

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE  
COMMUNICATIONS APPROVAL REPORT - DECEMBER 2020**

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Tarnanthi Art Fair 2020	Art Gallery of South Australia	4/12/2020	7/12/2020	10/09/2020	\$100,000	A campaign to promote the Tarnanthi Arts Fair 2020
COVID-19 Testing Promotion December 2020	SA Health	5/12/2020	19/12/2020	3/12/2020	\$100,000	A campaign to encourage all South Australian's with COVID-19 symptoms to get tested
Season 2021 - What's On at Adelaide Festival Centre	Adelaide Festival Centre Trust	11/12/2020	31/12/2020	15/12/2020	\$195,000	A campaign to promote Adelaide Festival Centre events in 2021
Drink Drive - December	South Australia Police	6/12/2020	31/12/2020	15/12/2020	\$198,000	A campaign to raise awareness of the impacts of drink driving

**CAMPAIGNS \$200,000 plus**

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Tasting Australia 2021	South Australian Tourism Commission	3/12/2020	9/05/2021	\$530,000	A campaign to promote Tasting Australia 2021
COVID SAfe Check-In	Department for Health and Wellbeing	4/12/2020	10/01/2021	\$657,000	A campaign to raise awareness of COVID Safe requirements and educate South Australian consumers and businesses why the digital check-in is important
COVID-19 Recovery Intrastate and Interstate Stimulus Campaign Extension	South Australian Tourism Commission	7/12/2020	31/03/2021	\$210,000	A campaign to promote hotel occupancy in the Adelaide city and South Australian regions through the purchase of the 'Great State Voucher'
Seasonal and Regional Workforce Campaign	Department of Primary Industries and Regions	14/12/2020	30/06/2021	\$700,000	A campaign to increase awareness of seasonal agriculture work, regional tourism and hospitality jobs available in South Australia
Fatigue FY20/21 "Our Town Could Save Your Life"	South Australia Police	03/12/2020	20/06/2021	\$449,999	A campaign to raise awareness of fatigue safety whilst driving
Santos Tour Down Under 2021	South Australian Tourism Commission	14/12/2020	24/01/2021	\$551,000	A campaign to promote the Tour Down Under 2021

**EVALUATIONS**

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
HomeStart Future You FY20	HomeStart	1/07/2019	30/09/2020	16/12/2020	\$1,105,000	\$1,214,926
SATC-COVID-19 RECOVERY (INTERSTATE)	South Australian Tourism Commission	28/06/2020	30/09/2020	16/12/2020	\$1,875,000	\$1,667,277
SATC - COVID-19 RECOVERY (INTRASTATE)	South Australian Tourism Commission	1/04/2020	19/09/2020	16/12/2020	\$1,127,000	\$3,505,280



# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** HomeStart Future You FY20

**Department:** HomeStart Finance

**Campaign Start Date:** 02 July 2019

**Campaign Completion Date:** 01 October 2020

**Campaign Total Spend:** \$1,214,926 (ex GST)

**Campaign Approval Date:** 05 August 2019

**Evaluation Approval Date:** 16 December 2020

## Evaluation Summary:

The banking industry has continued to face significant challenges throughout the first half of FY20 which impacted HomeStart throughout the year. The negative outlook of the housing market in late 2019 and with real estate listings 25% lower than the previous year, the summer bushfires and COVID-19 had significant impact on the demand for housing finance while adding pressure on the organisation to meet the needs of existing customers. The government stimulus with the introduction of the HomeBuilder Grant generated a solid increase in enquiries from June to September 2020.

From a marketing and communications perspective, we focused on the brand and product-based messages for the Graduate Loan and Starter Loan. As a result, HomeStart experienced a growth in these products which proves the strategy is working and worth maintaining.

The four Future You campaign executions are designed to normalise HomeStart as a viable option for a range of first home buyers and returning home buyers. Creatively the suite of executions have worked hard to achieve cut through in the home lending category, however after four years in market recent brand awareness research found the impact is falling and new creative has been developed to build brand salience.

Despite a difficult period, HomeStart has continued to fulfil our reason for being - making home ownership a reality for more people in more ways.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** SATC - COVID-19 RECOVERY (INTRASTATE)

**Department:** South Australian Tourism Commission

**Campaign Start Date:** 02 April 2020

**Campaign Completion Date:** 20 September 2020

**Campaign Total Spend:** \$3,505,280 (ex GST)

**Campaign Approval Date:** 26 May 2020

**Evaluation Approval Date:** 16 December 2020

## Evaluation Summary:

The objective of maintaining brand salience and top of mind awareness was achieved through the combination of impactful content and creative with a high level of engagement but most importantly, it initiated a conversation that kept South Australia top of mind. A high impact media strategy contributed significantly to the overall reach of this campaign and the dedicated SATV content platform engaged consumers during isolation in an innovative way.

Visitation to southaustralia.com and industry leads delivered consistently good results throughout the campaign and the highest growth was seen by the interstate audience during the SATV phase of the campaign whereby website visitation increased by 287 per cent.

The objective of stimulating intrastate visitation post COVID-19 was also achieved due to the huge success of the Welcome Back and Great State campaigns. All regions reported an increase in forward bookings (for accommodation) and increases in day trips. The STR Global (a global research company for hotels) reported hotel occupancy in regional South Australia was 49 per cent in June 2020 compared to 50 per cent in June 2019.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** SATC-COVID-19 RECOVERY (INTERSTATE)

**Department:** South Australian Tourism Commission

**Campaign Start Date:** 29 June 2020

**Campaign Completion Date:** 01 October 2020

**Campaign Total Spend:** \$1,667,277 (ex GST)

**Campaign Approval Date:** 16 June 2020

**Evaluation Approval Date:** 16 December 2020

## Evaluation Summary:

In what was an uncharted and ever-changing landscape due to COVID-19 travel restrictions and border closures, this campaign maintained brand salience and increased interest in travel to South Australia from those markets that were allowed to travel to the State. After seeing the campaign, 38 per cent of respondents in our target audience said they were more likely to consider a trip to South Australia with 24 per cent intending to visit South Australia in the next year (presuming travel restrictions are lifted). As a result of the campaign, 44 per cent realised there is more to see and do in South Australia than they had thought.

A high impact and targeted media buy also delivered visitation to both southaustralia.com and travel operator sites (leads) from states and territories that could travel with a total of 115,000 visits to southaustralia.com from Queensland and 5,000 from the Northern Territory. These visits resulted in 4,323 leads from Queensland and 633 leads from the Northern Territory. The campaign also resulted in 42,000 visits to southaustralia.com and 1,300 leads from Western Australia. Anecdotal feedback from operators including the Barossa and Fleurieu Peninsula reported a significant increase of visitation and bookings from Queensland over this period.

The objective of stimulating intrastate visitation post COVID-19 was also achieved due to the cooperative marketing activity with trade travel partners that was executed in alignment with the campaign and delivered a return on investment of 26:1.