

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - DECEMBER 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 |
|------------------------|-------------------------------------|------------|------------|----------------------------|---|
| COVID Safe Behaviours | Department for Health and Wellbeing | 15/12/2021 | 12/02/2022 | \$1,200,000 | A campaign to encourage the South Australian community to get tested for COVID-19 symptoms and continue checking in |
| Tasting Australia 2022 | Events South Australia | 8/12/2021 | 8/05/2022 | \$540,000 | A campaign to promote the Tasting Australia Festival 2022 to the South Australian community |

EVALUATIONS

| Campaign Title | Department | Start Date | End Date | Evaluation Approval Date | Proposed Expenditure exGST (\$) | Actual Expenditure exGST (\$) |
|---------------------------------------|---------------------------------------|------------|------------|--------------------------|---------------------------------|-------------------------------|
| Get Healthy | Department of Health and Wellbeing | 21/05/2021 | 30/06/2021 | 2/12/2021 | \$141,000 | \$129,726 |
| Future Adelaide Year Two | Department of the Premier and Cabinet | 20/10/2020 | 31/08/2021 | 2/12/2021 | COMMERCIAL IN CONFIDENCE | |
| Tarnanthi 2020: Open Hands exhibition | Art Gallery of South Australia | 7/09/2020 | 28/01/2022 | 2/12/2021 | \$150,000 | \$133,392 |
| SA Water Bill Savings | Department of the Premier and Cabinet | 14/06/2020 | 30/06/2021 | 2/12/2021 | \$1,272,000 | \$1,012,017 |



**Government of
South Australia**

CAMPAIGN EVALUATION REPORT



Government
of South Australia

| | |
|--------------------|-------------------------------------|
| Campaign: | Get Healthy |
| Department: | Department for Health and Wellbeing |

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| Campaign Start Date: | 21 May 2021 |
| Campaign Completion Date: | 30 June 2021 |
| Campaign Total Spend: | \$129,726 (ex GST) |

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|----------------------------------|------------------|
| Campaign Approval Date: | 14 May 2021 |
| Evaluation Approval Date: | 02 December 2021 |

Evaluation Summary:

The Get Healthy 2020/21 campaign aimed to promote the health coaching service within South Australia and encourage individuals to self-refer and for health professionals to refer their patients.

Overall, during the campaign period, over 25,000 users visited the Get Healthy SA website (88.8% of these users were new visitors to the website), resulting in 30,000 sessions and 46,000 page views. This equates to a 374% increase in monthly users to the website, in comparison to the previous paid campaign.

During the campaign period, 316 total referrals were made to the Get Healthy service, equating to a 350% increase in average monthly referrals, in comparison to the previous paid campaign results. Data from Health Direct indicates that over 60% of referrals were as a direct result of the mass media campaign, while 14% of referrals were as a result of hearing about Get Healthy from the workplace, 12% of referrals were as a result of hearing about Get Healthy from health professionals and 8% referrals from family and friends.

Campaign imagery featuring GPs and health professionals performed better than other campaign creative amongst both the general public and other health professionals. It is recommended future campaigns feature South Australian health professionals within the ad creative.

It is recommended that Facebook and Google search be utilised as part of an 'always on' ad strategy, and are in market over a 12 month period, to consistently raise awareness for the service, drive traffic to the website and encourage referrals.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Future Adelaide Year Two

Department: Department of the Premier and Cabinet

Campaign Start Date: 20 October 2020

Campaign Completion Date: 31 August 2021

Campaign Total Spend: COMMERCIAL IN CONFIDENCE

Campaign Approval Date: 21 August 2020

Evaluation Approval Date: 02 December 2021

Evaluation Summary:

In 2020-21, Department of the Premier and Cabinet (DPC) again partnered with News Corp to deliver the Future Adelaide content strategy.

Future Adelaide is a key vehicle in the promotion of the Growth State industry sectors and in instilling confidence that South Australia will recover, rebuild and bounce back after the COVID-19 pandemic.

Future Adelaide provides 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 provides a platform for raising awareness of our state's business and lifestyle opportunities, aiming to help attract investment and bring the best and brightest to live and work here.

During Year 2 of the partnership, there were a total of 83,859 page views and 35,548 unique visitors on the Future Adelaide website.

Digital media achieved 12,441,262 total impressions and resulted in 63,894 total clicks.

The total print reach across Year 2 was 2,561,000, which included 440,000 business decision makers and 489,000 C-Suite Executives. Across the News Corp network there were 209,391 page views, of which 97,945 were unique views, with 274,500 event video views. Key learnings from Year 2 include:

- Continue to focus on content generation targeted at CEOs, Business Decision Makers and Household CEOs on the eastern seaboard, as well as specific content for newly added target group of people aged 16-24 years to highlight the job opportunities available in the state's fast-growing industries.
- Retain the core elements of the partnership that engage audiences on the eastern seaboard
- Utilise News assets and mastheads that elevate the Future Adelaide brand and deliver considerable readership/scale.
- Transition content from the Future Adelaide website to a dedicated content hub that sits on The Advertiser website, to drive more traffic to site.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Tarnanthi 2020: Open Hands exhibition

Department: Art Gallery Of South Australia

Campaign Start Date: 07 September 2020

Campaign Completion Date: 28 January 2022

Campaign Total Spend: \$133,392 (ex GST)

Campaign Approval Date: 10 September 2020

Evaluation Approval Date: 02 December 2021

Evaluation Summary:

Closer Productions were commissioned to continue their suite of artist profile videos, filming artists and art centres on Country or in their studios. They produced a 30 second television commercial to promote Tarnanthi which aired on SBS on Demand locally and Indigenous Community TV nationally. This footage was also edited into content for social media, focusing on branded stories and journeys.

Outdoor activity was planned and implemented for the exhibition, despite some commuters working from home due to the pandemic. Billboards were locally targeted and included large-scale billboards around the Adelaide CBD and surrounds.

Tarnanthi was promoted extensively across all AGSA marketing channels including exterior and interior signage, website, social media, e-newsletters and the AGSA magazine.

A print and press campaign targeted readers interested in arts, culture, Aboriginal and Torres Strait Islander Art and lifestyle. The AGSA website was a primary source of content and communication for Tarnanthi in 2020. While the website was updated to reflect the 2020 program as per previous years, including the Art Fair, exhibition, public programs and events, it also hosted a live stream of the Virtual Launch in lieu of a public opening, a Virtual Tour of the exhibition, artist profile videos and an online portal of art centres and their online stores. This enabled greater accessibility and reach to audiences who were unable to experience Tarnanthi in person due to the pandemic.

Tarnanthi-specific content on the website received 101k views (65.k unique views), naturally spiking during key activity in October (launch) and during December (Art Fair).

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: SA Water Bill Savings

Department: Department of the Premier and Cabinet

Campaign Start Date: 14 June 2020

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$1,012,017 (ex GST)

Campaign Approval Date: 06 December 2020

Evaluation Approval Date: 02 December 2021

Evaluation Summary:

A public education campaign was commissioned to inform South Australians about reductions to water bills, and to provide a mechanism for people to easily estimate their savings.

The campaign ran from 14 June 2020 to 30 June 2021, with the first six months of high-impact activity achieving metrics around key message awareness and take up of the online savings estimator, with a direct channel approach adopted for the remainder of the period.

The final evaluation demonstrates the campaign was successful in informing South Australians about the lower prices, reduced costs of living, driving people to the sawater.com.au website to use the savings estimator and strengthening confidence and trust in the State Government.

Key to this outcome was the flexibility of the creative and media strategies, which enabled pre and post pricing messaging to be market relevant and was responsive to audience feedback with approaches being readily adapted to stem audience fatigue and negative sentiment.

Harnessing direct channels to close out the campaign proved a prudent and effective way to reinforce key messages, while sustaining modest traffic to the savings estimator.

Other key results from the campaign include:

- 62 per cent spontaneous recall and 70 per cent prompted recall of key message (against stretch targets of 39 and 68 per cent)
- 50 per cent recall of the tagline
- More than 98,000 visitors to the online savings estimator