

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Morphettville Housing Renewal Project	SA Housing Authority	12/10/2020	30/06/2021	9/10/2020	\$138,000	A campaign to inform the community about the Morphettville Housing Renewal Project
The Lead	Department for Trade and Investment	1/10/2020	31/07/2021	24/09/2020	\$50,000	A partnership to amplify business stories about South Australia to promote and grow the economy
Adelaide Film Festival	Adelaide Film Festival	9/09/2020	26/10/2020	7/09/2020	\$118,956	A campaign to inform the community of the Adelaide Film Festival
COVID-19 Recovery Intrastate Stimulus Campaign	South Australian Tourism Commission	1/10/2020	31/10/2020	24/09/2020	\$75,000	A campaign to encourage the community to book CBD and regional hotels
Community Sentiment towards international students	Study Adelaide	19/10/2020	30/04/2021	19/09/2020	\$155,000	A campaign to communicate the important contribution international students make in South Australia

**CAMPAIGNS \$200,000 plus**

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
The Square at Woodville West	Renewal SA	30/10/2020	30/06/2021	\$291,156	A campaign informing the community of The Square at Woodville West transformation
Bowden, Life more interesting	Renewal SA	30/10/2020	30/06/2021	\$624,976	A campaign informing the community of the Bowden urban renewal project
Future Adelaide	Department of the Premier and Cabinet	20/10/2020	30/06/2021	Commercial in Confidence	An initiative with NewsCorp providing a platform for raising awareness and understanding of our state's business and lifestyle opportunities
Employee Attraction Campaign	Defence SA	30/10/2020	29/10/2021	\$621,500	A campaign to attract and retain experienced naval shipbuilding workers to South Australia

**EVALUATIONS**

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
2019/20 Smoking Cessation Campaign	DASSA	30/12/2019	28/06/2020	9/10/2020	\$851,575	\$868,418
Domestic Marketing	South Australian Tourism Commission	1/06/2019	31/12/2019	9/10/2020	\$9,880,000	\$5,478,589
Electrical and Gas Safety	Department for Energy and Mining	2/05/2020	1/07/2020	22/10/2020	\$80,988	\$56,538
THINK! Road Safety - Tour Down Under Partnership	Department for Infrastructure and Transport	9/01/2020	26/01/2020	22/10/2020	\$471,000	\$366,941



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# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** 2019-20 smoking cessation campaign

**Department:** Department for Health and Wellbeing

**Campaign Start Date:** 30 December 2019

**Campaign Completion Date:** 28 June 2020

**Campaign Total Spend:** \$868,418 (ex GST)

**Campaign Approval Date:** 08 November 2019

**Evaluation Approval Date:** 09 October 2020

## Evaluation Summary:

The 2019-20 South Australian smoking cessation campaign overachieved on all five of its objectives. Smokers' recall of any of the advertisements, along with their agreement that the advertisements were relevant, made a strong argument for quitting and made them feel motivated to quit smoking were all significantly higher than the designated targets. Additionally, there were 40% more unique website visits than the target of 4,500.

These achievements are likely due to factors including:

- quit smoking advertising being particularly relevant during the COVID-19 pandemic
- achievement of reach and frequency goals, and receiving bonus TARPs
- the strong performance of television advertisements, particularly in bursts 1 and 2
- digital advertising with television imagery supporting campaign recall
- digital advertising achieving high click-through rates
- highly relevant 'COVID-19 and smoking' digital advertising.

The 2019-20 campaign was required to adapt to the new media landscape created by the COVID-19 pandemic. On the advice of Wavemaker and the Centre for Behavioural Research in Cancer, Victoria, the campaign strategy for Burst 3 was revised so that only positively-focused television advertisements aired. A move away from threat appeal advertising was recommended because it could cause individuals to become further stressed at this time.

Additionally, Mix 102.3 cancelled a planned quit smoking campaign, advising that it was unlikely to achieve cut-through during the pandemic. These funds were redirected into digital advertising with messaging about COVID-19 and smoking, which linked through to a page on the besmokefree.com.au website called COVID-19 and other respiratory illnesses. The timing of the COVID-19 response digital advertising corresponded with an increase in calls to the Quitline. There was a 25% increase in calls in May 2020 compared to May 2019 and a 42% increase in calls in June 2020 compared to June 2019.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

<b>Campaign:</b>	Domestic Marketing
<b>Department:</b>	South Australian Tourism Commission

<b>Campaign Start Date:</b>	01 June 2019
<b>Campaign Completion Date:</b>	31 December 2019
<b>Campaign Total Spend:</b>	\$5,478,589 (ex GST)

<b>Campaign Approval Date:</b>	16 July 2019
<b>Evaluation Approval Date:</b>	09 October 2020

## Evaluation Summary:

South Australia is operating in an increasingly competitive and crowded tourism market. In order to continue this expenditure growth and reach the targets set in the Sector Plan, it was critical that South Australia continued to be promoted throughout the year in unique and compelling ways that position the State as a desirable holiday destination.

Activity up until December 2019 successfully positioned South Australia as an appealing, year-round destination of choice and this activity contributed to a growth of 15 per cent in domestic expenditure to \$6.9 billion for year ending December 2019. A significant factor driving this expenditure growth has been the creative strategy with campaigns such as “You be the Judge” and “Fun’s changed” achieving cut through in a competitive marketplace. The campaigns delivered impactful creative and a high level of engagement but, most importantly, they initiated a conversation and started to change consumer’s perceptions about South Australia as a holiday destination. In the first eight days from launch, the campaigns generated immense publicity with more than 410 mentions, reaching 9 million+ Australians and generating more than \$2.1 million in Advertising Space Rate (ASR). A focused media strategy pushed consumers through the purchase funnel from awareness and consideration through to booking and visitation by using targeted media to deliver the right message at the right time. This approach resulted in increased awareness of South Australia as a holiday destination as well as increased website traffic to southaustralia.com and product leads. During the initial part of the campaign, southaustralia.com set new records (since broken) for daily domestic web traffic on the weekend of 7 and 8 September 2019. The total web traffic to southaustralia.com for 1 to 18 September 2019 inclusive, was 294,238 visits, generating 43,903 Australian Tourism Data Warehouse leads and 1,511 travel partner leads. Web traffic was up 98 per cent and total leads up 117 per cent year-on-year.

A bold and innovative creative strategy combined with the right media approach paid dividends. It showed South Australia as a curious place and initiated a conversation whilst changing consumer’s perceptions about South Australia as a holiday destination. This approach achieved southaustralia.com’s highest volume of website traffic to date and, in turn, this led to increased ATDW leads. Overall, this was an innovative award-winning campaign that delivered tangible results for the tourism industry.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Electrical and Gas Safety Campaign 2020

**Department:** Department for Energy and Mining

**Campaign Start Date:** 02 May 2020

**Campaign Completion Date:** 01 July 2020

**Campaign Total Spend:** \$56,538 (ex GST)

**Campaign Approval Date:** 28 April 2020

**Evaluation Approval Date:** 22 October 2020

## Evaluation Summary:

Given the focus for the 2020 campaign, it was successful in reaching the desired audience with the correct messaging.

The awareness rate was above 60% for the desired group and this was a primary aim of the campaign. Most of the awareness percentages remained fairly consistent from 2019 to 2020, but it is worth noting that the awareness to hold appropriate licencing was the one area that reduced from an average of 93% to 87%.

The messaging around licencing was in the sub-heading of the Don't Rely on DIY creative. It may be that this message needs to have its own creative collateral focused on licencing.

The recollection of messaging for the campaign remained fairly consistent at an average of 29%, which is around the same as 2019.

It is worth noting that this year, due to COVID-19, the campaign only used digital advertising and received similar results to campaigns that utilised a broader advertising mix.

The website statistics from 2019 to 2020 show a significant increase in the number of page visits in the campaign period. From May/June 2019 to May/June 2020 the overall increase in unique page visits to all sa.gov.au webpages associated with the campaign increased by 468%. It should be noted that the previous campaign ran over a longer period so an increase would be expected in 2020.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

<b>Campaign:</b>	THINK Road Safety – Tour Down Under Partnership
<b>Department:</b>	Department for Infrastructure and Transport

<b>Campaign Start Date:</b>	9 January 2020
<b>Campaign Completion Date:</b>	26 January 2020
<b>Campaign Total Spend:</b>	\$366,941 (ex GST)

<b>Campaign Approval Date:</b>	8 November 2019
<b>Evaluation Approval Date:</b>	22 October 2020

## Evaluation Summary:

A partnership was continued with SATC for the 2020 Santos Tour Down Under with naming rights for Stage 6 of the tour. 'Be Safe Be Seen' campaign messaging was continued in 2020, with the 'Think! Road Safety' graphic featured alongside wherever possible to provide a strong link between the cycling call to action and the State Government's overarching road safety brand.

The Department installed a giant inflatable bike branded with 'Think! Road Safety' messaging in the Tour Village at Victoria Square (near the Wakefield Street entrance), and delivered barrier signage for 'Be Safe Be Seen Stage 6', which included approximately 60 corflute signs along fences and start/end of the route.

The Department worked with SAPOL's Road Safety Centre to deliver a 'Think! Road Safety School' on Sunday 19 January, as part of Santos Tour Down Under's family day activities and coinciding with the Westpac Mini Tour for Kids. Approximately 60 children participated in the course over the three hours the activation was open.

Over the course of the week, 304 players took part in an interactive 'Think! Road Safety Challenge' (a one to four player iPad-based game) which was a key feature of the Department's stand within the Victoria Square Tour Village, encouraging both cyclists and drivers to think about how they share the road.

The Department wrapped a 'Tour Parade' car (which preceded cyclists on all stages) with 'Be Safe Be Seen' messaging. A scaled down version of the large inflatable bike in the CBD featured on the roof of the car and provided a visual link to CBD activities out in the regions the Santos Tour Down Under travelled through.

Approximately 18,000 slapbands and 2,000 drink bottles branded with 'Be Safe Be Seen' and 'Think! Road Safety' messaging were handed out across the Santos Tour Down Under event.