

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Adelaide Metro Ticketing Upgrade - EMV Phase 2: Tap and Pay	Department of Infrastructure and Transport	20/11/2021	27/01/2023	4/11/2021	\$135,300	A campaign to educate and inform South Australians about the introduction of smart validators on public transport
2021/22 AUFC Partnership Campaign	Department of Infrastructure and Transport	22/11/2021	27/05/2022	28/09/2021	\$110,000	A campaign to promote key road safety messages to the football (soccer) community, as part of DIT's road safety partnership with AUFC

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Motorcycle Safety FY 21/22	South Australia Police	1/11/2021	28/02/2022	\$530,000	A road safety campaign to promote motorcycle safety
Health System Improvements	Department for Health and Wellbeing	7/11/2021	12/12/2021	\$1,000,000	A campaign to inform the community about the Government's significant increased investment in the public health and hospital system (including staffing, capacity and easing pressure on EDs) supporting SA's COVID-19 pandemic response
Physical Activity	Department for Health and Wellbeing	8/11/2021	27/02/2022	\$251,000	A campaign to encourage South Australians to initiate and sustain higher levels of physical activity, in the form of walking
COVID Transition	Department of the Premier and Cabinet	21/11/2021	7/01/2022	\$1,500,000	A campaign to communicate to the wider South Australian community the state's COVID-Ready plan, following the opening of international and interstate borders
Adelaide Cabaret Festival 2022	Adelaide Festival Centre Trust	8/11/2021	25/06/2022	\$300,000	A campaign to promote the Adelaide Cabaret Festival 2022 to a national audience

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
The OTR SuperSprint 2021	Events South Australia	27/04/2021	9/05/2021	4/11/2021	\$90,000	\$74,437
COVID-19 Recovery - Intrastate & Interstate Stimulus: Experiences	South Australian Tourism Commission	7/04/2021	31/07/2021	4/11/2021	\$240,000	\$240,971
Electrical and Gas Safety Campaign 2021	Department for Energy and Mining	11/01/2021	30/06/2021	4/11/2021	\$75,000	\$73,486
Skilling South Australia Skilled Careers - Apprenticeships 2020-21	Department for Innovation and Skills	25/10/2020	30/06/2021	4/11/2021	\$2,982,000	\$2,103,964
COVID-19 Recovery - Intrastate & Interstate Stimulus: Accommodation	South Australian Tourism Commission	28/05/2021	31/08/2021	16/11/2021	\$225,000	\$199,982
WCHN PR Strategy	Department for Health and Wellbeing	4/04/2021	30/06/2021	16/11/2021	\$100,000	\$75,785

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: The OTR SuperSprint 2021

Department: Events South Australia

Campaign Start Date: 27 April 2021

Campaign Completion Date: 9 May 2021

Campaign Total Spend: \$74,437 (ex GST)

Campaign Approval Date: 30 April 2021

Evaluation Approval Date: 4 November 2021

Evaluation Summary:

The campaign has successfully achieved both objectives of the communications strategy. 31,000 people attended the SuperSprint over three days, with 3,531 people attending from interstate. The campaign focused on reach and gaining the attention of motoring enthusiasts (both interstate and intrastate), families and event goers through a digitally led approach using programmatic video, display, social media and via our owned digital platforms. Utilising the creative campaign developed by TBMP, the SATC delivered engaging messaging to drive event awareness, consideration, ticket sales and attendance.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

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

Department: South Australian Tourism Commission

Campaign Start Date: 07 April 2021

Campaign Completion Date: 31 July 2021

Campaign Total Spend: \$240,971 (ex GST)

Campaign Approval Date: 11 March 2021

Evaluation Approval Date: 04 November 2021

Evaluation Summary:

The Great State Voucher 3 campaign achieved the objective of boosting expenditure and visitation into the Adelaide CBD and regions and suburbs by injecting an estimated \$11.2 million dollars into the local economy.

The 23,138 voucher redemptions (resulting in more than 45,000 travellers) well exceeded the expectations for the program. Experiences are a more complex proposition than accommodation and thus the marketing activity around the program aided consumers' awareness and understanding of the program and inspire them to register for vouchers.

A consumer survey undertaken by the SATC with voucher holders showed very high levels of satisfaction with 93 per cent intending to apply for a voucher again. Further to this, the survey showed that 56 per cent booked an experience they were not even aware of previously.

A survey undertaken with the industry indicated strong support for the Experiences Voucher program, with high overall satisfaction levels and 98 per cent supporting a future program.

The campaign allowed many tourism operators to retain their staff over this period.

The marketing campaign comprised two distinct phases, the awareness phase and ballot registration (7 to 23 April 2021) and the redemption phase - booking and travel (27 April to 31 July 2021).

During the campaign (16 March through to the end of the booking period on 23 May 2021), southaustralia.com saw 2,611,985 visits, with 567,660 of those being voucher related traffic. That is, all traffic to site that has visited either the vouchers webpage, ballot or experiences subdomain. During the same period, there were 1,566,173 Australian Tourism Data Warehouse (ATDW) product views, with 27,973 of those views being Great State Voucher related.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Electrical and Gas Safety Campaign 2021

Department: Department for Energy and Mining

Campaign Start Date: 11 January 2021

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$73,486 (ex GST)

Campaign Approval Date: 15 December 2020

Evaluation Approval Date: 04 November 2021

Evaluation Summary:

Overall, the campaign hit click through rate milestones. It reached the desired audience numbers and encouraged people to click on the adverts. However, this did not translate to behavioural change within the community, as can be seen from the objectives. The methods for reaching the audience seem to be working, but the message is not encouraging a change in behaviour. The Consumer Safety Survey also looked at awareness of the campaign within the community. Recall of the advertisements was between 47% and 20% depending upon the message, with the average being 30.5% recall. In 2020 the average recall was 29.2%. However, not all the same messages were used in 2020.

The awareness of the powerlines message (blue) almost doubled since 2020, however it should be noted that SA Power Networks also ran a campaign with this messaging in 2021.

As with previous years' the 25-30 year old cohort seem to have the lowest knowledge of regulations and requirements.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Skilling South Australia Skilled careers apprenticeships 2020-21

Department: Department for Innovation and Skills

Campaign Start Date: 25 October 2020

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$2,103,964 (ex GST)

Campaign Approval Date: 20 March 2020

Evaluation Approval Date: 04 November 2021

Evaluation Summary:

The "Explore Your Passion" marketing campaign has successfully worked to raise awareness, prestige and positively present the pathway apprenticeship and traineeship pathway.

Research findings indicate that the campaign was successful in changing perceptions of how people viewed apprenticeships and vocational training, promoting them as relevant first-choice pathways that can lead to rewarding, well-paid and transferable careers.

The campaign was successful in meeting its primary objectives.

- Website visitations rose by 60% during the campaign with campaign digital advertising driving 40% of overall traffic.
- Telephone enquiries rose by 60% with the campaign encouraging more people to find out about apprenticeships.

Research indicated that the campaign was successful in incrementally raising the appeal, knowledge and likelihood of undertaking an apprenticeship across target audiences.

Over 30% of the target audience had seen the campaign, with 31% of potential apprentices and 46% of influencers indicating they would act on the advertising.

Around 75% of the audience felt positive about apprenticeships and skilled careers after seeing the advertising and more confident about the pathway and their alignment to future jobs.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

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

Department: South Australian Tourism Commission

Campaign Start Date: 28 May 2021

Campaign Completion Date: 31 August 2021

Campaign Total Spend: \$199,982 (ex GST)

Campaign Approval Date: 22 April 2021

Evaluation Approval Date: 16 November 2021

Evaluation Summary:

The marketing campaign comprised two distinct phases, the awareness phase which ran from 24 May to 1 June 2021, and the registration and redemption phase which ran from 2 to 30 June 2021, when bookings closed.

During the awareness phase southaustralia.com saw 446,632 visits, with 40 percent (179,918) being visits to the Great State Voucher 4 campaign page, ballot portal, or accommodation subdomain, while during the booking phase, southaustralia.com saw 1,157,512 visits, with 27 percent (307,321) being visits to the GSV campaign page or booking portal.

The Great State Voucher 4 campaign achieved the objective of boosting expenditure and occupancy into the Adelaide CBD and regions and suburbs by injecting \$18.5 million dollars into the local economy.

A survey was conducted of participants who obtained and used a Great State Voucher and showed the average spend per person in the CBD was \$472 per person and regionally \$516 per person.

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

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: WCHN PR Strategy

Department: Department for Health and Wellbeing

Campaign Start Date: 04 April 2021

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$75,785 (ex GST)

Campaign Approval Date: 21 March 2021

Evaluation Approval Date: 16 November 2021

Evaluation Summary:

The campaign successfully drove users to the updated WCH website, proving the call-to-action to visit the website to learn more about the investments was effective. The WCH Hospital Upgrade page had the highest number of page views (6948) compared to pre-campaign (548), which was an 1167% percentage increase. All other pages performed well and showed a significant increase in traffic to the website. This verifies that paid campaign tactics and social media were successful in driving people to the website where they are able to learn more about investments into healthcare.

Paid and unpaid social media performed well and was effective in promoting the campaign's key messages and driving traffic to the WCH website. Paid social media activity generated a total of 505,781 impressions and 1181 link clicks. Organic content generated 57,418 combined impressions and an overwhelming majority of positive sentiment via comments and post likes/loves. Paid social media generated a lower than expected 15 comments in total, however, the number of post reactions (275), proves users engaged with the content.

Use of clinicians on social media assisted in generating positive comments from consumers and other WCHN staff.

Community awareness into investments at the current hospital (objective 1) successfully over-achieved the desired 5% increase in survey results, reaching a 22.5% increase from 40% pre-campaign to 49%.

However, the remaining three objectives failed to achieve the desired survey results, despite successfully meeting other objective measurements.

Survey results show social media was an important medium in reaching the target audience.