

MARKETING COMMUNICATIONS APPROVAL REPORT - APRIL 2019

CAMPAIGNS

ID	Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
18-151	RAA Partnership - Street Smart High 2019	Motor Accident Commission	2/04/2019	3/04/2019	3/03/2019	\$105,000	MAC's agreement with the RAA as the Major Partner of the Street Smart High event.
19-197	Promotion of registration process	ReturnToWorkSA	6/04/2019	1/07/2019	2/05/2019	\$94,411	Communications to encourage employees to provide their information to calculate Premiums for the upcoming year.
18-169	SANFL Community Football	Motor Accident Commission	22/04/2019	26/09/2019	18/03/2019	\$250,000	MAC's SANFL Community Football Partnership to deliver road safety messages to over 200 regional community football clubs.
18-154	Skilled careers - apprenticeships	Department for Innovation and Skills	30/04/2019	30/12/2019	10/04/2019	\$1,652,000	Public education campaign to enhance awareness and shift perceptions of apprenticeships and traineeships.

EVALUATIONS

ID	Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
18-114	One Biosecurity - Launch and Roll Out	Department of Primary Industries and Regions	30/07/2018	30/12/2018	10/04/2019	\$81,992	\$70,507
18-119	2019 Santos Tour Down Under	South Australian Tourism Commission	19/07/2018	20/01/2019	10/04/2019	Redacted - Commercial in Confidence	

BRANDING EXEMPTIONS

ID	Entity	Department	Approval Date	Ministerial Approval Date	Exemption Type
20	SA Museum	Department of the Premier and Cabinet	18/03/2019	5/04/2019	Revision to an existing co-brand logo

Sensitive: SA Cabinet - I2 - A1



Government of
South Australia

CAMPAIGN EVALUATION REPORT



Government
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Campaign: 2019 Santos Tour Down Under

Department: South Australian Tourism Commission

Campaign Start Date: 19 July 2018

Campaign Completion Date: 20 January 2019

Campaign Total Spend: Redacted - Commercial in Confidence

Campaign Approval Date: 01 August 2018

Evaluation Approval Date: 11 April 2019

Evaluation Summary:

The campaign successfully met the target of increasing in-scope (event specific) visitation numbers (48,327) – a key objective of the communication strategy as it drives visitor expenditure (\$70.6M) and jobs for South Australia. In addition, the campaign achieved an increase in interstate awareness with cyclists (30%) and website visits (13%). While the target for crowd attendance was marginally short by 0.6%, it was an excellent outcome given the event experienced a couple of race days reaching 40 degrees. The campaign focussed on high reach media. Media comprised outdoor billboards in the key interstate markets of Sydney, Melbourne and Brisbane which were strategically placed at popular Strava cycling routes, near sports stadiums during football finals and airports. This was complimented with a targeted and measurable digital strategy through programmatic display, social media, Google display network, search and standard display, allowing us to effectively communicate the full breadth of the event and South Australia destination story across the race, festival (associated program of events and activities), public participation and the ability to deliver tailored messages to the right audience and the right time to maximise awareness and visitation to the State. There was also paid media and promotions on TV, SBS during Tour de France and Seven during Big Bash League, along with radio spots locally and press ads.

The creative strategy was based on insights gained from research which resulted in the event name being the primary focus – ‘Santos Tour Down Under’ and ‘Australia’s Greatest Cycling Race’ as the secondary focus. The creative used ochre as the event colour to build greater brand consistency and equity to paint the event as colourful and exciting. Strong, emotive rider imagery was also used to depict the TDU as a professional and prestigious cycling race.

CAMPAIGN EVALUATION REPORT



Government
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Campaign: One Biosecurity - Launch and Roll Out

Department: Department of Primary Industries and Regions

Campaign Start Date: 14 August 2018

Campaign Completion Date: 31 January 2019

Campaign Total Spend: \$70,507 (ex GST)

Campaign Approval Date: 17 July 2018

Evaluation Approval Date: 11 April 2019

Evaluation Summary:

One Biosecurity (1B) is South Australia's new on-farm biosecurity management program that encourages livestock producers to incorporate biosecurity in their strategic planning and decision making. The online program helps producers improve their on-farm activities; assisting them to create an approved biosecurity plan, generate a farm biosecurity rating and promote their biosecurity status to potential markets.

1B represents a significant cultural change for industry and required a strong campaign to convince producers of the business benefits and to register.

Launched in August 2018, the campaign was successful in meeting key objectives; including recruiting 10 industry ambassadors, achieving more than 150 producer registrations, generating more than 50 media articles across metro and regional media, and creating more than 10 events social media opportunities to promote the program to industry.

The involvement of industry ambassadors in marketing collateral and partnership with Livestock SA were particularly beneficial in connecting producers to 1B through a trusted face and giving credibility to the program by offering the producer and industry body stamp of approval. The use of industry ambassadors and leveraging partnerships with industry bodies will continue to be a focus of the 1B communications strategy.

Due to several barriers, the objective of 20 agent registrations in the launch phase was not achieved. This resulted in effort being shifted to focus on producer registrations part-way through the launch campaign. However in 2019, livestock agents will be a key focus and the project team are optimistic that registrations will increase through targeted activities.

Outcomes from the 1B launch campaign have identified successful recruitment strategies and have been used to shape 2019 activities. These efforts will continue to focus on delivering targeted registration workshops, maintaining a strong 1B presence at key regional events and leveraging strategic stakeholder partnerships to achieve hundreds of new registrations this year.