

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

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

| Campaign Title | Department | Start Date | End Date | Ministerial Approval Date | Proposed Budget exGST (\$) | Synopsis |
|---|----------------------------------|------------|------------|---------------------------|----------------------------|--|
| South Australia's History Festival 2022 | History Trust of South Australia | 7/04/2022 | 31/05/2022 | 15/02/2022 | \$113,890 | A campaign to promote the annual History Festival, one of South Australia's largest community events |

CAMPAIGNS \$200,000 plus

| Campaign Title | Department | Start Date | End Date | Proposed Budget exGST (\$) | Synopsis |
|--------------------------------------|--|------------|------------|----------------------------|--|
| Police Officer Recruitment | South Australia Police | 3/04/2022 | 30/06/2022 | \$400,000 | A campaign to promote job opportunities in SAPOL to ensure that South Australia Police is well equipped to deliver services and protection to the community of South Australia |
| SANFL Community Football 2022 Season | Department of Infrastructure and Transport | 1/04/2022 | 31/10/2022 | \$270,000 | A THINK! Road Safety partnership with the SANFL to raise awareness of key road safety issues across regional South Australia |

EVALUATIONS

| Campaign Title | Department | Start Date | End Date | Evaluation Approval Date | Proposed Expenditure exGST (\$) | Actual Expenditure exGST (\$) |
|---|--------------------------------|------------|------------|--------------------------|---------------------------------|-------------------------------|
| 2021-22 Enjoy. Explore. Preserve. | SA Water | 1/02/2021 | 31/01/2022 | 8/04/2022 | \$460,000 | \$355,000 |
| Season 2021 - What's On at Adelaide Festival Centre | Adelaide Festival Centre Trust | 1/01/2021 | 31/12/2021 | 8/04/2022 | \$195,000 | \$87,964 |
| Regional Drivers FY20/21 | South Australia Police | 1/11/2020 | 30/04/2021 | 8/04/2022 | \$714,139 | \$696,654 |
| Anti - Drug Drive FY20/21 | South Australia Police | 1/07/2020 | 8/03/2021 | 8/04/2022 | \$630,000 | \$633,187 |

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2021-22 Enjoy. Explore. Preserve.

Department: SA Water

Campaign Start Date: 01 February 2021

Campaign Completion Date: 31 January 2022

Campaign Total Spend: \$355,000 (ex GST)

Campaign Approval Date: 08 February 2021

Evaluation Approval Date: 08 April 2022

Evaluation Summary:

The majority of measures for this campaign significantly exceeded targets set, demonstrating effective reach and impact of the call to action for the campaign.

Digital investment provided return on investment through follower and engagement growth, and holistic campaign effectiveness was demonstrated by visitor numbers at reservoir reserves. At more than three times the target KPI, the campaign drove high website visits.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Season 2021 - What's On at Adelaide Festival Centre

Department: Adelaide Festival Centre Trust

Campaign Start Date: 01 January 2021

Campaign Completion Date: 31 December 2021

Campaign Total Spend: \$87,964 (ex GST)

Campaign Approval Date: 15 December 2020

Evaluation Approval Date: 08 April 2022

Evaluation Summary:

Despite the ongoing uncertainty of COVID-19, a considerable amount of the 2021 Season objectives were achieved. Of particular note is the growth in first time visitors and intrastate attendance throughout 2021. The inability of many interstate audiences to visit South Australia has seen a dedicated focus on regional audiences. This focus has been incredibly successful and will be a continued focus, even in a post-COVID environment. Our objectives for CALD were maintained, thanks largely to programming efforts focusing on multicultural audiences. Our positive brand sentiments showed varying degrees of success, with those sentiments falling short of audience expectations to become an additional focus as we move towards a busy 2022. The proposed budget was considerably underspent in 2021 due mainly to the ongoing COVID-19 cancellations and subsequent need to cancel booked media.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

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| Campaign: | Regional Drivers FY20/21 |
| Department: | South Australia Police |

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| Campaign Start Date: | 01 November 2020 |
| Campaign Completion Date: | 30 April 2021 |
| Campaign Total Spend: | \$696,654 (ex GST) |

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| Campaign Approval Date: | 22 October 2020 |
| Evaluation Approval Date: | 08 April 2022 |

Evaluation Summary:

Regional South Australians are overrepresented in road trauma. 57% of fatalities happen regionally that host 30% of our population. Unforgiving terrain, infrastructure (such as high-speed roads of varying quality), tyranny of distance, fewer public transport options and attitudinal issues toward driving all contribute to their over- representation. SAPOL's mass media road safety education campaigns are implemented in both metropolitan and regional South Australia. There is no issue with reaching regional residents with public education, however the discrepancy between awareness and casualties warrants a more focused approach. For this reason, SAPOL has undertaken to run regional-centric communication activities. After years of regional road safety campaigns focusing on peer intervention, research has identified that it had become common and that poor driving decisions were now occurring when drivers were alone because 'they are only hurting themselves'. As a result, the campaign "Think About Who You'll Leave Behind" campaign was created in 2018, prompting drivers to consider the ripple effect on loved ones if they were hurt or killed in a crash. The campaign launched with encouraging signs and in FY20/21 prompted awareness increased at statistically significant levels in both metro and regional areas. Specific message takeout aligned with campaign intent and the imagery of the rear-view mirror as the core creative device is integral to the campaign with strong recall. The campaign was well supported with additional 24% of budget provided from media outlets.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Anti - Drug Drive 20/21

Department: South Australia Police

Campaign Start Date: 01 July 2020

Campaign Completion Date: 08 March 2021

Campaign Total Spend: \$633,187 (ex GST)

Campaign Approval Date: 26 June 2020

Evaluation Approval Date: 08 April 2022

Evaluation Summary:

Drug driving is one of the highest contributors to road deaths in South Australia.

Between 2014 and 2018, 25% of drivers or riders killed on South Australian roads tested positive to THC (the active component in cannabis), amphetamine (speed, ice or crystal meth) or MDMA (ecstasy). In 2019 it was 16%.

In 2019, for every 100 drivers tested, 13% tested positive to drugs.

Attitudinal research at the time of campaign development demonstrated that a lack of understanding as to how long drugs remained in the system could lead to inadvertent illegal driving, either from an assumption that the drugs had passed or that trace elements from frequent use would always be detectable and therefore there was nothing to lose.

In January 2020, a new campaign was launched to fill this knowledge gap and was re-run in 2020 and 2021.

Awareness is favourable and high, and the new drug drive campaign continues to perform to a similar level in year 2, following its launch year, highlighting that this is a particularly difficult audience to shift.

The shift in time frames from 5 hours to 24 hours is still proving difficult to re-educate, although there have been some modest improvements.

Most respondents nominated seeing the campaign in TV.

The campaign was well supported by the media with additional budget of 17% provided at no extra charge.