

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
COVID Positive	Department for Health and Wellbeing	14/06/2022	10/07/2022	14/06/2022	\$80,000	A campaign to raise awareness of healthcare options for people who test positive to COVID-19
Flu Vaccination	Department for Health and Wellbeing	10/06/2022	30/06/2022	10/06/2022	\$80,000	A campaign to increase awareness of the free flu vaccination during June 2022

**CAMPAIGNS \$200,000 plus**

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Supporting Local Business	Department of the Premier and Cabinet	19/06/2022	17/07/2022	\$1,000,000	A campaign to encourage South Australians to support local businesses
State Budget 2022-23	Department of the Premier and Cabinet	2/06/2022	30/06/2022	\$750,000	A campaign to inform South Australians on the key investment measures that will be implemented as part of the 2022-23 State Budget

**EVALUATIONS**

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Bloom 2021	Events South Australia	12/09/2021	30/11/2021	2/06/2022	\$199,000	\$189,354
Onshore Campaign 2021	Study Adelaide	1/11/2020	28/02/2021	16/06/2022	\$140,000	\$140,000
Fatigue FY20-21 "Our Town Could Save Your Life"	South Australia Police	12/12/2020	30/04/2021	16/06/2022	\$449,999	\$403,105
Seatbelts FY20-21	South Australia Police	1/09/2020	31/03/2021	16/06/2022	\$367,500	\$352,846
Paid Search and Display 2020-21	Study Adelaide	5/11/2020	30/06/2021	16/06/2022	\$350,000	\$252,760
Distractions FY20-21	South Australia Police	1/08/2020	31/05/2021	16/06/2022	\$420,000	\$418,622
Domestic Campaign July 2020	Study Adelaide	5/07/2020	30/07/2020	16/06/2022	\$105,000	\$65,856
Bushfire Recovery	South Australian Tourism Commission	19/01/2020	29/02/2020	16/06/2022	\$1,110,000	\$1,117,000
Seatbelt Safety FY2019-20	South Australia Police	1/02/2020	30/04/2020	16/06/2022	\$470,000	\$545,171
Enjoy. Explore. Preserve.	SA Water	17/11/2019	30/06/2020	16/06/2022	\$198,000	\$99,117
Fatigue FY2019-2020 - Our Town	South Australia Police	1/12/2019	31/01/2020	16/06/2022	\$357,487	\$205,460
Motorcycling Safety FY2019-20	South Australia Police	1/11/2019	29/02/2020	16/06/2022	\$570,000	\$907,843



# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Bloom 2021

**Department:** Events South Australia

**Campaign Start Date:** 12 September 2021

**Campaign Completion Date:** 30 November 2021

**Campaign Total Spend:** \$189,354 (ex GST)

**Campaign Approval Date:** 25 August 2021

**Evaluation Approval Date:** 02 June 2022

## Evaluation Summary:

The 2021 Bloom campaign ran over a three-month period and assisted in the promotion of more than 65 festivals and events as part of the spring collective. The campaign was successful, having achieved key objectives of the communication strategy, including more than 48,000 webpage views, 128,000 event product views on southaustralia.com and 35,600 event ATDW leads.

Despite the challenges of all borders being closed during the campaign period, 18% of the Bloom webpage traffic came from interstate.

The promotion utilised SATC and Bloom owned digital channels, as well as proactive earned media and activations. From a paid media perspective, the campaign focused on high impact outdoor to achieve awareness, and a targeted digital advertising strategy targeting experience seekers and festival goers. Paid digital included News Corp paid search, social media, programmatic video and display. Visually impactful media was chosen to highlight the colourful Bloom brand through animation and showcase the event experience through imagery and vision.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Onshore Campaign 2021

**Department:** Study Adelaide

**Campaign Start Date:** 01 November 2020

**Campaign Completion Date:** 28 February 2021

**Campaign Total Spend:** \$140,000 (ex GST)

**Campaign Approval Date:** 24 November 2020

**Evaluation Approval Date:** 16 June 2022

## Evaluation Summary:

The campaign supported StudyAdelaide's objective of supporting institutions to recruit international students from interstate to study in South Australia. The campaign achieved a strong digital presence with more than 3.5 million impressions and 6,000 link clicks to the campaign landing page. Co-operative marketing initiatives with education agents were successful in assisting with the conversion of students and in driving awareness of Adelaide as a study destination. This was through extensive amplification of the campaign across social media and digital channels. Participating institutions have reported that more than 300 students from interstate enrolled at South Australian institutions for Semester 1, 2021 ensuring the primary KPI for the campaign was achieved.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Fatigue FY20/21 "Our Town Could Save Your Life"

**Department:** South Australia Police

**Campaign Start Date:** 12 December 2020

**Campaign Completion Date:** 30 April 2021

**Campaign Total Spend:** \$403,105 (ex GST)

**Campaign Approval Date:** 27 November 2020

**Evaluation Approval Date:** 16 June 2022

## Evaluation Summary:

Fatigue was determined to be a contributing factor in up to 12.5% of fatal crashes and 11.45% of serious injury crashes in 2018. According to South Australia's draft Road Safety Strategy to 2031 Issues Paper (12 October 2020), fatigue is often ranked as a major factor in road crashes, with crash data suggesting that it is on average a factor in around 10 crashes resulting in lost lives each year.

Fatigue presents a unique challenge in that it is not an enforceable or measurable offence and the community is reliant on a driver's self-assessment and responsibility to avoid fatigued driving. Communications are therefore important to educate drivers on fatigue manage their fatigue.

The campaign "Our Town Could Save Your Life" was introduced to market in December 2017, promoting the unique aspects of country towns and encouraging drivers to stop in them to rest, with the additional Government benefit of intrastate promotion.

This campaign was primarily driven by the Government owned regional banner network that tailors its messaging to individual towns, resulting in billboards being the primary source of awareness. Radio and online mediums supported the campaign.

This campaign has been successfully received, which is supported by the very low level of negative sentiment identified in tracking.

However, following the campaign's strongest year of activity in FY19/20, this year saw its performance fall short indicating that it has reached wear-out.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

<b>Campaign:</b>	Seatbelts FY20/21
<b>Department:</b>	South Australia Police

<b>Campaign Start Date:</b>	01 September 2020
<b>Campaign Completion Date:</b>	31 March 2021
<b>Campaign Total Spend:</b>	\$352,846 (ex GST)

<b>Campaign Approval Date:</b>	21 August 2020
<b>Evaluation Approval Date:</b>	16 June 2022

## Evaluation Summary:

Seatbelt compliance is a priority issue for road safety.

Overall restraint use is high, with around 95% of occupants being correctly restrained when travelling. However, seatbelt non-use remains a significant contributing factor to road trauma.

In the event of a crash, wearing a seatbelt can reduce the risk of death by approximately 50%, compared to unrestrained vehicle occupants. While it can greatly increase the chance of saving a life, it does not, itself, cause or prevent crashes. However, research has shown that people not wearing a seatbelt are more likely to undertake other high-risk behaviours while driving. Over the five-year period of 2015-2019 inclusive, 71 or 16% of all fatal crashes and 110 or 5% of serious injury crashes listed seatbelts as a contributing factor. In 2020 it was 29%.

The 'Probably Doesn't Wear a Seatbelt' campaign launched in February 2020 and ran again in May 2020 and used a humorous approach to undermine the seemingly perplexing act of not wearing a simple and proven life saving device.

FY20/21 saw significant improvements with greater frequency and the introduction of TV, which was the primary recall channel for all cohorts and performed particularly well amongst the younger target audience.

Awareness peaked likely when the campaign was supported on the regional banner network and there is evidence of increased compliance.

The campaign was well supported by media with an additional 17.4% of budget received

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Paid Search and Display 2020-21

**Department:** Study Adelaide

**Campaign Start Date:** 05 November 2020

**Campaign Completion Date:** 30 June 2021

**Campaign Total Spend:** \$252,760 (ex GST)

**Campaign Approval Date:** 21 August 2020

**Evaluation Approval Date:** 16 June 2022

## Evaluation Summary:

StudyAdelaide achieved strong results during the 2020-21 financial year. The number of users visiting studyadelaide.com grew by 76%, of which 79% were new users to the site. Re-activating 'always on' paid search and display campaigns in selected markets resulted in 90% of website traffic coming from outside Australia. Key markets were Nepal (27%), Sri Lanka (19%), Vietnam (18%) India (17%) and Hong Kong (5%). Two domestic campaigns supported peak recruitment periods which resulted in 63% of Australian traffic coming from interstate. Only 3% of total traffic to studyadelaide.com originated from South Australia – 32% of which came from email to onshore, South Australian-based international students highlighting events, activities and support.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Distractions FY20/21

**Department:** South Australia Police

**Campaign Start Date:** 01 August 2020

**Campaign Completion Date:** 31 May 2021

**Campaign Total Spend:** \$418,622 (ex GST)

**Campaign Approval Date:** 24 July 2020

**Evaluation Approval Date:** 16 June 2022

## Evaluation Summary:

Distraction is a key area of concern for the road safety community. Between 2015 and 2019 police reports have attributed 'Inattention' to 43% of fatalities and 48% of serious injuries.

Investigative behavioural research indicates that a significant number of drivers engage in a distracting behaviour while driving on a daily basis. The most common forms of distraction are mobile phones, eating/drinking, personal grooming and attending to children.

The 'No one's driving if you're distracted' campaign was developed and launched in November 2018 under the previous arrangements with the Motor Accident Commission, and addresses the broader context of distraction, rather than mobile phone use alone.

It appeared largely in outdoor environments, online and radio.

The campaign has seen strong growth in awareness with highest achieved in FY20/21 following the inclusion of TV and perhaps the revised, more colourful regional banner network artwork that provided strong cut-through. Awareness levels of key message take out are at near saturation levels with 97% of respondents who saw the campaign taking away an appropriate message.

Results suggest the campaign is having a continued contribution to positive impact on behaviours, with pre-contemplation tending to decrease and maintenance tending to improve.

The campaign was well supported by the media with an additional 44% of budget provided at no charge.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Domestic Campaign July 2020

**Department:** Study Adelaide

**Campaign Start Date:** 05 July 2020

**Campaign Completion Date:** 30 July 2020

**Campaign Total Spend:** \$65,856 (ex GST)

**Campaign Approval Date:** 03 July 2020

**Evaluation Approval Date:** 16 June 2022

## Evaluation Summary:

Due to the travel restrictions for people travelling from Victoria, the campaign was shifted and prioritised to students from New South Wales. The campaign was able to achieve the digital presence interstate with over 1.9 m impressions and 956 link clicks through paid search campaign. Student visas was the top performing keyword driving 269 clicks. Engagement on social channels such as WeChat, Weibo, Facebook, and Instagram generated over 1,000 new followers, 2,536 unique website visits and about 803,805 impressions. Overall, the audience resonated best with the video content which generated 60% of total link clicks and 92% of the users watched the entire video duration. The co-marketing with the education agents were very successful as they were able to receive new applications and generated leads for the Adelaide education providers.



# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

<b>Campaign:</b>	Bushfire Recovery
<b>Department:</b>	South Australian Tourism Commission

<b>Campaign Start Date:</b>	19 January 2020
<b>Campaign Completion Date:</b>	29 February 2020
<b>Campaign Total Spend:</b>	\$1,117,000 (ex GST)

<b>Campaign Approval Date:</b>	29 January 2021
<b>Evaluation Approval Date:</b>	16 June 2022

## Evaluation Summary:

The #BookThemOut campaign did what it set out to do - it booked out Kangaroo Island and the Adelaide Hills. The campaign not only drove immediate revenue, it restored the reputation of the regions affected, demonstrating that they were open for business, rebounding and ready to welcome tourists again.

The nature of the campaign meant that it was also supported and shared from dignitaries such as the Premier of South Australia to celebrities such as Guy Sebastian.

South Australia was the first State by some margin to be out in market with a message directing assistance to bushfire victims, and as a result the PR generated for the campaign was exceptional, with all major news services, blogs, websites and social media abuzz with the hashtag, messaging and imagery.

A Facebook poll revealed 7.3 million people had been reached with social adverts. The PR campaign also reached 25.2 million Australians, with an Advertising Space Rate of \$9.1 million. The #BookThemOut hashtag was used more than 6,000 times on Instagram. Posts using the hashtag were almost always made when tourists were either in the Adelaide Hills or on Kangaroo Island.

The momentum of the early advertising push was unrelenting, and the PR grew immensely. At every opportunity the #BookThemOut message was included in all of the SATC's owned events, advertising, social media and partnership. The southaustralia.com became the source of truth on the bushfires and, most importantly, bookings were made.

During the campaign period of 19 January to 29 February, there were 236,000 unique visitors to bushfire related content on southaustralia.com, and in total 943,000 visits to southaustralia.com, which is 59 per cent up year on year. There were also more than 158,000 consumer leads to South Australian tourism operators (95 per cent up year on year for the same time period) and a further 39,000 consumer leads to travel industry partners. The total of 197,000 leads was a 139 per cent increase year on year.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Seatbelt Safety

**Department:** South Australia Police

**Campaign Start Date:** 01 February 2020

**Campaign Completion Date:** 30 April 2020

**Campaign Total Spend:** \$545,171 (ex GST)

**Campaign Approval Date:** 29 November 2019

**Evaluation Approval Date:** 16 June 2022

## Evaluation Summary:

Seatbelt compliance is a priority issue for road safety. Overall restraint use is high, with around 95% of occupants being correctly restrained when travelling. However, seatbelt non-use remains a significant contributing factor to road trauma. 2018 represented a record low year in road trauma with 81 fatalities with the decrease also present in the seatbelt 16% of fatalities were not wearing a seatbelt at the time of the crash, a significant decrease compared with 38% in 2017.

The 'Probably Doesn't Wear a Seatbelt' campaign launched in February 2020 and ran again in May 2020, and used a humorous approach to undermine the seemingly perplexing act of not wearing a simple and proven life saving device.

Awareness of this campaign is favourably high for a new campaign to market at 86%, well exceeding new campaign launches at the time. Television was introduced into the second burst of the campaign and resulted in a significant uplift in awareness. The regional banner network (RBN) provides significant exposure without media cost.

Key message takeout has been appropriate; Seatbelt wearing (always wearing a seatbelt; rejecting the need to wear a seatbelt) is impacting with considerable change in the younger age bracket but yet to gain traction overall, suggesting creative is more conducive to younger engagement.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Enjoy.Explore.Preserve.

**Department:** SA Water

**Campaign Start Date:** 17 November 2019

**Campaign Completion Date:** 30 June 2020

**Campaign Total Spend:** \$99,117 (ex GST)

**Campaign Approval Date:** 03 October 2019

**Evaluation Approval Date:** 16 June 2022

## Evaluation Summary:

Messaging balanced the use of open space for recreational activities with the ongoing provision – and perception by consumers – of a safe, clean drinking water supply.

Online visitation figures reflect a positive lift on the back of promoted social media campaigns around key activities, with the highest monthly visitation occurring in December 2019 (10,723) amidst a promoted social campaign and the opening of South Para Reservoir Reserve plus fishing at Myponga Reservoir Reserve.

This was maintained in January with 8,825 visits before falling away to April, the baseline monthly visits, without promoted posts or launch activity, have settled on around 4,000 visits per month.

Community engagement including an Expressions of Interest process to form the Hope Valley Reservoir Reserve Community Reference Group, included Messenger press advertising supported by direct mail to 1,000 neighbouring residents, plus targeted social media and registered stakeholder outreach (around 200 people). This generated 36 requests to join the reference group, of which 14 have been appointed representing a mix of age, gender, background and experience. The majority live in the neighbouring area.

Learning from our audience, and experience gained as sites have opened and activities expanded, plus listening to feedback from the community and the Taskforce, and consultation with industry leaders including SATC and the office of the Minister for Environment and Water, future paid outreach will enable greater agility with more creative available to meet varying seasonal and activity needs.

A shortfall in compelling images and content needed to capitalise on opportunities for ongoing engagement growth is a key learning. As the campaign shifts further into action/adventure-based activity a deeper pool of styled content with a long life in market is required, likewise capturing the unique personalities of each site across the seasons.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

<b>Campaign:</b>	Fatigue FY2019/2020 - Our Town
<b>Department:</b>	South Australia Police

<b>Campaign Start Date:</b>	01 December 2019
<b>Campaign Completion Date:</b>	31 January 2020
<b>Campaign Total Spend:</b>	\$205,460 (ex GST)

<b>Campaign Approval Date:</b>	08 November 2019
<b>Evaluation Approval Date:</b>	16 June 2022

## Evaluation Summary:

Fatigue was determined to be a contributing factor in up to 12.5% of fatal crashes and 11.45% of serious injury crashes in 2018, although its contribution to individual cases can be difficult to measure. Victims of fatigue crashes are three times more likely to be killed than other casualty crashes.

Quantitative tracking research has identified that the adoption of the 'rest for 15 minutes every 2 hours' behaviour has more than doubled amongst the distance driving population from 31% in 2009.

In December 2017 a new fatigue campaign was introduced to market, promoting the unique aspects of country towns and encouraging drivers to stop in them to rest, improving both the quality and safety of the trip, with the additional Government benefit of intrastate promotion. The campaign has been well received in the community and was returned to market by SAPOL in FY19/20.

With the onset of Covid and movement restrictions, planned activity from March 2020 was cancelled. Despite this, after being in the market for two months (half the scheduled time), all campaign objectives were exceeded, delivering its strongest results in the third year of activity. Awareness is favourably high at 77%, particularly given the outdoor skew without benefit of television or other video executions. The owned Regional Banner Network is critical to this as it's the primary source of awareness and significantly reduces need for media spend.

Key message takeout continued to improve to the highest level since 2018, with 79% of those exposed taking a relevant message. 58% of distance drivers are nominating to take regular rest breaks on long trips at least every 2 hours with only 9% rejecting this instruction.

Informal/anecdotal feedback suggests that the campaign is well received, supported by the very low level of negative sentiment identified in tracking.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Motorcycling Safety

**Department:** South Australia Police

**Campaign Start Date:** 01 November 2019

**Campaign Completion Date:** 29 February 2020

**Campaign Total Spend:** \$907,843 (ex GST)

**Campaign Approval Date:** 30 August 2019

**Evaluation Approval Date:** 16 June 2022

## Evaluation Summary:

Motorcycling is the most dangerous of traditional transport forms with crash rates per kilometres travelled over 20 times than that of passenger vehicles. In 2018, motorcyclists represented 12.5% of fatalities, a significant decrease on an unusually high year in 2017 of 24%. While serious injuries are trending downwards, 2017 saw an unusually high spate of fatalities with 24 deaths, against 8 in 2016, 10 in 2018 and over double that of the 5-year average of 13.

Attitudinal research identified that love of life and love ones were motivating factors to avoid serious injuries when riding. The resulting "There's a Lot Riding On It" campaign was completed as SA Police's first campaign under the new arrangements following the closure of MAC. The campaign was launched in November 2020.

Post-campaign tracking has shown encouraging results that suggest the campaign is beginning to resonate. Awareness is solid for a new campaign to market at 67%, particularly given the niched audience.

Post-campaign tracking further revealed an overall increase in maintenance (compliance) and a decrease in pre contemplation (rejection), although rejection of unsafe behaviour slightly underperformed against objective.

Riding within speed limits at all times represented the most significant change, increasing by 17% to 60% in total during post campaign tracking.

Other typical riding scenarios tracked have shown modest improvements, indicating a generally more cautious approach to riding post from pre campaign activity. Overall, the impact on behaviour is apparent in quantitative tracking and appropriate message take-out amongst those exposed to the message is high at 93%.

The campaign will be returned to market for FY20/21 with learnings briefed to the relevant Master Media Agency.