

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - AUGUST 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
2022-23 National Markets	South Australian Tourism Commission	22/08/2022	30/06/2023	\$5,500,000	A campaign to increase awareness and consideration for a holiday to South Australia
2022-23 International Markets	South Australian Tourism Commission	22/08/2022	30/06/2023	\$5,500,000	A campaign to promote South Australia as one of the top tourist destinations of the world
COVID Vaccine 4th Dose	Department for Health and Wellbeing	21/08/2022	18/09/2022	\$500,000	A campaign to raise awareness of eligibility criteria for South Australians to receive the fourth COVID-19 dose.
2022-23 smoking cessation campaign	Drug and Alcohol Services SA	14/08/2022	31/12/2022	\$765,293	The campaign to reduce smoking prevalence
2022-23 Seatbelts	South Australia Police	14/08/2022	30/04/2023	\$340,000	A campaign to increase seatbelt compliance and awareness
2022-23 Distractions	South Australia Police	14/08/2022	31/05/2023	\$340,000	A campaign to raise awareness of the dangers of inattention and distractions when driving
Rugby Union Double Header	Department of the Premier and Cabinet	14/08/2022	27/08/2022	\$250,000	A campaign to raise awareness of the historic rugby double header at Adelaide Oval
OzAsia Festival 2022	Adelaide Festival Centre Trust	2/08/2022	6/11/2022	\$230,000	A campaign to raise awareness of the Oz Asia Festival 2022, Australia's leading multi-arts festival
Adelaide 500	Department of the Premier and Cabinet	7/08/2022	5/12/2022	\$3,800,000	A campaign to raise awareness of the Adelaide 500 event back again on the streets of Adelaide in 2022

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Export Campaign	Department for Trade and Investment	17/05/2021	31/07/2021	4/08/2022	\$168,148	\$151,276
HomeSeeker SA Brand Launch and Sales Campaigns FY2020/21	SA Housing Authority	28/02/2021	30/06/2021	4/08/2022	\$253,000	\$227,105
The Lead	Department for Trade and Investment	1/07/2020	30/06/2021	4/08/2022	\$50,000	\$50,000

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Export Campaign

Department: Department for Trade and Investment

Campaign Start Date: 17 May 2021

Campaign Completion Date: 31 July 2021

Campaign Total Spend: \$151,276 (ex GST)

Campaign Approval Date: 14 April 2021

Evaluation Approval Date: 4 August 2022

Evaluation Summary:

The campaign was designed to drive and capture export interest with South Australian small to medium enterprises (SMEs), with a focus on hi-tech, creative industries, manufacturing, health, food, wine, and agriculture, along with services exports.

A multiple platform diversification strategy was used to ensure a wide range of businesses were targeted (including online, print and a live Q&A) across metropolitan and regional South Australia.

The Export journeys of two nominated businesses featured in the SA Business Journal with a reach of 285,000, banner advertising on AdelaideNow performed well with a total of 1,199 clicks and 329-page lands and the live Q & A achieved 5,231 views and 6,130 reach.

Across social channels advertising performance met or exceeded all benchmarks. The campaign achieved the target of 0.5% CTR and increases across social followers, website traffic and other metrics achieved 350% of the target.

The incorporation of videos to the social platforms performed well with an average VTR of 35%.

The campaign was successful in meeting the set objectives of:

- Increased DTI Trade offering awareness by 20%
- increased existing export client engagement to drive market diversification and growth by 70%

The Trade team received an increase in website enquiries during the campaign period, averaging twelve per month, received 248 ConnectPlus registrations, with the top web search term being "Australian export", "export" and "exporting".

Overall, the campaign was a success with the DTI Trade team experiencing an increase in enquiries.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: HomeSeeker SA Brand Launch and Sales Campaigns FY2020/21

Department: SA Housing Authority

Campaign Start Date: 28 February 2021

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$227,105 (ex GST)

Campaign Approval Date: 11 February 2021

Evaluation Approval Date: 04 August 2022

Evaluation Summary:

SA Housing Authority (the Authority) developed a new affordable housing program, HomeSeeker SA (the Program), to connect the 20,000 affordable housing solutions committed through Our Housing Future 2020-2030 to eligible low- and moderate-income households.

The Program helps to connect demand with an increase in affordable housing supply, while driving cultural and service change across the Authority and the affordable housing sector – facilitating the customer journey to the right housing solutions at the right time. In particular, the Program supports the modernisation of the social housing system, by providing customers with a range of affordable housing solutions.

The Program helps purchasers who otherwise would not have been able to enter the housing market, providing stimulus for the local home building sector in South Australia. Affordable housing supply is sourced from the Authority's own construction projects as well as private sector development and Renewal SA projects delivering on the Government's 15% Affordable Housing Policy.

The overall communication objective was to establish strong brand awareness as the leading affordable housing program in South Australia amongst key cohorts as well as driving website visitation and registrations to the database in order to cultivate sales leads.

The campaign performed strongly, easily achieving the KPIs set across 4 out of 5 of the set objectives. Key strong performing platforms included REA and Google Search, which contributed to a large number of website visits and database registrations. At the completion of the campaign, the database recorded 932 registrations, and 47,460 new users had visited the website. eDMs were well received by the database, with a high average open rate throughout the campaign. Additional eDMs could be considered to educate the audience on what else the HomeSeeker SA website has to offer.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: The Lead

Department: Department for Trade and Investment

Campaign Start Date: 01 July 2020

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$50,000 (ex GST)

Campaign Approval Date: 24 September 2020

Evaluation Approval Date: 4 August 2022

Evaluation Summary:

The campaign met or exceeded all set metrics measured, and provided good coverage of South Australia's industry sectors in international media across North America, India, Europe and Asia. In particular, international placements reached 157 per cent of the target, while the campaign achieved 541 pieces of coverage in third-party media, eclipsing the target of 300.