

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Tour Down Under - THINK! Road Safety Partnership	Department for Infrastructure and Transport	15/01/2021	25/01/2021	14/01/2021	\$190,000	Under the THINK! Road Safety Partnership, the Department for Infrastructure and Transport partnered with the SATC to promote cycling road safety at the Santos Festival of Cycling
Electrical and Gas Safety Campaign 2021	Department for Energy and Mining	5/01/2021	30/06/2021	15/12/2020	\$75,000	A campaign to educate the community of the safety measures and standards that apply to gas and electrical infrastructure
Onshore Campaign 2021	Study Adelaide	1/01/2021	1/03/2021	24/11/2020	\$140,000	A campaign to encourage international students currently studying interstate to study in South Australia
Adelaide United - THINK! Road Safety Partnership	Department for Infrastructure and Transport	23/01/2021	30/06/2021	30/12/2021	\$112,000	Under the THINK! Road Safety Partnership, the Department for Infrastructure and Transport partnered with the Adelaide United Football Club to raise awareness of road safety

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
National Marketing Approach January to June 2021	South Australian Tourism Commission	1/01/2021	30/06/2021	\$2,900,000	A campaign partnering with travel trade partners, including airlines, tour operators, retail, wholesale and online travel agents to grow domestic visitor expenditure in SA

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Adelaide Festival 2020	Adelaide Festival Corporation	29/10/2019	15/03/2020	29/01/2021	\$801,857	\$801,463
Dogs: A Story of Our Best Friend	South Australian Museum	29/11/2019	2/08/2020	29/01/2021	\$80,000	\$70,125
Business as Usual Digital Optimisation and SEO 2019-2020	South Australian Tourism Commission	1/12/2019	30/11/2020	29/01/2021	\$400,000	\$419,261



**Government of
South Australia**

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Adelaide Festival 2020

Department: Adelaide Festival Corporation

Campaign Start Date: 30 October 2019

Campaign Completion Date: 16 March 2020

Campaign Total Spend: \$801,463 (ex GST)

Campaign Approval Date: 11 October 2019

Evaluation Approval Date: 29 January 2021

Evaluation Summary:

The 60th Anniversary Adelaide Festival in 2020 was a success on many levels. It achieved the second-highest box office result in its history with \$5.3 million and generated an estimated gross expenditure of \$70.2 million for the state.

The total audiences in attendance were the highest ever at 390,568 (not including WOMAD). The joyful Opening Concert with Tim Minchin was able to attract and accommodate more than 16,000 people thanks to an extended area and road closure in Elder Park.

Capacity crowds at Writers' Week boasted the the biggest year of sales with record-breaking sales at the book tent.

The Festival's annual audience survey revealed that of these audiences 96% think that Adelaide Festival is culturally and economically important to South Australia, with 95% satisfied with their Adelaide Festival experience.

We were particularly proud of our 148% increase in ticket sales for our Youth and Education program compared to 2019 with 4,806 tickets sold to 77 schools, including four Aboriginal and Torres Strait Islander schools.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Dogs: A Story of Our Best Friend
Department:	South Australian Museum

Campaign Start Date:	30 November 2019
Campaign Completion Date:	03 August 2020
Campaign Total Spend:	\$70,125 (ex GST)

Campaign Approval Date:	24 September 2019
Evaluation Approval Date:	29 January 2021

Evaluation Summary:

There were three KPIs for Dogs: a story of our best friend marketing including:

1. Visitation of 21,000.
2. 50% of survey respondents rated the Dogs exhibition as good or better.
3. 50% of survey respondents learnt more about dogs upon visiting the exhibition.

All KPIs were overachieved:

- Visitation reached 31,974.
- 92% of visitors rating the exhibition as good or better.
- 72% indicating they learnt more about dogs as a result of visiting the exhibition.

Social media was the best investment among paid media tactics. The social media strategy for this campaign was three-pronged, involving general exhibition information posts, illustrations and information about breeds posts, and monthly themes asking the public to send in photos of their dog which were suited to the theme, for possible inclusion in the exhibition space.

Play and Go digital campaign and on-site signage (decals, posters, brochures) also proved to be popular means through which people heard about the exhibition – we attribute this to the family audience of Play and Go and the eye-catching dog imagery used across the exhibition collateral. Bus backs, on the other hand, did not provide a strong return on investment, with only 3% of visitors saying they attended the exhibition as a result of seeing them.

The COVID-19 outbreak meant the Museum had to close in March and two key publicity opportunities for the exhibition were cancelled. Upon reopening, the marketing and communications team's focus had shifted to managing reactive COVID-19 communications and launching our Content for Connection platform.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: SATC 2019-20 Business as usual Digital Optimisation and SEO

Department: South Australian Tourism Commission

Campaign Start Date: 02 December 2019

Campaign Completion Date: 01 December 2020

Campaign Total Spend: \$419,261 (ex GST)

Campaign Approval Date: 13 December 2019

Evaluation Approval Date: 29 January 2021

Evaluation Summary:

The activity undertaken during the period of December 2019 to November 2020 successfully met the key objectives of optimising SATC digital properties in order to increase both organic search traffic and the rate at which visitors to southaustralia.com generate leads to South Australian tourism businesses and key industry partners.

During the project period southaustralia.com saw 2.4 million visits via organic search, which represented a 27 per cent increase on the 1.9 million visits seen during the benchmark period of July 2018 to June 2019. This increase was significantly higher than the goal of a 10 per cent increase, which was extremely pleasing when considering the impact of COVID-19 on organic search traffic, particularly from international markets.

At the same time, the rate at which all visits to southaustralia.com converted into leads to South Australian tourism businesses and industry partners grew from 12.9 per cent in the benchmark period to 20.7 per cent, which was an increase of 60 per cent, again significantly higher than the goal of a 10 per cent increase.

The growth in organic search traffic combined with the increased lead generation rate has allowed the SATC to expose more website visitors and potential consumers to South Australian content and has generated a significant volume of additional sales opportunities to South Australian tourism businesses.

The results have played an important role in maximising digital opportunities to convert consumer consideration into intent, and importantly conversion in choosing to travel to South Australia.