

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

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
2021-22 Smoking Cessation	Drug and Alcohol Services South Australia	11/07/2021	30/06/2022	\$1,439,483	A campaign to educate the South Australian community on the detrimental effects of smoking and the benefits of quitting
Santos Tour Down Under 2022	Events South Australia	5/07/2021	30/01/2022	\$1,441,000	A campaign to promote the Santos Tour Down Under Festival 2022
Growth State Year 2	Department of the Premier and Cabinet	1/07/2021	30/06/2022	\$238,000	A campaign to promote South Australia's competitive advantage in key industry sectors

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
COVID-19 Recovery Intrastate and Interstate Stimulus Campaign Extension	South Australian Tourism Commission	7/12/2020	31/03/2021	1/07/2021	\$210,000	\$211,223
COVID-19 Recovery Intrastate Stimulus Campaign	South Australian Tourism Commission	1/10/2020	31/10/2020	1/07/2021	\$75,000	\$74,857
Footy Express - Public Transport Campaign	Department of Infrastructure and Transport	19/03/2020	19/03/2020	15/07/2021	\$78,000	\$4,500
Be a Game Changer - Adelaide Football Club/Port Adelaide Football Club Partnership	Department of Infrastructure and Transport	30/09/2019	31/10/2020	15/07/2021	\$334,500	\$317,005
CFS Be Bushfire Ready 2020-21	Country Fire Service	15/11/2020	31/03/2021	15/07/2021	\$750,000	\$740,626
Santos Tour Down Under 2021	South Australian Tourism Commission	7/12/2020	24/01/2021	15/07/2021	\$1,341,000	\$496,135
Tasting Australia 2021	South Australian Tourism Commission	3/12/2020	9/05/2021	28/07/2021	\$530,000	\$515,269
Speed 2019-20	South Australia Police	3/11/2019	30/06/2020	28/07/2021	\$900,000	\$654,147



**Government of
South Australia**

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: COVID-19 Recovery Intrastate and Interstate Stimulus Campaign Extension

Department: South Australian Tourism Commission

Campaign Start Date: 07 December 2020

Campaign Completion Date: 31 March 2021

Campaign Total Spend: \$211,223 (ex GST)

Campaign Approval Date: 27 November 2020

Evaluation Approval Date: 01 July 2021

Evaluation Summary:

The GSV2 campaign achieved the objective of boosting expenditure and occupancy into the Adelaide CBD and regions and suburbs by injecting \$20 million dollars into the local economy.

A survey was conducted of participants who obtained and used a GSV and showed the average spend per person in the CBD was \$438 per person and regionally \$547 per person.

The campaign allowed many accommodation providers to retain their staff over this period.

The marketing campaign comprised of two distinct phases, the awareness phase which ran from 7 December 2020 to 4 January 2021, and the registration and redemption phase which ran from 5 January when vouchers became available until 31 January 2021.

During the awareness phase southaustralia.com saw 1,012,467 visits which resulted in 142,891 leads being generated to SA tourism operators via their Australian Tourism Data Warehouse (ATDW) listings. These metrics were respectively 97 and 63 percent up compared to the same period the previous year.

On the registration day of 5 January 2021 southaustralia.com set a new daily record for visits (443,159), while 7 January, the first day of the redemption phase saw a new daily record for ATDW leads (181,897). During the entire registration and redemption phase southaustralia.com saw

1,746,271 visits which resulted in 906,455 leads to SA tourism operators via their ATDW listings. These metrics are respectively 173 and 787 per cent up compared to the same period in 2020.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	COVID-19 Recovery Intrastate Stimulus Campaign
Department:	South Australian Tourism Commission

Campaign Start Date:	01 October 2021
Campaign Completion Date:	31 October 2021
Campaign Total Spend:	\$74,857 (ex GST)

Campaign Approval Date:	18 September 2020
Evaluation Approval Date:	01 July 2021

Evaluation Summary:

The GSV1 campaign achieved the objective of boosting expenditure and occupancy into the Adelaide CBD and regions and suburbs by injecting over \$10 million dollars into the local economy.

A survey was conducted of participants who obtained and used a GSV and showed the average spend per person in the CBD was \$412 per person and regionally \$563 per person.

The campaign allowed many accommodation providers to retain their staff over this period.

The marketing campaign comprised of two distinct phases, the awareness phase which ran from 1 October to 14 October 2020, and the redemption phase which commenced on 15 October when the vouchers became available and ran until 7 November 2020.

During the awareness phase southaustralia.com saw 616,169 visits which resulted in 99,993 leads being generated to SA tourism operators via their Australian Tourism Data Warehouse (ATDW) listings. These metrics were respectively 122 and 96 percent up compared to the same period in 2019.

At the start of the redemption phase southaustralia.com set a new daily record for visits (243,090) and ATDW leads (178,487), both of which have since been surpassed during the second GSV campaign. During the entire redemption phase southaustralia.com saw 1,180,400 visits which resulted in 699,891 leads to SA tourism operators via their ATDW listings. These metrics are respectively 195 and 912 per cent up compared to the same period in 2019.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Footy Express – Public Transport Campaign
Department:	Department of Infrastructure and Transport

Campaign Start Date:	19 March 2020
Campaign Completion Date:	19 March 2020
Campaign Total Spend:	\$4,500 (ex GST)

Campaign Approval Date:	12 January 2020
Evaluation Approval Date:	15 July 2021

Evaluation Summary:

Each year Adelaide Metro provides dedicated bus, train and tram services to Adelaide Oval during the AFL season. In 2020, Footy Express partnered with Think! Road Safety to encourage fans to think about their behaviour while on the road and promote public transport services to and from games.

The 2020 AFL season was heavily impacted by COVID-19 restrictions, which resulted in reduced matches played and crowds allowed at Adelaide Oval and subsequent lower usage of Footy Express services. Many communications elements were not publically released due to the reduced crowd numbers and erratic scheduling of matches in response to varying COVID-19 restrictions across Australia.

As COVID-19 restrictions had significant impact on the 2020 AFL season fixture from Round 1, paid media was not utilised at all in 2020.

Communication activities that were able to be undertaken were installed and used from 20 July to 20 September, upon COVID-19 restrictions being lessened and crowds permitted to attend football matches at Adelaide Oval again. All of these activities communicated messaging relevant to COVID-19 restrictions as they applied to the AFL season and Footy Express services, as required.

As the 2020 "Don't Drink and Drive Footy Express" communications campaign did not run in its entirety due to COVID-19, the objectives and deliverables of this campaign were unsuccessful. In line with this, 2019 statistics will be used as the base data set for 2021 Footy Express communications campaign objectives and KPIs.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Be a Game Changer – AFC/PAFC Partnership
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Department:	Department of Infrastructure and Transport
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Campaign Start Date:	30 September 2019
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Campaign Completion Date:	31 October 2020
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Campaign Total Spend:	\$317,005 (ex GST)
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Campaign Approval Date:	24 January 2020
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Evaluation Approval Date:	15 July 2021
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Evaluation Summary:

Given the extent to which the 2020 AFL football season was adjusted due to COVID-19 restrictions, the Department is satisfied with the efforts and outputs of the partnerships with AFC and PAFC.

Under the THINK! Road Safety Partnerships Program – the Department is continuing both partnerships with AFC and PAFC and has extended the partnership agreements for a further term (up until 31 October 2021).

The partnerships are expected to continue to provide the Department with opportunities to raise awareness of various road safety issues with an extensive target audience consisting of AFL fans via the two clubs that collectively dominate the South Australian market.

The Department will work with both clubs throughout 2021 to deliver targeted communications and community engagement activities to address emerging and recurring road safety issues, promote road safety priorities, and build community understanding and support for road safety measures.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2020_2021 CFS Be Bushfire Ready Campaign

Department: Country Fire Service

Campaign Start Date: 15 November 2020

Campaign Completion Date: 31 March 2021

Campaign Total Spend: \$740,626 (ex GST)

Campaign Approval Date: 23 October 2020

Evaluation Approval Date: 15 July 2021

Evaluation Summary:

The 2020/21 Be Bushfire Ready campaign set out to impact on a number of key objectives. The first of these was to increase the number of households in high bushfire prone areas that have a self-assessed level of preparedness for a bushfire by 10% (from 70% to 80%). The campaign underachieved this target (69%) which can be attributed to the less severe bushfire season that took place as well as increased focus amongst the community on other threats such as COVID-19.

Overall, residents of bushfire risk areas were more likely than last year to say that they are prepared for bushfires and more likely to say that they need to prepare for bushfires even if they plan to leave early. However, there has also been an increase in willingness to “wait and see” rather than leave early on bushfire risk days – in both at-risk groups, the majority would rather wait than leave early.

The target of an increase in 5 Minute Bushfire Plan engagements from 32,000 to 40,000 was exceeded by 1,393 with a total of 41,393 bushfire plans completed. The proportion of those who have not made any decision about what to do in case of a bushfire continued to decline in both at-risk groups. However, while the very basic decision-making is more prevalent among residents living in bushfire risk areas, more structured decision making in a form of a plan appears to have stagnated after two years of continuous improvement previously.

To note, the less severe nature of the 2020/21 bushfire season in South Australia (when compared to the previous 2019/20 bushfire season) had a considerable impact on levels of active preparedness amongst the community.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Santos Tour Down Under 2021

Department: Events South Australia

Campaign Start Date: 07 December 2020

Campaign Completion Date: 24 January 2021

Campaign Total Spend: \$496,135 (ex GST)

Campaign Approval Date: 27 November 2020

Evaluation Approval Date: 15 July 2021

Evaluation Summary:

While in-scope visitation numbers were not met due to travel restrictions caused by hotspots in key markets during the month leading into the Festival, the campaign was deemed a success with overall ticketing achieving 96% capacity at start and finish lines, with Stage 4 and the Adelaide Track event selling out. The website visitation target was met and there was a noticeable increase in brand awareness for the 'Santos Festival of Cycling' throughout the campaign period. Overall, there was strong engagement and participation in the event, with more than 50,000 virtual participants across the Virtual Challenge Tour and TDU200 Strava Challenge.

The campaign achieved the above through high reach media including TV, programmatic video and outdoor. Supported by radio and performance media across search, social media, and programmatic display. The creative campaign was in line with Santos Tour Down Under keeping a consistent brand framework while changing the tone and imagery to suit the adaptation of the event.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Tasting Australia 2021

Department: South Australian Tourism Commission

Campaign Start Date: 03 December 2020

Campaign Completion Date: 9 May 2021

Campaign Total Spend: \$515,269 (ex GST)

Campaign Approval Date: 09 October 2020

Evaluation Approval Date: 28 July 2021

Evaluation Summary:

The 2021 campaign has achieved all key objectives of the communication strategy and should be considered successful. 54,206 people attended Town Square during the 10 days of the festival and more than 97% of managed event tickets sold, 2258 in-scope visitors (total in-scope attendees 6,643 {day trippers, intrastate overnight, interstate and international} which is a strong result considering border restrictions were in place with NSW and WA during this time).

The campaign focused on high reach media including TV, Outdoor to achieve awareness, along with a targeted digital advertising strategy through News Corp, paid search, Facebook, programmatic video and display.

With the appointment of a new creative agency, a distinctive look and feel was created and applied across all communication touchpoints, including paid media, owned digital platforms, event collateral and signage.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Speed FY19/20

Department: South Australia Police

Campaign Start Date: 04 November 2019

Campaign Completion Date: 01 July 2020

Campaign Total Spend: \$654,147 (ex GST)

Campaign Approval Date: 27 September 2019

Evaluation Approval Date: 28 July 2021

Evaluation Summary:

Speed is a primary consideration for the road safety community and is one of the cornerstones of 'Towards Zero Together, South Australia's Road Safety Strategy 2021'. Speed is a critical factor in every serious crash, and was identified as a contributing factor in 20% of fatal crashes in 2018, a decrease from 28% in 2017 and the five year average (2013-17) of 29%. Reductions in the average travel speed across the road network are identified as a rapid and cost efficient way to gain reductions in crashes and trauma.

However, there is significant volatility around the issue of speed compliance with vocal segments of the community viewing speed limits as arbitrary, unfair and revenue-raising. More broadly, the view of exceeding the speed limit by a small amount as undesirable hasn't been subject to the same degree of cultural change as other issues such as drink driving or non-use of seatbelts.

With the transfer of road safety campaign responsibilities transferring from MAC to SAPOL, the current "Hairy Fairy" campaign was retired and the "Slow down. Other People Make Mistakes" campaign was returned to market in FY19/20 to prevent a gap in speed related communications.

Post campaign evaluation identified campaign awareness of 81% confirming the Mistakes campaign, driven primarily by the TVC, is well known and memorable across a broad range of audiences. Speeders shifting behaviour to 'always adhering to signed speed limits' improved to 31%, exceeding benchmark.

The media buy achieved planned audience weights and the campaign was supported with some additional no-charge airtime by free to air TV.

Analysis taken at SAPOL of speeding infringements indicates that the majority level of speeding is at a higher level (10km/h to 20km/h over) than the low level speeding (5km/h over) traditionally targeted by Speed campaigns. Future communications will target this group.