Golf Course from 21-23 April 2023
News Corp Media Partnership 2022-23	Department of the Premier and Cabinet	1/02/2023	1/02/2024	Commercial in Confidence	The partnership with NewsCorp provides the opportunity to keep all South Australians well informed of how their funds are being invested on implementing measures that affect all aspects of their lives. This will be achieved by unpacking issues and policies, using the authentic voice of a credible and trusted news source

**EVALUATIONS**

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Adelaide Riverbank - Festival Plaza Launch	Renewal SA	11/03/2022	24/04/2022	3/02/2023	\$193,000	\$153,760
Season 2022	Adelaide Festival Centre	1/01/2022	2/12/2022	3/02/2023	\$165,000	\$165,706
2021/2022 OTR Electrical, Gas and Plumbing Safety Campaign	Department for Energy and Mining	1/01/2022	30/06/2022	3/02/2023	\$75,000	\$68,628
Bowden FY21/22	Renewal SA	1/09/2021	31/08/2022	3/02/2023	\$561,000	\$445,604
Disability Inclusion Campaign	Department of Human Services	30/06/2022	13/08/2022	3/02/2023	\$125,000	\$132,649
Extension of the 2018-19 Smoking Cessation Campaign	Drug and Alcohol Services SA	6/10/2019	7/12/2019	3/02/2023	\$320,000	\$319,273
Mask campaign	Department for Health and Wellbeing	10/07/2022	13/08/2022	17/02/2023	\$170,000	\$161,196
Vaccine recruitment	Department for Health and Wellbeing	9/01/2022	19/02/2023	17/02/2023	\$99,000	\$80,050
Health System Improvements	Department for Health and Wellbeing	14/11/2021	18/12/2021	17/02/2023	\$1,000,000	\$887,457
Physical Activity	Department for Health and Wellbeing	17/01/2022	30/06/2023	17/02/2023	\$251,000	\$733,548
Motorcycle Safety FY 21/22	South Australian Police	1/11/2021	28/02/2022	17/02/2023	\$530,000	\$529,956
Tasting Australia 2022	Events South Australia	8/12/2021	8/05/2022	17/02/2023	\$540,000	\$503,043



Government of  
South Australia

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Adelaide Riverbank - Festival Plaza Launch

**Department:** Renewal SA

**Campaign Start Date:** 11 March 2022

**Campaign Completion Date:** 24 April 2022

**Campaign Total Spend:** \$153,760 (ex GST)

**Campaign Approval Date:** 22 January 2022

**Evaluation Approval Date:** 03 February 2023

## Evaluation Summary:

In March 2022, a large area of the Festival Plaza public realm, including the main water feature and event spaces, opened to the public. Following this opening, Renewal SA coordinated a six-week curated program of events and activities on the Plaza. These events and activities, along with the day-to-day activity generated from workers, lunch-goers and visitors, combined to create a lively and active Plaza. The activations transformed public perceptions of the area and generated pride and a 'sense of place', translating into social, cultural, and economic benefits.

The Activation Program served as a pilot to demonstrate the capability and capacity of the Plaza to host future events, installations, pop-ups and more to switch future activation delivery from government to the private sector. During the short activation period and despite some very tight deadlines, the Festival Plaza presents activation campaign delivered pleasing results regarding attendance numbers, media commentary and engagement across social media. Over 20,000 people moved through and engaged with the Plaza and visitor sentiment was generally positive. Engagement with local vendors, suppliers and artists kept the campaign true to its supporting local sentiment, with conscious decisions to look to local contractors across all activity. This was best highlighted in the engagement of over 50 local music acts across the campaign period. Following the initial pilot program, several third-party events have taken place or been booked for future dates as a result of this activation demonstrating the capability and capacity of the Plaza to hold a myriad of event types.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

<b>Campaign:</b>	Season 2022
<b>Department:</b>	Adelaide Festival Centre Trust

<b>Campaign Start Date:</b>	01 January 2022
<b>Campaign Completion Date:</b>	02 December 2022
<b>Campaign Total Spend:</b>	\$165,706 (ex GST)

<b>Campaign Approval Date:</b>	04 February 2022
<b>Evaluation Approval Date:</b>	03 February 2023

## Evaluation Summary:

Four out five objectives were overachieved in this 12-month "season" campaign. In addition to leveraging our owned and earned channels, we engaged Carat to plan above-the-line media to reach our target markets. The strategic approach was two-fold; to improve brand perception amongst current ticket buyers and to reach new audiences to meet ticket and box office targets. This year we also set ourselves the ambitious goal of reaching more first nations attendees – the only objective we failed to achieve. We have learnt from our post-show surveys that first nations audiences prefer to see performances by other first nations creatives. Increasing our programming output to better reach this target will be our goal.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** 2021/2022 OTR Electrical, Gas and Plumbing Safety Campaign

**Department:** Department for Energy and Mining

**Campaign Start Date:** 01 January 2022

**Campaign Completion Date:** 30 June 2022

**Campaign Total Spend:** \$68,628 (ex GST)

**Campaign Approval Date:** 12 September 2021

**Evaluation Approval Date:** 03 February 2023

## Evaluation Summary:

The campaign achieved two out of three of its key objectives, to maintain high awareness based on 2021 benchmarks, and achieve a 2% increase in home safety management in the 18-30 age group.

The campaign fell shy of the desired 2% target to increase awareness across all key messages, achieving a 1.7% increase. The campaign maintained high awareness of the risks of carbon monoxide poisoning (74%) and BBQ safety (22%). However, the 2022 annual safety survey found consumer awareness of the need to check gas and electrical appliances had fallen back to 2020 levels of 41% and 50% respectively.

Safety messaging relating to 'avoiding scalding from heated water' featured in the campaign for the first time in 2022, and exceeded its 20% awareness target by 2%.

Across the sample, 26% recalled seeing at least one form of advertising, slightly down on 2021 and 2020 measures (42% and 30% respectively).

Of the five different communications, 'Use a licensed tradie' observed the highest recall.

Consistent with previous measures, online / internet and Facebook remain the greatest source of advertising recall (47% and 41% respectively). Bus backs observed a recall of 22% in 2022 (the same as 2021).

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Bowden FY21/22

**Department:** Renewal SA

**Campaign Start Date:** 01 September 2021

**Campaign Completion Date:** 31 August 2022

**Campaign Total Spend:** \$445,604 (ex GST)

**Campaign Approval Date:** 25 August 2021

**Evaluation Approval Date:** 03 February 2023

## Evaluation Summary:

There were several Marketing and Communications activities undertaken over the course of the year to promote the Bowden brand, retail offering and amenity to potential purchasers, developers and visitors to the site.

The project achieved a strong sales result with 76 sales achieved including the launch and subsequent sell-out of Tapestry at Bowden, a collection of townhouses developed by Renewal SA and to be built by Centina.

Due to several factors, such as COVID-19, the ongoing success of the real estate market, delays with delivering the Project Relaunch and general lack of product availability, only two campaigns were delivered in FY2020/21 being:

1. Campaign A | Search: 1 September 2021 – 31 August 2022
2. Campaign B | Tapestry at Bowden, Retail Campaign Burst 1: 5 October 2021 – 15 January 2022

These campaigns were tailored to suit the market at the time and were tendered to the Master Media Panel to ensure advertising aligned to the proposed content and target audience(s).

Search was delivered as an "always on" approach to ensure the highest number of leads and qualified traffic to assist with brand awareness and sales.

Only one burst of advertising for Tapestry at Bowden was required as a result of the success of the initial product launch and sales momentum. Burst 2 was not booked nor executed.

Both campaigns exceeded benchmarking KPIs.

Database numbers, website visitations, social media engagement, sales centre enquiry, and referrals all exceeded targeted metrics while being actively in market through targeted and tailored campaigns further drives enquiry and engagement.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Disability Inclusion Campaign

**Department:** Department of Human Services

**Campaign Start Date:** 30 June 2022

**Campaign Completion Date:** 13 August 2022

**Campaign Total Spend:** \$132,649 (ex GST)

**Campaign Approval Date:** 08 October 2021

**Evaluation Approval Date:** 03 February 2023

## Evaluation Summary:

See Me For Me revolved around people with disability discussing their lives. These first-hand accounts lead our audience to believe they are talking about their disability, when in fact they're revealing another defining aspect of their life – they're a Nickleback fan, like pineapple on their pizza, wear socks with crocs or are a Motor sport fanatic. With misdirection and humour we reminded the public to see everyone for who they really are.

The campaign overachieved all objectives:

1. Generated meaningful change in community attitudes and understanding of people who live with disability with 96% of comments being positive, 53.3% of people in focus groups noting a positive change in understanding and 51.61% of survey participants saying the campaign made them think differently.
2. Had other organisations join us on the journey with a 30% increase in traffic to [inclusive.sa.gov.au](https://inclusive.sa.gov.au) at the conclusion of the campaign and 2,130 downloads of campaign assets.
3. People with disability feel heard and valued, with JFA Purple Orange engaged to facilitate workshops to enable people living with disability to provide feedback on the campaign concepts, social media achieved 90% positive sentiment and only 4.3% negative comments. Focus group responses saw the campaign was widely endorsed by people living with and without disability, plus with lived experience of disability.
4. The campaign was unique, creative, and thought provoking with it being the number one trending topic in the first week, it was re-tweeted by Nickel-back, mentioned on 7 News Ray of Sunshine, 18 mentions on radio and won 9 awards at AADC and 2 Top 6 Worldwide mentions from Best Ads

As the campaign is visually strong, recommend continuing with oOh! and Finecast. Campaign was endorsed to expand to represent more people living with disability as well as other cohorts including aging and LGBTQIA+

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Extension of the 2018-19 Smoking Cessation Campaign

**Department:** Drug and Alcohol Services SA

**Campaign Start Date:** 06 October 2019

**Campaign Completion Date:** 07 December 2019

**Campaign Total Spend:** \$319,273 (ex GST)

**Campaign Approval Date:** 30 August 2019

**Evaluation Approval Date:** 03 February 2023

## Evaluation Summary:

FROM THE 2019-20 EVALUATION, WHICH INCLUDED THE OCTOBER-DECEMBER 2019 EXTENSION

The 2019-20 South Australian smoking cessation campaign overachieved on all five of its objectives. Smokers' recall of any of the advertisements, along with their agreement that the advertisements were relevant, made a strong argument for quitting and made them feel motivated to quit smoking were all significantly higher than the designated targets. Additionally, there were 40% more unique website visits than the target of 4,500.

These achievements are likely due to factors including:

- quit smoking advertising being particularly relevant during the COVID-19 pandemic
- achievement of reach and frequency goals, and receiving bonus TARPs
- the strong performance of television advertisements, particularly in bursts 1 and 2
- digital advertising with television imagery supporting campaign recall
- digital advertising achieving high click-through rates
- highly relevant 'COVID-19 and smoking' digital advertising.

The 2019-20 campaign adapted to the new media landscape created by the COVID-19 pandemic. On the advice of Wavemaker and the Centre for Behavioural Research in Cancer, Victoria, the campaign strategy for Burst 3 was revised so that only positively-focused television advertisements aired. A move away from threat appeal advertising was recommended because it could cause individuals to become further stressed at this time.

Additionally, Mix 102.3 cancelled a planned quit smoking campaign, advising that it was unlikely to achieve cut-through during the pandemic. These funds were redirected into digital advertising with messaging about COVID-19 and smoking, which linked through to a page on the besmokefree.com.au website called COVID-19 and other respiratory illnesses. The timing of the COVID-19 response digital advertising corresponded with an increase in calls to the Quitline. There was a 25% increase in calls in May 2020 compared to May 2019 and a 42% increase in calls in June 2020 compared to June 2019.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Mask campaign

**Department:** Department for Health and Wellbeing

**Campaign Start Date:** 10 July 2022

**Campaign Completion Date:** 13 August 2022

**Campaign Total Spend:** \$161,196 (ex GST)

**Campaign Approval Date:** 15 July 2022

**Evaluation Approval Date:** 17 February 2023

## Evaluation Summary:

The campaign was successful in increasing awareness of mask guidelines for public indoor places by 6.7%. The campaign slightly underachieved the objective of increasing awareness of mandatory mask requirements by 5%, however there was a 3% increase in awareness.

The campaign had extremely effective reach with 58% of adult South Australians seeing at least one ad. The digital ad was particularly effective, with 46% of adults having seen the ad.

The campaign was very successful at reaching younger adults, who were the least compliant with mask guidelines. Reach was highest in the 18 to 24 age group, with 73% having seen one of the ads, followed by the 25 to 34 age group at 69%.

Key messages were successfully communicated to the audience, with more than 69% confirming the ads reminded them to wear a mask.

The social media and radio ads were most successful in reminding people to wear a mask and of mask guidelines in various contexts. As the radio ad was voiced by the Chief Public Health Officer, it offered a trusted voice to communicate the message about mask wearing.

While the objective of increasing awareness of mandatory mask use was slightly underachieved overall, knowledge of when to wear a mask increased for certain guidelines. For example, there was a significant increase in awareness of guidelines with a 15% increase for supermarkets, 14% increase for shopping centres, 8% increase for pharmacies and 7% increase for workspaces. Mask wearing increased following the campaign, with a larger proportion of people wearing a mask every time they attended a mass public gathering (8% increase), visited a pharmacy (7% increase) or supermarket (6% increase). A larger proportion of people were wearing a mask every time or most of the time at mass public gatherings (17% increase) and supermarkets (10% increase).



# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Vaccine recruitment

**Department:** Department for Health and Wellbeing

**Campaign Start Date:** 9 January 2022

**Campaign Completion Date:** 19 February 2023

**Campaign Total Spend:** \$80,050 (ex GST)

**Campaign Approval Date:** 13 January 2022

**Evaluation Approval Date:** 17 February 2023

## Evaluation Summary:

The COVID-19 Vaccination Recruitment 2022 campaign aimed to encourage relevant professionals in South Australia to apply for COVID-19 vaccination roles.

The campaign underachieved on its objective to increase public awareness of the need for more people to join the COVID-19 vaccination team. The Facebook activity delivered 2,681 website clicks across the creative variations, which is a decrease of 68% on the benchmark of 8,400 and is significantly below the target of a 30% increase. This result may be due to the reduced timeframe (originally planned to run from 6 January to 31 March 2022) of the campaign, which meant that the benchmark was not from a comparable period. Facebook activity was very effective at delivering impressions (701,965) and reach (207,326 unique users), but this did not necessarily translate to clicks through to the website.

The campaign also underachieved on its objective to drive traffic to the COVID-19 vaccination recruitment page. The [www.sahealth.sa.gov.au/COVIDrecruitment](http://www.sahealth.sa.gov.au/COVIDrecruitment) webpage had 28,797 unique page views during the campaign period. This is an increase of 43.9% on the benchmark, which is marginally below the target of a 50% increase. Despite being below the target, this is an impressive result as the campaign ran for half the time it was originally intended.

The campaign underachieved on its objectives due to the campaign only running for approximately half of the intended timeframe, due to operational needs. At the time of the campaign, there was also a high saturation of COVID-19 related content in the community, which could have hindered the cut-through of this campaign.

Overall, the campaign strategy was effective at reaching the general community and target audiences.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Health System Improvements

**Department:** Department for Health and Wellbeing

**Campaign Start Date:** 14 November 2021

**Campaign Completion Date:** 18 December 2021

**Campaign Total Spend:** \$887,457 (ex GST)

**Campaign Approval Date:** 13 October 2021

**Evaluation Approval Date:** 17 February 2023

## Evaluation Summary:

In 2021, the South Australian Government committed to investing in health to ease pressure on emergency departments and hospitals, increase resources and staff, and improve healthcare options in the community.

The campaign sought to reassure South Australians they can trust the public health care system to provide reliable and accessible health care services when and where they need them, and heighten awareness of the State Government's investment and improvements to the health system.

High-level messages were used state-wide, with detailed messaging for local communications. The campaign was reassuring, factual, clear, and focused on the benefits to the community.

Media included digital, television, radio, press and outdoor. Below-the-line tactics supported the paid campaign.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Physical Activity

**Department:** Department for Health and Wellbeing

**Campaign Start Date:** 17 January 2022

**Campaign Completion Date:** 30 June 2023

**Campaign Total Spend:** \$733,548 (ex GST)

**Campaign Approval Date:** 13 October 2021

**Evaluation Approval Date:** 17 February 2023

## Evaluation Summary:

The 2021-22 Walking campaign ran between 17 January 2022 and 3 April 2022 (Wave 1), and 1 June to 30 June 2022 (Wave 2). Both waves focused on reach, driving awareness amongst inactive South Australians to achieve the campaign's awareness and recall objectives. Click-through to the Wellbeing SA website was a secondary digital metric, providing a measurement of engagement and proxy for 'intent to change behaviour'.

Whilst Wave 1 was in market longer (10 weeks compared to 4 weeks), the Wave 2 budget increase and multi-channel approach across off-line (skew linear TV, connected TV, audio, out of home) and digital (social, video, display) media supported greater reach and higher frequency resulting in overall higher levels of recall across demographics. Tactful placement and scheduling of media was used to increase efficiency and to intercept and nudge people into action (walking). Relevant data signals and 'inactive' postcode data (supplied by Wellbeing SA) further refined and enhanced targeting reaching key audiences in the right place at the right time. TV was by far the most recalled channel.

The campaign exceeded all campaign objectives after completion of Wave 2 and there was a strong correlation between awareness/recall and the level of reach and frequency achieved from the paid campaign activity.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Motorcycle Safety FY 21/22

**Department:** South Australia Police

**Campaign Start Date:** 01 November 2021

**Campaign Completion Date:** 28 February 2022

**Campaign Total Spend:** \$529,956 (ex GST)

**Campaign Approval Date:** 30 September 2021

**Evaluation Approval Date:** 17 February 2023

## Evaluation Summary:

In 2021, 18 motorcyclists and their passengers lost their lives compared to 21 in 2020, which represents 18% and 23% of all road fatalities respectively. Their representation amongst serious injuries decreased from 28% to 23% during the same period. Attitudinal research in 2019 identified that love of life and loved ones were motivating factors to avoid serious injuries when riding, based on which the campaign "There Is a Lot Riding On It" was developed and launched in November 2019.

In the lead up to this, between 2015 and 2019 there was an increase in larger engine capacity motorbikes (251cc+), whilst smaller power and moped class bikes decreased by 13% and 24% respectively. With no notable improvement seen in serious casualties, the ongoing growth of motorcycling poses a risk of increased road trauma.

Despite high awareness and positive behavioural change over the last three years, message takeout has become more generic and less relevant to riders aged 29 years or younger, indicating that the campaign has reached retirement age.

The campaign was well supported by the media industry with a bonus support of 42% of the media budget provided at no charge.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Tasting Australia 2022

**Department:** Events South Australia

**Campaign Start Date:** 08 December 2021

**Campaign Completion Date:** 08 May 2022

**Campaign Total Spend:** \$503,043 (ex GST)

**Campaign Approval Date:** 30 September 2021

**Evaluation Approval Date:** 17 February 2023

## Evaluation Summary:

The 2022 campaign achieved key objectives of the communications strategy, including an increase in ticket sales, in-scope visitation, Town Square attendance and website visitation. Interstate awareness remained consistent.

The campaign focused on high reach media including TV and Outdoor large formats to achieve awareness, combined with a targeted digital strategy through News Corp, paid search, social (Facebook/Instagram), programmatic video and display.

Utilising a combination of reach and awareness media channels, followed by targeted and tactical performance media with interstate food and wine travellers, local foodies and festival goers were utilised to achieve our objectives. The creative look and feel remained consistent from last year, applying a distinctive and autumnal colour palette, with aspirational and curious language to all communication touch points.