

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Rail Safety Week and Level Crossing Safety	Department for Infrastructure and Transport	22/07/2022	16/10/2022	20/07/2022	\$79,000	A campaign to raise awareness of the risks to people when interacting with rail corridors and encourage safe behaviours
Archie 100 & Robert Wilson	Art Gallery of South Australia	4/07/2022	3/10/2022	22/05/2022	\$180,000	A campaign to increase awareness of the Archie 100: A century of the Archibald Prize exhibition
Mask Campaign	Department for Health and Wellbeing	17/07/2022	13/08/2022	15/07/2022	\$170,000	A campaign to remind the community of what the current mask requirements are (mandatory and recommended)
Disability Inclusion Campaign	Department of Human Services	1/07/2022	20/08/2022	8/10/2021	\$135,000	A campaign to generate meaningful change in community attitudes and understanding of people who live with a disability
Playford Alive New Display Village	Renewal SA	4/07/2022	3/09/2022	13/06/2022	\$84,000	A campaign to create awareness of the new Display Village
Live Music South Australia - Reigniting Live Music	Department for Industry, Innovation and Science	1/07/2022	16/12/2022	27/06/2022	\$195,000	A campaign to create awareness of the value and importance of live music in South Australia
ICC Men's T20 World Cup 2022	Events South Australia	18/07/2022	10/11/2022	15/07/2022	\$185,000	A campaign to raise awareness of the ICC T20 World Cup hosted by Australia
TAFE SA Google Ads Campaign 2022/23	TAFE SA	1/07/2022	30/06/2023	1/04/2022	\$160,000	A campaign to build awareness of TAFE SA services and products by increasing Google Ads clicks and visits to the TAFE SA website
Healthy Sewers	SA Water	25/07/2022	26/08/2022	13/06/2022	\$100,000	A campaign to influence behaviour to reduce the amount of rubbish flushed or rinsed into the wastewater network

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Demand Management 2022	Department for Health and Wellbeing	17/07/2022	30/09/2022	\$825,000	A campaign to reduce the demand on emergency departments and ambulance services and increase traffic to the HealthDirect and emergency.sa.gov.au websites
Santos Tour Down Under 2023	Events South Australia	5/07/2022	30/01/2022	\$1,441,000	A campaign to raise awareness of the Santos Tour Down Under, South Australia's most significant sporting event

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Regional Showcase 2021	Department of Primary Industries and Regions	1/01/2021	31/12/2021	14/07/2022	\$50,000	\$50,000
Business as usual Digital Optimisation and SEO 2021	South Australian Tourism Commission	1/01/2021	31/12/2021	14/07/2022	\$650,000	\$629,736
Adelaide Festival 2021	Adelaide Festival Corporation	3/12/2020	14/03/2021	14/07/2022	\$729,148	\$708,540
Community SANFL – THINK! Road Safety Partnership 2020	Department for Infrastructure and Transport	20/06/2020	31/10/2020	14/07/2022	\$290,000	\$220,000
Be Bushfire Ready 2021/22	Country Fire Service	31/10/2021	2/04/2022	14/07/2022	\$700,000	\$687,588

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Regional Showcase 2021

Department: Department of Primary Industries and Regions

Campaign Start Date: 01 January 2021

Campaign Completion Date: 31 December 2021

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

Campaign Approval Date: 28 June 2021

Evaluation Approval Date: 14 July 2022

Evaluation Summary:

The Regional Showcase is a highly regarded long-standing program with a high profile across South Australia. The program aligns strongly with the Regional Development Strategy and 'Our Regions Matter' blueprint, in terms of supporting development across the South Australia and improving opportunities for regional communities.

The stories provide a benchmark for excellence in regional South Australia and provide an opportunity for the regions to learn from one another, building industry and regional capabilities. This evaluation of the South Australian Regional Showcase sponsorship delivered by Solstice Media in 2021, features the identified campaign objectives, timings, an evaluation of key statistics and feedback for future learnings to ensure continuous improvement. In 2021 the program celebrated and promoted the achievements of individuals, groups and organisations that made a significant contribution in regional South Australia with 100 articles produced, covering success stories from 9 South Australian regions across various fields.

These stories were published to a local, national and international audience through Solstice Media and the Department of Primary Industries and Regions networks to enhance the knowledge of the regions and shine a spotlight on regional communities that band together to solve problems and strive for innovation. The objective was to promote South Australia's regions by sponsoring the Regional Showcase.

To continue engaging the regions through the program, it is recommended that the celebration event continues to be held in a regional area moving forward and that skilled regional freelance journalists are engaged to provide employment and further leverage local media connections to promote stories in regional publications.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: SATC 2021 Business as usual Digital Optimisation and SEO

Department: South Australian Tourism Commission

Campaign Start Date: 01 January 2021

Campaign Completion Date: 31 December 2021

Campaign Total Spend: \$629,736 (ex GST)

Campaign Approval Date: 08 February 2021

Evaluation Approval Date: 14 July 2022

Evaluation Summary:

The business-as-usual Digital Optimisation and SEO activity undertaken during the contract period of January to December 2021 resulted in an increase both in organic search traffic and the rate at which visitors to southaustralia.com generate leads to South Australian tourism businesses and key industry partners.

During the project period of January to December 2021, southaustralia.com saw a 70 per cent increase in organic search traffic compared to the benchmark period of December 2019 to November 2020 (4.1 million visits compared to 2.4 million). This increase was significantly above the 10 per cent growth objective.

During the project period, the rate at which visits to southaustralia.com generated leads for SA tourism operators and industry partners grew by 6 per cent compared to the benchmark period (22.0% compared to 20.7%). This increase was however below the 10 per cent growth objective.

It should however be noted that customer interest in the Great State Voucher campaigns resulted in a significant increase in organic search traffic as well as changes in the way that consumers interacted with SATC websites compared to previous years. As such the results for both the organic search traffic and lead generation rate objectives must be viewed with this additional context.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: AF21

Department: Adelaide Festival Corporation

Campaign Start Date: 03 December 2020

Campaign Completion Date: 14 March 2021

Campaign Total Spend: \$708,540 (ex GST)

Campaign Approval Date: 13 November 2020

Evaluation Approval Date: 14 July 2022

Evaluation Summary:

The 2021 Festival was a huge success considering the circumstance under which it was programmed and executed – our communications plan had to pivot around lock downs and border closures, but despite all hurdles, we achieved some incredible outcomes.

While we noticed new buying patterns that meant that a lot of sales did not happen until very close to the event, sales of 61,000 tickets is an amazing result and the difference with last year (91,000) reflects the capacity restrictions we had to accommodate. This along with a total attendance of 143,401 (not including WOMAD) is an achievement we are proud of.

Once again, our annual audience survey revealed that 98% of respondents think that Adelaide Festival is culturally and economically important to South Australia, with 97% satisfied with their Adelaide Festival experience.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Community SANFL THINK! Road Safety Partnership

Department: Department for Infrastructure and Transport

Campaign Start Date: 20 June 2020

Campaign Completion Date: 31 October 2020

Campaign Total Spend: \$220,000 (ex GST)

Campaign Approval Date: 12 June 2020

Evaluation Approval Date: 14 July 2022

Evaluation Summary:

SANFL Community Football, under normal conditions provides an excellent means of reaching South Australian communities across the state. As the major partner of SANFL Community Football, the State Government had the opportunity to engage with clubs, promote vital road safety messages to regional communities and help change the attitudes and behaviours towards road safety of young football players through:

- encouraging safer driving within Football Clubs
- encouraging positive reinforcement of safe driving between peers
- challenging the acceptance of accidents.

Unfortunately the COVID-19 pandemic severely disrupted the 2020 football season, with the SANFL competition initially postponed on 16 March 2020. In June 2020, the Statewide Super League recommenced with two weekends of double-headers played at Adelaide Oval across two weekends before returning to suburban venues. Community football also recommenced with 80 percent of participation in 14 leagues.

Unfortunately due to these impacts, the original set of contractual benefits were not all achievable. Community SANFL were very responsive and offered alternative benefits that were utilised by the Department, i.e. a presence at the SANFL grand final at Adelaide Oval, and branded messaging in a live-streaming app and e-newsletters.

The SANFL expressed appreciation for the continued support of corporate partners and stakeholders which enabled football to maintain a role in South Australia's community.

The Department continued to use the approved 'Think! Road Safety' graphic alongside the AFL 'Statistics' campaign, modified with regional statistics and Community football photography to reinforce the road safety message with the target audience. While the AFL creative used images of Crows and Port Adelaide players, as there are many Community SANFL teams, the regional version featured a 'Think! Road Safety' branded football on an oval.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	2021-2022 Be Bushfire Ready campaign
Department:	Country Fire Service

Campaign Start Date:	31 October 2021
Campaign Completion Date:	02 April 2022
Campaign Total Spend:	\$687,588 (ex GST)

Campaign Approval Date:	12 August 2021
Evaluation Approval Date:	14 July 2022

Evaluation Summary:

Each year the CFS delivers the 'Be Bushfire Ready' campaign to raise awareness about the risk of bushfire for those living and travelling through at-risk areas and shift their preparedness behaviour from contemplation into action.

A majority of the at-risk target audiences indicated being prepared for a bushfire; while this dipped slightly for 18-39 y.o. compared to April 2021, a small increase was seen for the wider at-risk cohort. The campaign appears to have had a positive impact on self-assessed preparedness, with those recalling the advertising feeling more prepared than those not aware – suggesting they have taken some action to mitigate their bushfire risk in response to advertising.

The incidence of having a 5-minute Bushfire Plan remained stable for the wider at-risk population (17%) and increased by a small margin among the primary target audience of 18-39 y.o. The wider at-risk population who recalled the campaign were almost twice as likely to have a 5-minute plan than those not aware.

Awareness of any bushfire advertising at combined unprompted and prompted levels was high among at-risk residents and increased from prior waves. Improvement over time was especially noticeable for younger target audience, increasing from 66% to 76%. Those with zero knowledge of Bushfire Safer Places improved considerably, with 7 in 10 of the overall cohort and 6 in 10 of the 18-39 y.o. cohort having some knowledge of BSP, respectively. It appears advertising played a major role in improving knowledge, with those aware of the campaign much less likely to purport zero knowledge of BSP compared to those not aware of the campaign. In addition, those with zero knowledge of Bushfire Last Resort Refuges improved to better-than-KPI level for the wider at-risk (18+ y.o.) cohort.