

GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - JULY 2026

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

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Metro Growth Functional Advertising	SA Water	1/07/2026	30/06/2027	22/07/2026	\$149,870	A campaign to promote the \$1.5 billion SA Water investment in building and upgrading large-scale water and wastewater infrastructure to support housing growth
OzAsia Festival 2026	Adelaide Festival Centre Trust	12/08/2026	25/10/2026	22/07/2026	\$120,000	A campaign to promote the 2026 OzAsia Festival

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
2026 bp Adelaide Grand Final	SA Motor Sport Board	12/06/2026	27/01/2027	3/07/2026	\$1,535,000	A campaign to promote the bp Adelaide Grand Final
News Corp Partnership 2026-27	Department of the Premier and Cabinet	1/07/2026	30/06/2027	3/07/2026	Commercial in Confidence	A media partnership to enhance South Australian's understanding of State Government policies and important subjects that are relevant to their lives
Regional Press Media Partnership 2026-27	Deparmtnet of the Premier and Cabinet	1/07/2026	30/06/2027	3/07/2026	Commercial in Confidence	A partnership to engage regional communities through trusted local media outlets

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Speed FY24/25	South Australia Police	1/05/2025	30/06/2025	8/07/2026	\$600,000	\$587,235
Regional Campaign FY24/25	South Australia Police	18/06/2025	30/06/2025	8/07/2026	\$177,467	\$177,220
LIV Golf Adelaide 2026	South Australian Tourism Commission	22/07/2025	22/02/2027	3/08/2026	Commercial in Confidence	Commercial in Confidence
Be Bushfire Ready	Country Fire Service	26/10/2025	31/03/2026	3/08/2026	\$715,000	\$700,680
Adelaide Festival 2026	Adelaide Festival Corporation	27/10/2025	15/03/2026	3/08/2026	\$350,000	\$336,450
Alert SA "Get a Heads Up from Danger" FY25/26	South Australian Fire and Emergency Services Commission	27/01/2026	1/03/2026	3/08/2026	\$115,000	\$119,177



Government
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CAMPAIGN EVALUATION SUMMARY

Campaign:	Speed FY24/25
Department:	South Australia Police (SAPOL)
Campaign Start Date	01 May 2025
Campaign Completion Date	30 June 2025
Campaign Total Spend	\$587,235(exc. GST)
Campaign Approval Date	22 April 2025
Evaluation Approval Date	08 July 2026

Evaluation Summary:

Vehicle travel speeds affect both the risk of crash involvement and the severity of injuries in the event of a crash. Speed is a critical factor in every serious crash and was identified as a contributing factor in 20% of fatal crashes in 2018-2022, a decline from 38% in 2020 and from 29% in 2015-2019. However, there is a need to continue to promote speed compliance and educate the community on the benefits of lower speeds in reducing road trauma.

After four years in market, “Invisible Driver” was initially retired for FY24/25 with a replacement campaign in development. While development of a new campaign was underway, there was a reactive decision to return “Invisible Driver” to market in response to the road toll, running for one month in June 2026.

The cost to track through traditional quantitative evaluation was disproportionate to the media investment although media media performance was strong, demonstrating value for money.

The campaign ran across TV, YouTube, cinema, radio, print, outdoor, digital and social media. Each platform met or exceeded all booked media metrics and was well supported by media with bonus / no-charge activity.

The campaign will be retired in FY25/26 and replaced with a new campaign, currently under development.



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CAMPAIGN EVALUATION SUMMARY

Campaign:	Regional Campaign FY24/25
Department:	South Australia Police (SAPOL)
Campaign Start Date	18 June 2025
Campaign Completion Date	30 June 2025
Campaign Total Spend	\$177,220(exc. GST)
Campaign Approval Date	17 June 2025
Evaluation Approval Date	08 July 2026

Evaluation Summary:

In 2021, the campaign “2 in 3” was developed to dispel the myth that it is mainly city drivers who die on country roads. After 3 years in market, the “2 in 3” campaign reached wear-out and was retired. However, due to a spike in lives lost on regional roads toward the end of FY24/25, SA Police returned this campaign to market in June.

As a reactive, short-term measure due to a spike in regional casualties, traditional tracking was time and cost prohibitive. The campaign ran across TV, BVOD, social media, radio, print, and outdoor. Media performance monitoring demonstrated value for money, over-delivering on planned metrics and no-charge/bonus support.

The regional issue will be addressed in FY25/26 while a new campaign begins development to continue combating this priority area.



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CAMPAIGN EVALUATION SUMMARY

Campaign:	LIV Golf Adelaide 2026
Department:	SA Tourism Commission
Campaign Start Date	22 July 2025
Campaign Completion Date	22 February 2027
Campaign Total Spend	Commercial In Confidence
Campaign Approval Date	30 June 2025
Evaluation Approval Date	03 August 2026

Evaluation Summary:

The LIV Golf Adelaide 2026 campaign continued to build on the momentum from the 2025 event. The campaign highlighted world class golfing talent playing in the tournament, the event's entertainment and fan experiences as well as the new 72-hole, four-day tournament format. The campaign objectives were to drive attendance and visitation to the tournament held in Adelaide from 12 to 15 February 2026, followed by a one-week promotion for early-bird 2027 tickets immediately following the 2026 event.

The campaign achieved its objectives, delivering a 12% YoY increase in attendance (115,000 attendees) and resulted in an increase of attendees coming from outside of South Australia. Results were achieved through high-reach media including outdoor, radio, TV and connected TV, alongside strategic digital ad placements targeting golf fans, sports fans and event-goer audiences, with a particular focus on interstate markets Victoria and New South Wales to drive visitation.

LIV Golf's 2025 creative rebrand introduced a new global league and event-specific identities, with Adelaide retaining its distinctive bold colour palette of green, blue and black. Campaign assets leveraged hero athletes including Bryson DeChambeau, Jon Rahm and Cameron Smith, whilst incorporating past event imagery and vision to showcase the event scale and fan experience.

The event proved to be a success, achieving excellent crowds, visitation, positive media sentiment and fan engagement.



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CAMPAIGN EVALUATION SUMMARY

Campaign:	Be Bushfire Ready
Department:	Country Fire Service (CFS)
Campaign Start Date	26 October 2025
Campaign Completion Date	31 March 2026
Campaign Total Spend	\$700,680(exc. GST)
Campaign Approval Date	26 September 2025
Evaluation Approval Date	03 August 2026

Evaluation Summary:

The 2025/2026 Be Bushfire Ready campaign continued to educate South Australians about the dangers of living, working, and travelling in bushfire risk areas, and how personal and community-based risks can be lessened through easy-to-follow planning and preparedness activities. The three-stream creative approach was effective and allowed for tactical flighting of creative and messaging as required.

The campaign achieved one out of four of its objectives against initial benchmarks; however, results indicated that campaign awareness is high while messaging continues to be relevant to target audiences, and that the provision of an easy-to-achieve step – engaging with CFS’ ‘5 Minute Bushfire Plan’ – helps provoke action. Targeted, localised outdoor iterations performed well and should continue in future campaigns.

Research results further demonstrated that whilst self-assessed preparedness objectives were not achieved, the campaign was effective in helping audiences understand the seriousness of bushfire preparation, and to help highlight to respondents just how under-prepared they are. This helps provide a clear path forward moving into the next campaign, in that it indicates that next steps for creative iteration should focus on easy, informative content to help make bushfire preparation as simple as possible.

Whilst in the past Be Bushfire Ready creative development focussed on updating TVCs and other mass awareness creative, it is recommended that the next iteration is in social, programmatic digital, and audio media, as these channels can be evolved and refreshed across the three creative streams. Using the budget in this area would help create content that is fit for platform and aligns with the latest trends and approaches across digital channels, which are fast-moving spaces. Content can take an informative approach, highlighting small steps that can assist audiences in increasing preparedness and confidence levels in the event of a bushfire.

Be Bushfire Ready continues to be an effective campaign, and it is recommended that the overarching approach to media and creative be continued, with nuance and iteration in creative and how this is utilised across digital and social channels.



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CAMPAIGN EVALUATION SUMMARY

Campaign:	Adelaide Festival 2026
Department:	Adelaide Festival Corporation
Campaign Start Date	27 October 2025
Campaign Completion Date	15 March 2026
Campaign Total Spend	\$336,450(exc. GST)
Campaign Approval Date	25 September 2025
Evaluation Approval Date	03 August 2026

Evaluation Summary:

The 2026 Adelaide Festival delivered an ambitious, richly layered program that affirmed its position as Australia's premier international festival. Across 17 days and nights, the Festival brought together extraordinary artists from around the world and across Australia, celebrating the power of art to inspire, challenge and connect. Year on year, Adelaide Festival enables Australian audiences to experience work at the pinnacle of contemporary artistic practice, with social and economic benefits that are far-reaching. Adelaide Festival remains a key component of a thriving visitor economy and driver of important economic benefits to the State, capturing 33% of ticket sales in 2026 from interstate and overseas audiences, creating an estimated 60,008 visitor nights and generating a \$29.2 million net impact on Gross State Product. A comprehensive, integrated communications and marketing campaign delivered strong performance against KPIs, including a five-month national campaign valued at over \$1 million, 22,382 media mentions reaching a cumulative audience of 214.2 million, 1.5 million website page views from over 370,000 users, a combined social media reach of 2.4 million, distribution of 55,000 printed program guides across Adelaide, Melbourne and Sydney, and an EDM database of more than 70,000 highly engaged subscribers.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Alert SA "Get a Heads Up from Danger" FY25/26
Department:	South Australian Fire and Emergency Services Commission (SAFECOM)
Campaign Start Date	27 January 2026
Campaign Completion Date	01 March 2026
Campaign Total Spend	\$119,177(exc. GST)
Campaign Approval Date	22 December 2025
Evaluation Approval Date	03 August 2026

Evaluation Summary:

As part of the Alert SA enhancement project, the South Australian Fire and Emergency Services Commission (SAFECOM) delivered a marketing campaign encouraging South Australians to download the Alert SA application as a key preparedness tool used to stay informed about public information and warnings in South Australia.

The key objective was to achieve an increase in the number of downloads of the Alert SA app; this objective was overachieved, as app downloads increased by 11%. This is likely due to the optimisation to traffic/app downloads, combined with a stronger skew to lower and upper South East areas. Residents in these areas may have found greater relevancy of the app to their needs and therefore were more likely to download compared to their metro counterparts.

The Alert SA campaign creative had a strong call to action, as those who saw the advertising were generally inclined to take action, suggesting that if the campaign reached more people, downloads may have increased further. Reported barriers for those not likely to download the app include perceived lack of relevance, reliance on other sources of information, and a perceived low risk of emergencies. An evolution in the creative to address these barriers should be considered in the planning of the next burst.

There was a slight decrease in overall awareness of the Alert SA app from 61% in 2025 to 56% in 2026. Various factors may have contributed to this decline, including the lag in timeline between the campaign finishing and research commencing compared to previous years. Additionally, the shift in targeting approach from broad awareness to a traffic/app downloads approach with a targeted skew to the regions may have impacted awareness statistics.

However, awareness that the app reports on multiple hazards, not just bushfires, is strong, with 66% and 64% of people reporting awareness of flood and storm alerts respectively, indicating that the creative mix is resonating. Media performance results showed that 'Storm' was the strongest creative execution on social media, suggesting that people found greater relevancy in other types of weather alerts, not just bushfires. This could be expanded upon to address the perceived lack of relevance preventing people from downloading the app.

Campaign media performance was strong, with digital Mediatic activity delivering the most impressions and reach. The social media campaign also recorded stronger click through YOY, indicating the traffic optimisation was effective for reaching people who are most likely to click through and subsequently download the app.

The focus on app downloads aligns with the campaign's key objective; however, given that the research suggests that greater reach may support an increase in app downloads, a dual approach could be considered in planning future

campaign activity. An approach to increase the reach should utilise an adapted creative to address the barriers identified by those not inclined to download the app. While specific targeting to drive traffic should supplement the campaign to ensure the most engaged audiences are encouraged to download the app, and/or keep the app updated and frequently used.