

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
THINK! Road Safety Messaging - Adelaide Oval Stadium Management Authority	Department for Infrastructure and Transport	4/11/2020	31/03/2021	8/10/2020	\$130,000	A partnership under the THINK! Road Safety Program to promote road safety messaging throughout the Adelaide Oval facilities
State Budget 2020/21	Department of the Premier and Cabinet	10/11/2020	30/11/2020	3/11/2020	\$105,000	A digital/social media campaign to inform South Australians about key State Budget 2020-21 initiatives

**CAMPAIGNS \$200,000 plus**

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Reach for the Facts	Return to Work SA	12/11/2020	12/11/2021	\$605,870	A campaign to raise awareness of the potential dangers of prescription opioids
Adelaide Cabaret Festival 2021	Adelaide Festival Centre Trust	9/11/2020	27/06/2021	\$400,000	A campaign to promote the Adelaide Cabaret Festival 2021
CFS Be Bush Fire Ready	Country Fire Service	1/11/2020	31/03/2021	\$750,000	A campaign to promote bushfire safety and preparedness
COVID-19 (Parafield Cluster) Public Information	Department of the Premier and Cabinet	18/11/2020	25/11/2020	\$350,000	A public awareness campaign regarding critical COVID-19 health advice and the reintroduction of restrictions
Motorcycle Safety	South Australia Police	1/11/2020	31/01/2021	\$463,220	A campaign to raise awareness of motorcycle safety
Regional Drivers	South Australia Police	1/11/2020	1/05/2021	\$714,139	A campaign to raise awareness of road safety in Regional South Australia

**EVALUATIONS**

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Give up Smokes - Aboriginal targeted smoking cessation 2019/20	Department for Health and Wellbeing	26/01/2020	30/06/2020	13/11/2020	\$338,800	\$325,989
West Beach Parks Rebrand	West Beach Parks	21/10/2019	2/02/2020	13/11/2020	\$101,835	\$90,485

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Give up smokes 2019/20 Aboriginal Smoking Cessation Campaign

**Department:** Department for Health and Wellbeing

**Campaign Start Date:** 27 January 2020

**Campaign Completion Date:** 01 July 2020

**Campaign Total Spend:** \$325,989 (ex GST)

**Campaign Approval Date:** 13 December 2019

**Evaluation Approval Date:** 13 November 2020

## Evaluation Summary:

Five of the seven 'Give up smokes' campaign objectives were achieved over the 2019-20 campaign period. The campaign objectives that achieved the set targets related to: the level of quitting attempts (68.4%), campaign exposure (84.8%), awareness of the harms associated with tobacco use (96.8%), smoke-free homes (79.5%), smoke-free cars (82%).

The target for recall of the campaign creative was not achieved (target 66%, achieved 53%). However, the creative was new in the market in 2019-20 and recall was likely to have been affected by COVID-19 restrictions. The evaluation found that individuals made less supermarket visits, commuted less on public transport and drove less, thereby reducing opportunities to be exposed to the campaign creative. The target related to knowledge of harms of passive smoking was not achieved, however, the level of awareness was still high (target 83%, achieved 71.4%).

Both out-of-home advertising and digital advertising performed strongly throughout the campaign. Most visits to [giveupsmokes.com.au](http://giveupsmokes.com.au) were from 'direct' visits, indicating that smokers saw the URL on out-of-home advertising and chose to visit the site. Digital advertising achieved above its targets and resulted in high numbers of click throughs to [giveupsmokes.com.au](http://giveupsmokes.com.au).

The new campaign creative, featuring the tagline, 'Quit smoking and live for the moments' was positively received by the target audience, who found it emotive, relatable and easy to understand. The 2019-20 campaign was required to adapt to the new media landscape created by the COVID-19 pandemic. Advertising in sports grounds and clubs was not visible during the several months while these venues were closed. Therefore, DASSA and Carat negotiated for this advertising to be in market for no additional cost until the end of the 2020 calendar year.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Stage 3 West Beach Parks Rebrand

**Department:** West Beach Parks

**Campaign Start Date:** 21 October 2019

**Campaign Completion Date:** 02 February 2020

**Campaign Total Spend:** \$90,485 (ex GST)

**Campaign Approval Date:** 27 September 2019

**Evaluation Approval Date:** 13 November 2020

## Evaluation Summary:

In June 2018 the West Beach Trust's commercial trading name was changed from Adelaide Shores to West Beach Parks.

The West Beach Parks brand was launched with a big, bold marketing campaign, raising awareness of the precinct and the full holiday, sport and adventure offer. The aim was not only to increase brand awareness, but to increase sales for every part of the precinct with a particular focus on the Trust's commercial business's BIG4 West Beach Parks, West Beach Parks Resort and West Beach Parks Golf.

The current campaign is an extension of the initial brand launch campaign and was designed to maintain momentum and continue to build brand presence primarily in the South Australian and Regional Victorian markets.

The key objectives of the campaign were to:

1/ Increase awareness of West Beach Parks— one park, one offer. Very simply, people need to know it exists, or be reminded that it's a great place in Adelaide with a diverse range of holiday, sport and adventure activities. The metrics on this were measured via increases to social media followers and the amount of direct traffic the website received.

2/ Increase sales to the organisations commercial businesses these being West Beach Parks Resort, BIG4 West Beach Park and West Beach Parks Golf.

Sales for the accommodation properties of BIG West Beach Parks and West Beach Parks Resort over the period of October- January generated sales just short of \$6M. Whilst Golf achieved sales to the value of \$938,000. Again a solid sales performance considering challenging market conditions.