

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Clarice Beckett: The Present Moment	Art Gallery of South Australia	22/02/2021	16/05/2021	18/11/2020	\$115,500	A campaign to promote the acquisition of 21 Clarice Beckett paintings and encourage the public to attend the showcase
Single-use Plastic Products Ban	Green Industries South Australia	1/02/2021	30/04/2021	15/01/2021	\$139,349	A campaign to advise the public of the banning of single-use plastic products from 1 March 2021

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Give up smokes' 2020/21 Aboriginal Smoking Cessation Campaign	Department for Health and Wellbeing	22/02/2021	30/06/2021	\$321,555	A campaign to reduce smoking prevalence within the South Australian Aboriginal community.
Fruit Fly Outbreak Campaign 2021	Department of Primary Industries and Regions	14/02/2021	30/04/2021	\$600,000	A campaign to educate South Australians about the current Fruit Fly outbreak and the important restrictions on fruit and vegetables within the state.
SATC 2021 Business As Usual Digital Optimisation and SEO	South Australian Tourism Commission	12/02/2021	31/12/2021	\$650,000	Provision of specialist technical advice to maintain and improve the performance of existing SATC websites to drive search traffic.

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Domestic Violence Campaign	Department of Human Services	12/06/2020	31/07/2020	11/02/2021	\$200,000	\$124,739
Bowden, Life More Interesting Marketing and Communications Plan FY19/20	Renewal SA	1/09/2019	30/08/2020	24/02/2021	\$624,200	\$670,665
The Square at Woodville West Marketing and Communications Plan FY19/20	Renewal SA	1/09/2019	30/08/2020	24/02/2021	\$300,000	\$235,620



**Government of
South Australia**

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Domestic Violence Campaign

Department: Department of Human Services

Campaign Start Date: 13 June 2020

Campaign Completion Date: 01 August 2020

Campaign Total Spend: \$124,739 (ex GST)

Campaign Approval Date: 29 May 2020

Evaluation Approval Date: 11 February 2021

Evaluation Summary:

The 'Break the Cycle' domestic violence campaign aimed to raise awareness of prevention and support services for domestic, family and sexual violence in South Australia while challenging attitudes and behavior around men's violence against women. With the COVID-19 pandemic forecast to contribute to an increase in both prevalence and severity of domestic abuse (factors such as increased isolation, stress and lack of community accountability are all drivers), the campaign provided timely information about the different ways domestic abuse can manifest (not just physical violence) and how to access support.

The campaign delivered a total of 2,915,046 impressions through digital and social media. A total of 7,445 users accessed the www.breakthecycle.sa.gov.au website by the end of the campaign period, with webpage visitors being predominantly female and average session duration reaching two minutes.

The powerful campaign, with a simple and memorable call to 'Break the Cycle', resonated with the audience while a focus on social media allowed the campaign to reach the target audience in their homes, overcoming the COVID-19 closure of public venues.

Crucially, the campaign was effective in increasing calls to the Domestic Violence Crisis Line and Men's Referral Service. The benchmark average for calls to the DV Crisis Line was 300 per week. During the campaign reporting period, calls reached a high of 377 in one week (6 – 12 July 2020), exceeding the campaign target of a 10 per cent increase. The campaign fell short of its highly ambitious target to increase calls to the Men's Referral Service by 500 per cent, but the service did record an increase in calls to a total of 69 from 0.

Further investment in this campaign, to reach more people and to keep violence against women 'top of mind' while COVID-19 remains a global pandemic, is recommended in the future.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Bowden, Life More Interesting Marketing and Communications Plan FY19/20

Department: Renewal SA

Campaign Start Date: 02 September 2019

Campaign Completion Date: 31 August 2020

Campaign Total Spend: \$670,665 (ex GST)

Campaign Approval Date: 27 September 2019

Evaluation Approval Date: 24 February 2021

Evaluation Summary:

There were various communications activities undertaken to promote Bowden. Identified KPIs were fully or partially achieved and these are summarised below:

The website achieved an average 3,764 visits per month - against a KPI of 4,000 page visits per month.

Organic Facebook posts reached 4,249 users per month - against a KPI of 8,000 per month.

3,959 people like the Life More Interesting Facebook page (KPI - 4,500) and 1,608 people follow the Instagram page (KPI - 2,000).

109 posts were uploaded on social media representing an average 2.1 posts per week (against a KPI of 2 social media posts per week).

11 EDMs were sent to the Bowden Database.

Enquiry to the Sales Centre fell short by 8.8%. 1,298 enquiries achieved YTD (avg. 129.8 per month), Walk-ins 534 (44.5 p/m), Web 607 (50.6), Phone 15 (1.25), Facebook 486 (40.5), Total 1,642 (136.8).

Due to COVID-19, planned place activation and events did not proceed. However, these activities as pre-committed in FY19/20 will be delivered in FY20/21.

36 contracts were executed at an average of three per month. This was below the KPI of six residential sales per month.

A CRM was implemented and is being used by the Hosts and Agents. Additionally, a CRM plan has been implemented to re-engage with the database

Being in campaign increases website and sales centre activity. With the Live Lightly campaign, website activity increased by 82.5% from October to November. Conversely, once the campaign concluded website activity decreased by 69%. Sales Centre activity also increased. There were 551 referrals over the three months compared to 235 in the previous quarter (+ 80%). 497 enquiries were also made vs. 281 in the previous quarter (+ 55%). Six contracts were also executed during this campaign period.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	The Square at Woodville West Marketing and Communications Plan FY19/20
Department:	Renewal SA

Campaign Start Date:	02 September 2019
Campaign Completion Date:	31 August 2020
Campaign Total Spend:	\$235,620 (ex GST)

Campaign Approval Date:	27 September 2019
Evaluation Approval Date:	24 February 2021

Evaluation Summary:

There were various communications activities undertaken to promote The Square at Woodville West. Identified KPIs were fully or partially achieved as summarised below:

The website achieved an average 2,808 users per month (KPI - 100). An average 3,134 sessions were achieved per month and an average 4,524 page views were recorded.

Facebook posts reached an average 2,628 people per month (against a KPI of 2,000). There were 186 Facebook posts over the year - representing an average 3.8 posts per week against a KPI of 1-2 posts per week. 1,233 people liked The Square's Facebook page.

The Sales Centre closed in Sept-2019 as there was no stock available within the project due to civil works, delays in council approvals and the complexities relating to product development. It was intended to reopen in March 2020. However, it was ultimately decided that the Centre would not re-open. Despite this, 14 sales were achieved at an average of 1.2 per month. Whilst this is below the earmarked KPI, at the start of the financial year, there was minimal inventory available which had a significant impact on timing/requirement for Marketing initiatives.

COVID-19 impacted planned activities however the project was able to maintain good levels of enquiry.

It was initially expected that the release of product would occur in March. As such, a pre-campaign seeking registrations of interest was launched in February 2020 to assist with obtaining "pre-sales" and generating enquiry and therefore getting prospective purchasers educated on the HAF campaign and the necessary pre-approvals. Once inventory did become available, enquiry recorded by the Sales Agents averaged 89 per month (to the end of June) or 224 per month to the end of August. This includes the huge volume of enquiry received as a result of the announcement of the HomeBuilder Grants.