

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

CAMPAIGNS \$55,000 to \$199,999

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Fight the Bite 2022-23	Department for Health and Wellbeing	4/12/2022	20/03/2023	1/12/2022	\$150,000	A campaign to inform South Australians about the health risks associated with mosquito bites and how to reduce their risk of acquiring an arbovirus
Defending Australia	Defence SA	2/12/2022	30/06/2023	25/11/2022	Commercial in Confidence	A campaign in partnership with the Department for Industry, Innovation and Science, Department for Education and TAFE SA to reinforce South Australia's reputation as the Defence State
Adelaide 500 - 2023 Pre-Sale Campaign	South Australian Motorsport Board	4/12/2022	31/12/2023	29/11/2022	\$110,000	A campaign aimed at Adelaide 500 Club members encouraging them to re-book seats for the 2023 event

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Tasting Australia 2023	Events South Australia	6/12/2022	7/05/2023	\$530,000	A campaign to promote Tasting Australia, showcasing the best of South Australia to the world through innovative, creative and thought-provoking programming and unique culinary tourism experiences
Regional Drivers FY22/23	South Australia Police	4/12/2022	30/06/2023	\$460,000	A campaign to raise awareness of regional road safety and emphasise that two of three people who die on country roads are country people
Bowden FY22/23	Renewal SA	1/12/2022	30/06/2023	\$572,200	A campaign promoting Bowden which offers mixed-use commercial, retail and residential offerings
Here For The Game FY2022/23	Department of Human Services	1/12/2022	5/05/2023	\$446,400	A campaign to promote the positive aspects of sport that do not involve gambling, by being 'Here for the Game' - as opposed to being distracted by gambling during sporting events

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Rugby Union Double Header	Department of the Premier and Cabinet	14/08/2022	27/08/2022	1/12/2022	\$250,000	\$235,384
Adelaide Guitar Festival 2022	Adelaide Festival Centre Trust	28/04/2022	24/07/2022	1/12/2022	\$135,000	\$160,288
Building What Matters Phase 2	Department of the Premier and Cabinet	24/10/2021	19/01/2022	1/12/2022	\$1,310,000	\$1,248,022
AF22	Adelaide Festival Corporation	31/10/2021	20/03/2022	1/12/2022	\$750,000	\$731,965
Jobs For You	Department of the Premier and Cabinet	26/09/2021	18/01/2022	1/12/2022	\$2,000,000	\$1,701,830
New 2021-22 Volunteer Attraction Campaign	SA Ambulance Services	1/03/2022	30/06/2022	1/12/2022	\$95,000	\$94,180
Growth State Year 2	Department of the Premier and Cabinet	31/07/2021	19/01/2022	1/12/2022	\$238,000	\$150,121
State Budget 2022-23	Department of the Premier and Cabinet	2/06/2022	30/06/2022	1/12/2022	\$750,000	\$742,557
COVID Transition	Department of the Premier and Cabinet	21/11/2021	1/01/2022	1/12/2022	\$193,983	\$176,301
Future Adelaide Year Three	Department of the Premier and Cabinet	13/08/2021	30/06/2022	1/12/2022	Commercial in Confidence	
COVID-19 Booster Campaign	Department of the Premier and Cabinet	8/05/2022	30/07/2022	15/12/2022	\$2,000,000	\$1,323,893
2022 Adelaide Biennial of Australian Art: Free/State	Art Gallery of South Australia	3/02/2022	5/06/2022	15/12/2022	\$150,000	\$146,144
Child and Adolescent Virtual Urgent Care Service	Department for Health and Wellbeing	1/05/2022	31/07/2022	15/12/2022	\$100,000	\$100,000
2021/22 Aboriginal Targeted Smoking Cessation Campaign	Drug and Alcohol Services SA	13/02/2022	30/06/2022	15/12/2022	\$286,767	\$285,783
Repat Reactivation 2019 - 2022	Department for Health and Wellbeing	1/07/2019	31/12/2021	15/12/2022	\$150,000	\$150,100
South Australia's History Festival 2022	History Trust of South Australia	1/04/2022	31/05/2022	15/12/2022	\$113,890	\$112,695
2020-21 New Zealand Marketing Approach	South Australian Tourism Commission	1/09/2020	31/01/2022	15/12/2022	\$1,500,000	\$833,853



Government of
South Australia

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Rugby Union Double Header
Department:	Department of the Premier and Cabinet

Campaign Start Date:	14 August 2022
Campaign Completion Date:	27 August 2022
Campaign Total Spend:	\$235,384 (ex GST)

Campaign Approval Date:	12 August 2022
Evaluation Approval Date:	01 December 2022

Evaluation Summary:

Adelaide Oval hosted an epic rugby union double header on Saturday 27 August 2022, with the Wallaroos clashing with the Black Ferns and the Wallabies taking on world champions the Springboks.

To supplement Rugby Australia's advertising of the double header, the Government of South Australia injected funds locally to drive ticket sales in the lead-up to the event.

The media strategy included television, outdoor in the Adelaide CBD and metro areas, local radio, local press in The Advertiser, Sunday Mail and regional papers, digital display and BVOD.

All creative executions promoted the wallabies.rugby website to purchase tickets.

The Adelaide CBD was activated in the lead up to the event. The Government of South Australia also worked collaboratively with Rugby Australia on a number of proactive PR/media opportunities.

The agreed sales target was 30,000 tickets and encouragingly, this was well exceeded, with the Wallabies and Wallaroos playing in front of a crowd of 36,336 on the day.

New data from the National Visitor Survey, undertaken by the South Australian Tourism Commission, shows 195,000 interstate overnight visitors spent \$244m in June, up 30 per cent for the same period last year.

Day trips within SA were well above pre-Covid levels, with 897,000 excursions and \$134m in costs, a rise of 27 per cent for June, 2019.

Visitors splashed out \$250m for the month of June, up 28 per cent on the pre-Covid total.

The accommodation data shows the Wallabies/Wallaroos double-header in August attracted the second-highest nightly revenue for Adelaide hotels since the start of the pandemic in 2019.

Accommodation revenue for the night was \$2.25m.

Hotels across Adelaide had an average occupancy rate of 86 per cent – 16 per cent above the monthly average – the fourth highest pre-Covid level.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Adelaide Guitar Festival 2022

Department: Adelaide Festival Centre Trust

Campaign Start Date: 28 April 2022

Campaign Completion Date: 24 July 2022

Campaign Total Spend: \$160,288 (ex GST)

Campaign Approval Date: 13 October 2022

Evaluation Approval Date: 1 December 2022

Evaluation Summary:

Adelaide Guitar Festival 2022 festival attendances were over 16,000, and it employed 180 individual artists for 322 performances across South Australia, including at schools, health care services, 7 metro venues and 35 regional venues.

Over 2000 people visited The Immerse Guitar on Festival Plaza, which proved a popular attraction and Adelaide Guitar Festival's popular Winter School saw 80 students from ages 11 to early 70s enroll in either the Blues and Roots or the Classical stream. The campaign was successful in achieving its objective of attracting intrastate and interstate audiences but underachieved on box office and ticket targets – though, under the trying circumstances (COVID disruption and product glut), the result still meant that almost 2,500 people purchased tickets to an Adelaide Guitar Festival show.

The Marketing budget media buy allocation was altered during the campaign, including a small up-weight to the budget when it became clear that ticket sales were sluggish. Targets will be addressed in 2023 to ensure that agreed targets are appropriate to market demand. Owned channels continue to be the highest source of awareness among ticket buyers, with social media advertising performing best in the above the line category.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Building What Matters Phase 2

Department: Department of the Premier and Cabinet

Campaign Start Date: 24 October 2021

Campaign Completion Date: 19 January 2022

Campaign Total Spend: \$1,248,022 (ex GST)

Campaign Approval Date: 16 September 2021

Evaluation Approval Date: 01 December 2022

Evaluation Summary:

In late 2021, the second phase of the Building What Matters public information campaign was implemented to continue to elevate the importance of infrastructure projects to our state post COVID-19, in terms of rebuilding our economy, creating jobs and improving the life of all South Australians.

Throughout the campaign, a consistent communications approach was adopted, in terms of branding and messaging, to communicate about the construction or upgrade of hospitals / health services, schools, roads and parks as part of the former state government's investment.

The public was directed to the interactive Building What Matters website, that provided information on the various public infrastructure projects that were underway or planned. A number of private sector projects also featured on the website. Nearly one in two people spontaneously recalled seeing or hearing about the campaign, mostly from television, followed by radio and on-line. The recall was the highest for road improvements.

Most respondents agreed that the campaign was easy to understand, relevant and believable.

The website targets were overachieved, demonstrating the campaign's effectiveness in driving clicks through to the website. More than 24 million digital ad impressions were delivered, with 20,000 clicks. All digital media partners delivered or over delivered on their planned clicks-through rate and completed video views.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: AF22

Department: Adelaide Festival Corporation

Campaign Start Date: 31 October 2021

Campaign Completion Date: 20 March 2022

Campaign Total Spend: \$731,965 (ex GST)

Campaign Approval Date: 13 October 2021

Evaluation Approval Date: 01 December 2022

Evaluation Summary:

A successful campaign in very trying times. Like the 2021 campaign it was hard to plan for a program that once again fell into place quite late and within an environment that was volatile and uncertain with huge impacts on customer confidence and buying patterns.

Many factors remained out of our control throughout and meant that we had to pivot and communicate with patrons quickly and efficiently on a number of issues. The opening of borders and ensuing surge of Omicron as well as the introduction of our double-vaccination policy meant shows that had previously been sold out had availability again (refunds) and schools pulled out of performances they had already booked (no excursions until week 5 of term 1). The increase to 100% capacity did not happen until after the second weekend of the Festival, which meant that the very popular, sold out shows from the opening weekend could not benefit from that change and we only had very limited time to promote the newly released seats in the last week.

We are very pleased with the result of the campaign and thankful to Wavemaker who worked tirelessly to optimise placements and find ways to move tickets for slow shows.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Jobs For You

Department: Department of the Premier and Cabinet

Campaign Start Date: 26 September 2021

Campaign Completion Date: 18 January 2022

Campaign Total Spend: \$1,701,830 (ex GST)

Campaign Approval Date: 12 August 2021

Evaluation Approval Date: 01 December 2022

Evaluation Summary:

The 'Jobs for You' campaign was launched to capture the public's attention and excite our young people, their parents and educators about the variety of job opportunities on offer while encouraging them to explore the pathways to a career in these sectors.

The campaign featured real people working in real jobs from real businesses here in South Australia, across the space, defence, cyber, energy and hi-tech sectors.

Additionally, the campaign aimed to increase awareness of career and study pathways to obtaining jobs in these sectors, including apprentice/trainee and vocational education and training (VET) pathways.

A bespoke website - www.jobsforyou.sa.gov.au - was developed in line with the campaign messaging to provide a streamlined user experience to access engaging and informative content on each future-focused sector, available jobs and study and career pathways.

The campaign was successful in educating and informing South Australians on the job opportunities that are being created and available right now in the state's future-focused industries and in increasing the appeal of these industries.

The campaign effectively inspired interest in future industries and built high optimism towards the Government's initiative of creating jobs in SA. Positivity about the campaign's messaging was enhanced by campaign recall.

One in two people spontaneously recalled hearing about future job opportunities in South Australia.

Seven in 10 people recalled the 'Jobs for You' campaign; equating to 69% overall.

Overall, there were 109,184 page views on the Jobs for You website during the campaign period, with a total of 53,871 users and a return user rate of 10%. This is a strong result considering it was a brand new website, which was facilitated through strategic media spend that was instrumental in driving on-platform traffic.

Nine in ten of those who visited the website found it useful.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: New 2021-22 Volunteer Attraction Campaign

Department: SA Ambulance Service

Campaign Start Date: 01 March 2022

Campaign Completion Date: 30 June 2022

Campaign Total Spend: \$94,180 (ex GST)

Campaign Approval Date: 13 December 2021

Evaluation Approval Date: 15 December 2022

Evaluation Summary:

Volunteer application numbers increased in a year-on-year comparison but did not meet the set Objective. The Answer the Call campaign to attract more volunteers certainly generated interest and understanding across the state, and marketing collateral and the tagline resonated with survey recipients, more so than in previous campaigns. Age and diversity in visual advertisements appealed and Intuito's phone survey found an uptake in interest following this campaign. In summary, key take-outs are:

Social media, digital advertising and our website were popular and accessible platforms utilised to share the message.

Volunteers are keen to get something out of their experience, not entirely altruistic in motivation in a post-COVID-19 world. Awareness of the need of volunteers has increased, and awareness of SAAS's marketing efforts was also up.

Volunteering interest is slightly up in comparison to the previous year.

Online information sessions were new this year, the second one in August proving more popular and a successful tactic to engage directly with potential volunteers.

In closing, it is noted that recruiting volunteers is not a linear process, it takes time for someone to decide to volunteer, and so application results cannot be immediately correlated to the campaign.

Answer the Call has built on previous campaigns and is expected to continue to resonate in the community when repeated.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Growth State Year 2

Department: Department of the Premier and Cabinet

Campaign Start Date: 31 July 2021

Campaign Completion Date: 19 January 2022

Campaign Total Spend: \$150,121 (ex GST)

Campaign Approval Date: 03 June 2021

Evaluation Approval Date: 01 December 2022

Evaluation Summary:

The former state government's South Australian Growth Agenda – Growth State – included a range of micro-economic policies, projects and initiatives (commitments) for targeted export sectors identified for their growth potential.

A communications strategy implemented in 2019-2020 (Phase One) aimed to introduce Growth State and establish messaging amongst key audiences on the Eastern Seaboard and within South Australia, with a focus on content generation and amplification.

Phase Two of the communications strategy aimed at building on the awareness generated in Phase One, while re-framing messages to support economic recovery and rebuilding efforts post the COVID-19 pandemic.

Following the success of media partnerships in Phase One, this activity was again a key driver to achieve Phase Two objectives, supported by a paid digital campaign to amplify the stories published and to broaden audience reach.

Overall, the campaign performed well across all digital platforms, with all activity meeting or exceeding benchmarks and planned impressions and click goals.

The website targets were overachieved, with paid media generating 43% of all traffic during the campaign period, demonstrating the effectiveness of targeted paid digital activity to amplify the stories published as part of the media partnerships.

As a result of the campaign, research shows that perceptions about South Australia's leadership across most industries has increased, specifically across the Eastern States.

The 55+ cohort is more likely to see South Australia as a leader across most industries, specifically the traditional industries. Those under 30 are significantly more likely to perceive South Australia as a leader for the emerging industries.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: State Budget 2022-23

Department: Department of the Premier and Cabinet

Campaign Start Date: 02 June 2022

Campaign Completion Date: 30 June 2022

Campaign Total Spend: \$742,557 (ex GST)

Campaign Approval Date: 18 May 2022

Evaluation Approval Date: 01 December 2022

Evaluation Summary:

The State Budget 2022-23 was announced on Thursday 2 June 2022, setting the foundations for the newly elected State Government to deliver on its election commitments and vision for the future of South Australia – not only for the next four years, but for the next generation.

A public education campaign was implemented to support the State Budget announcement and to inform the South Australian community of how their funds are being invested, with a focus on:

- Investing in health for the current and future generation
- Setting up our children for the future

The public was directed to the State Budget website to learn about the key State Budget measures that will be implemented to create jobs and help improve the life of all South Australians.

Overall, the campaign was successful in building awareness about the State Budget 2022-23, with over 1 in 10 spontaneously recalling seeing or hearing about the campaign.

Media was heavily weighted towards TV and radio in the first 48 hours of launch to increase reach and awareness, with TV spots surrounding news programming and radio within news and traffic updates, followed by breakfast live reads. As a result, the highest recall was from television (84%), followed by radio (17%) and online (8%).

The campaign was well received, with 87% of respondents to the post campaign survey agreeing that the campaign was easy to understand, and 68% agreeing that the campaign was relevant.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: COVID Transition

Department: Department of the Premier and Cabinet

Campaign Start Date: 21 November 2021

Campaign Completion Date: 01 January 2022

Campaign Total Spend: \$176,301 (ex GST)

Campaign Approval Date: 04 November 2021

Evaluation Approval Date: 01 December 2022

Evaluation Summary:

On 23 November 2021, when SA's borders re-opened to international and interstate travellers, a new entry process was put in place to protect South Australia and minimise the impact of COVID-19.

A series of digital tools were developed as a response, including Entry Check SA, Health Check SA and the COVID Safe Check-In. A public information campaign was launched to inform individuals about the new entry process and reassure the community that South Australia's borders were opening in a safe and measured way.

A series of animated 'how to' videos as well as static info-graphics, explaining how to use these platforms were created and published on SA.GOV.AU.

The target audiences were international/interstate travellers entering and returning to SA and the general South Australian community, including people from culturally and linguistically diverse (CALD) backgrounds.

Paid media tactics such as search, social media and ETCOM (to target CALD groups) were used to promote the three platforms, pointing to SA.GOV.AU for further information.

SA.GOV.AU remained the campaign's single source of truth, where all border re-opening and COVID-Ready information was housed, including the campaign video animations and info-graphics, and a series of FAQs.

From 16 November to 10 January 2022, the Entry Check SA web page which was housed on SA.GOV.AU received over three million page views.

From 21 November 2021 to 1 January 2022, approximately 630,000 people engaged the Entry Check SA system with 411,540 applications were completed. During this period, the Health Check SA App was downloaded 231,514 times (both Android and iOS devices combined). The campaign metrics were pleasing and showed there was an appetite for more information about the opening of SA's borders amongst both South Australians and those travelling to the state. The metrics also demonstrated that although the campaign was predominantly digitally led, it was effective in reaching its target audiences.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Future Adelaide Year Three

Department: Department of the Premier and Cabinet

Campaign Start Date: 13 August 2021

Campaign Completion Date: 30 June 2022

Campaign Total Spend: Commercial in Confidence

Campaign Approval Date: 28 July 2021

Evaluation Approval Date: 01 December 2022

Evaluation Summary:

DPC partnered with News Corp for the Future Adelaide initiative for the past three years.

At the time of inception, Future Adelaide was devised to support the former state government's economic plan – Growth State – by re-framing the broader narrative about the state to interstate and local audiences through native content published by a credible news source.

Growth State's aim was to position South Australia as a more attractive and competitive place to visit, live, work, study and invest and drive the transformation needed in the South Australian economy by focusing on nine priority sectors for growth. Future Adelaide was a key vehicle in the promotion of these industry sectors and in instilling confidence that South Australia will recover, rebuild and bounce back after the COVID-19 pandemic.

The partnership provided an authentic voice to educate audiences and challenge perceptions to grow confidence and pride in South Australia, and to attract interstate investment, visitation and migration. It also provided a platform for raising awareness of our state's business, lifestyle and job opportunities, aiming to help attract investment and bring the best and brightest to live and work here.

It was successful in engaging local and interstate audiences with content that consistently positioned South Australia as an attractive place to live, work, study, visit and invest, as well as maintaining and heightening perceptions of South Australia being a leader in the Growth State industry sectors to interstate and local audiences.

There were a total of 134,107 page views and 99,225 unique visitors on the website.

Digital media achieved 11,563,196 total impressions and resulted in 117,928 total clicks.

The total print reach across was 18,512,000, which included 1,020,000 business decision makers and 1,174,000 C-Suite Executives. Across the News Corp network there was 428,423 page views, of which 368,848 were unique views.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: COVID-19 Booster Campaign

Department: Department of the Premier and Cabinet

Campaign Start Date: 08 May 2022

Campaign Completion Date: 30 July 2022

Campaign Total Spend: \$1,323,893 (ex GST)

Campaign Approval Date: 14 April 2022

Evaluation Approval Date: 15 December 2022

Evaluation Summary:

It was critically important to encourage eligible South Australians to have their third dose of the COVID-19 vaccine (booster) to protect themselves and their loved ones ahead of the winter season.

South Australia had been reporting record daily COVID-19 case numbers – but the daily case number is just that. A number. The campaign introduced the faces behind the cases – real people, telling real stories.

The creative utilised the faces of trusted, front-line health professionals and real, everyday South Australians who underestimated the effects of COVID-19, to tell their personal stories to camera and appeal to different target audiences.

The campaign tag-line reiterated the importance of getting the third shot - "Double vaxxed isn't fully vaxxed" - with a call to action to visit the website to book your third shot now.

The campaign was led by television, with creative running across metropolitan and regional channels, as well as on connected television, radio, digital and social media channels, across outdoor and in press.

According to data from SA Health, there were 46,582 booster doses administered since campaign launch on 8 May to 24 July (an increase of 4.86%).

The campaign played a key role in triggering people to get their booster, with 20% of those who had their booster in May-July prompted by the SA Government campaign.

73% of South Australians recalled the booster campaign. Recall was high amongst all demographic and behavioural segments (age groups, gender, location, vaccination status).

65% of adult South Australians had seen at least one of the adverts – a very large reach.

The adverts had a multi-dimensional impact. They made a significant number get the booster but also impacted views towards COVID and vaccination. Importantly, 17% recommended the booster as after seeing the adverts.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2022 Adelaide Biennial of Australian Art: Free/State

Department: Art Gallery Of South Australia

Campaign Start Date: 03 February 2022

Campaign Completion Date: 05 June 2022

Campaign Total Spend: \$146,144 (ex GST)

Campaign Approval Date: 03 February 2022

Evaluation Approval Date: 15 December 2022

Evaluation Summary:

The marketing strategy for the 2022 Adelaide Biennial of Australian Art: Free/State focused on an integrated and high-profile campaign across multiple channels to reach target audiences. From the streets of Adelaide to the TV screens of Melbourne and Sydney, the campaign encompassed national and local activity to build on the national profile of the Adelaide Biennial, generate excitement and achieve attendance targets.

Markets included culturally and socially active audiences, with a skew towards females (60/40 split) aged between 20 to 65. The campaign targeted existing AGSA visitors, as well as new audiences with an interest in contemporary art and events, leveraging lookalike markets who value festivals, music, food and wine.

The creative strategy was based on the already established AGSA brand and incorporated the title of the exhibition with bold typography and a flared two-tone colour palette. The repetition of Free/State represented both politics but also the state of being – with the slash in the title being the literal reference to the duality of the theme. This allowed flexibility across mediums including print, digital, video, outdoor and signage.

Key pieces of rich visual content including photography and video were used across AGSA's channels to build awareness and engagement. This included installation photography and artist portraits, a television commercial based on the work of Reko Rennie, an exhibition teaser video and an installation video of Laith McGregor's SOS. A Matterport was filmed to allow audiences to take a virtual tour of the exhibition and was viewed 2700 times. Content was shared across AGSA's social media platforms, including Instagram, Facebook and Twitter, as well as the Gallery's e-marketing database, with a combined total reach of 90k+ digital followers and subscribers.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Child and Adolescent Virtual Urgent Care Service

Department: Department for Health and Wellbeing

Campaign Start Date: 01 May 2022

Campaign Completion Date: 31 July 2022

Campaign Total Spend: \$100,000 (ex GST)

Campaign Approval Date: 30 April 2022

Evaluation Approval Date: 15 December 2022

Evaluation Summary:

The Child and Adolescent Virtual Urgent Care Service (CAVUCS) promotional campaign was exceedingly successful with all objectives achieved.

Between 12 May and 31 July 2022, a total of 4,912 patients were seen in CAVUCS, with 70% from SA metropolitan and 30% from regional areas. Compared to the number of CAVUCS patients in the 3 months prior to the promotional campaign, the positive impact of campaign is clear.

The promotional campaign was strategically launched at the beginning of the winter demand surge, to support existing high presentations at local Emergency Departments. Additionally, a wave of COVID-19 also occurred during this time period which also would have had an impact on the number of people accessing the service.

The campaign successfully drove parents and carers to the new CAVUCS webpage on the WCH website, proving the call-to-action to visit the website to learn more about the service was effective. The campaign also focused on bringing awareness to the service for those times when you might need it in the future. There was an overwhelming positive response on social media relating to CAVUCS. People shared their experiences, encouraged others to access the service and gave thanks and praise to the CAVUCS team. The KIDDO and Play and Go digital partnership worked well to reach the target audience and should be considered for future campaigns.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2021/22 Aboriginal Targeted Smoking Cessation Campaign

Department: Drug and Alcohol Services SA

Campaign Start Date: 13 February 2022

Campaign Completion Date: 30 June 2022

Campaign Total Spend: \$285,783 (ex GST)

Campaign Approval Date: 20 January 2022

Evaluation Approval Date: 15 December 2022

Evaluation Summary:

All four of the campaign objectives were achieved for the 'Give up smokes' Aboriginal smoking cessation campaign. The current creative was introduced during the early days of the COVID-19 pandemic in 2000, which resulted in the creative taking longer than usual to achieve a strong presence amongst the target audience. However, an excellent result of 75% for recall for the 2021-22 campaign is a good indication that the creative is now successfully reaching Aboriginal smokers (target – 55%).

The majority of those surveyed who saw the campaign creative in market provided positive feedback on its impact. Those who had seen the campaign were more likely to report that they were ready to quit smoking.

The 'Moments' creative, featuring strong connections between family members, resonates with the target audience, with 78% of survey respondents agreeing that the advertising creative "resonates and is relevant to me" (target – 68%). The similar results for each of the campaign elements tested may indicate that the target audience is having some difficulty distinguishing between the elements. Carat suggested different messaging be introduced to the digital campaign for re-targeting purposes. An average of 69% of those surveyed agreed that the advertising creative made them feel motivated to try quitting, indicating the creative was eliciting the desired emotional response from smokers. The video made smokers feel considerably more uncomfortable than the static imagery so ideally both would be included in future campaigns as they appear to lead to different responses.

The target for website visits was achieved, but only four pages had good levels of engagement. Visits to the cost calculator page and the home page made up approximately 70 percent of visits with the smoker quiz and 'Why quit?' pages making up around 14 percent. A strategy is now in place to improve site access.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Repat Reactivation 2019 - 2022

Department: Department for Health and Wellbeing

Campaign Start Date: 01 July 2019

Campaign Completion Date: 31 December 2021

Campaign Total Spend: \$150,100 (ex GST)

Campaign Approval Date: 01 July 2019

Evaluation Approval Date: 15 December 2022

Evaluation Summary:

The Repat Concept Master Plan was released on 17 February 2019. The State and Federal Government committed \$80 million to revitalise the Repat Health Precinct.

The State Government provided a further \$30 million in funding for a care transition facility and a facility for patients with dementia with complex care needs. This investment enabled Southern Adelaide Local Health Network to expand its capacity to manage presentations to the Flinders Medical Centre Emergency Department and increase the clinical capability of Noarlunga Hospital.

In October 2019, the first significant demolition works commenced to start revitalising the Repat site.

This communications campaign sought to increase community awareness that the State Government was Reactivating the Repat and the services and facilities it would provide, increase awareness on the progress of the development of the Repat site, and increase public confidence that the Repat will provide high-quality, complimentary non-acute services.

Communications tactics included web content, stakeholder communications, media, and social media. Paid tactics included newsletters and site signage. Communications were aligned to key milestones throughout the reactivation of the Repat to keep the community regularly informed. Two community newsletters were mailed to residents in the southern suburbs to keep the community informed about the progress of the site. Signage was installed around the perimeter of the Repat site to promote the project.

The communications campaign was highly effective at achieving these objectives and at keeping the South Australian community and stakeholders regularly informed about developments at the Repat site.

In September 2019, community awareness of reactivating the Repat site was 47%. As of November 2021, community awareness had risen to 61% (South Australians who said they were aware of the Repat reactivation and that beds had already opened at the site). This represents a 29.8% increase in awareness over the 26-month duration of the campaign.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: South Australia's History Festival 2022

Department: History Trust of South Australia

Campaign Start Date: 01 April 2022

Campaign Completion Date: 31 May 2022

Campaign Total Spend: \$112,695 (ex GST)

Campaign Approval Date: 15 February 2022

Evaluation Approval Date: 15 December 2022

Evaluation Summary:

In 2022, South Australia's History Festival asked organisers and participants to "reimagine" what history means to all of us. Following the long and difficult road through the COVID pandemic, the opportunity to reimagine and redefine how we interact with and participate in history was welcomed by event organisers and festival attendees alike.

As mentioned earlier, 2022 presented further challenges for events and public engagements. Fatigue and resistance around COVID were both visible within organisations that would regularly and normally be expected to participate.

The return of the printed program in 2022 was widely praised by both event organisers and festival attendees. The reintroduction of this initiative was bought about through feedback received by stakeholders during the post-event survey in 2021. Partnering with a new distribution partner – Foodland Supermarkets – in addition to utilising the State's extensive council and public library network as regional distribution nodes saw 40,000 copies of the 2022 program make their way into the hands of South Australians across the state. This new distribution model also resulted in a significant reduction in distribution costs compared to the 2019 Festival, which saw the program distributed through News Corp masthead The Advertiser.

A concentrated social media marketing campaign, undertaken by staff in-house in conjunction with media agency Carat, saw significant growth in reach across both social media platforms utilised by the festival – Facebook (100.2% increase) and Instagram (33.1% increase). Significant growth was also noted in Instagram profile visits compared with the same period during 2021 (97.2% increase). Carat also managed traditional print media advertising for the festival, with campaigns appearing across a range of metropolitan and regional mastheads including – for the first time – Stock Journal. This traditional print media campaign was paired with a digital media campaign.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2020-21 New Zealand Marketing Approach

Department: South Australian Tourism Commission

Campaign Start Date: 01 September 2020

Campaign Completion Date: 31 January 2022

Campaign Total Spend: \$833,853 (ex GST)

Campaign Approval Date: 21 August 2020

Evaluation Approval Date: 15 December 2022

Evaluation Summary:

Based on the paid media results, research surveys and anecdotal feedback, the "Hey, New Zealand" activity has been highly successful. The SATC built on the momentum of this activity and evolved creative as border restrictions eased. Ongoing optimisation of channels and creative lead to prudent spending of the budget and kept the messaging fresh.

All activity has been strongly supported by a targeted PR strategy to ensure positive communications were shared through news and travel media, and this has had a positive impact on the perception of South Australia as a safe destination to travel to. South Australia is now in a very strong position to capitalise on this increased consideration and drive bookings and visitation in 2022 and beyond.