

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - MARCH 2021**

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Women's and Children's Health Network PR Strategy	Department for Health and Wellbeing	21/03/2021	30/06/2021	21/03/2021	\$100,000	A campaign to increase community awareness of the sustainment works at the WCH and highlight the clinical excellence of the network

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Anti Drink Driving FY20/21	South Australia Police	14/03/2021	30/06/2021	\$931,000	A new campaign to raise awareness of the dangers of drink-driving and discourage the community from committing drink-driving offences
HomeSeeker SA Brand Launch and Sales Campaigns FY2020/21	SA Housing Authority	14/03/2021	30/06/2021	\$253,000	A campaign to build awareness and encourage registration to the new affordable housing program in South Australia
COVID-19 Stop the Spread - Vaccination Program	Department for Health and Wellbeing	1/03/2021	1/08/2021	\$2,400,000	A campaign to educate the community on the COVID-19 vaccination rollout and encourage South Australians to get vaccinated, when it's their turn

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
COVID-19 (Parafield Cluster) Public Information Campaign	Department of the Premier and Cabinet	18/11/2020	25/11/2020	11/03/2021	\$350,000	\$295,143
Watch Out Before You Take Out a Pedestrian FY19/20	South Australia Police	1/03/2020	31/05/2020	11/03/2021	\$436,951	\$443,109
Drug Driving FY 19/20	South Australia Police	5/01/2020	26/04/2020	11/03/2021	\$897,827	\$907,843

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: COVID-19 (Parafield Cluster) Public Information Campaign

Department: Department of the Premier and Cabinet

Campaign Start Date: 19 November 2020

Campaign Completion Date: 26 November 2020

Campaign Total Spend: \$295,143 (ex GST)

Campaign Approval Date: 27 November 2020

Evaluation Approval Date: 11 March 2021

Evaluation Summary:

The November COVID-19 public information campaign was implemented to communicate critical information to South Australians in relation to new COVID-19 restrictions that came into effect in South Australia as part of the state government's state-wide "circuit breaker", following new COVID-19 cases being identified within the community (the Parafield cluster).

The campaign utilised the same creative approach that was successfully implemented earlier in the year, featuring South Australians. Two different creative executions were applied during the campaign to convey the changes in messaging – 'New COVID-19 restrictions are in place' creative ran until 20 November, and then 'Update on COVID-19 restrictions' creative ran until 25 November 2020. When the November circuit breaker was announced and the campaign commenced in market on Wednesday 18 November 2020, there was a peak of 582,000 sessions (a 288% increase on the previous average weekly number of sessions and significantly more than the average 20,000-30,000 daily sessions). These strong numbers continued for the rest of the week.

Overall there were more than 3.3 million unique page views during the campaign period. Importantly, 62% of traffic was new visitors, and this continued into the following week with 53% new visitors.

Once again, the creative strategy was agile enough to enable the updating of key messaging throughout the campaign, and was well received by South Australians.

The state-wide media mix was highly effective in quickly communicating critical COVID-19 messaging to South Australians.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Watch Out Before You Take Out a Pedestrian FY19/20
Department:	South Australia Police

Campaign Start Date:	02 March 2020
Campaign Completion Date:	01 June 2020
Campaign Total Spend:	\$443,109 (ex GST)

Campaign Approval Date:	24 January 2020
Evaluation Approval Date:	11 March 2021

Evaluation Summary:

Pedestrian safety is a broad issue, as the entire population will at some time be a 'pedestrian'. Road statistics reveal that typically most casualties involving pedestrians have involved the young, the drunk or the elderly. These pedestrians are the most exposed in busy areas with 83% of serious crashes occurring on metropolitan roads.

Pedestrian fatalities have varied somewhat over the past few years. Pedestrian fatalities decreased from 17 in 2017 to 6 in 2018, representing the lowest number in over 3 decades. However, at time of campaign planning, in October 2019, 17 pedestrians were been killed on South Australian roads – 4 more deaths than the previous 5 year average.

The fluctuation in pedestrian crash data demonstrates the need to frequently promote pedestrian safety. In March 2017 'Watch Out Before You Take Out a Pedestrian' was launched encouraging drivers to be vigilant for the three key pedestrian groups at risk: the young, the drunk and the elderly. SAPOL returned the campaign to market in FY19/20.

The campaign was run in its third year in 2020, which was completed with positive outcomes, however, compared with prior performance further insights into driver vigilance are plateauing. Awareness is at its highest level at 65% following the introduction of TV into the media mix, while the message take-out is encouragingly high at 83%. Digital activity appears to generate high engagement, with 'child' and 'drinkwalker' executions performing more strongly on social media.

The campaign was well supported by the media industry with an additional 60% of budget provided at no charge in consideration of this important issue.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Drug Driving FY19/20
Department:	South Australia Police

Campaign Start Date:	05 January 2020
Campaign Completion Date:	26 April 2020
Campaign Total Spend:	\$907,843 (ex GST)

Campaign Approval Date:	08 November 2019
Evaluation Approval Date:	25 March 2021

Evaluation Summary:

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

At the time of campaign development data indicated that, between 2013 and 2017, 24% of drivers or riders killed on South Australian roads tested positive to THC (dope), methylamphetamine or amphetamine (speed, ice or crystal meth) or MDMA (ecstasy). At the same time, in 2018, for every 100 drivers tested 12% 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 reduce incidents of drug driving.

The new drug drive campaign completed its 2020 run to encouraging effect. Awareness is favourable and high compared with other new campaign launches at 73%. Appropriate message take-out amongst those exposed to the message is high at 75%. Impact on consideration and behaviour is apparent in quantitative tracking with self-reported incidents of drug driving decreasing against meth users and reductions in driving amongst THC users within a 5 hour time frame.

The campaign was well supported by the media industry with an additional 30% of budget provided at no charge in consideration of this important issue.