

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Tarnanthi Art Fair 2021	Art Gallery of South Australia	1/09/2021	17/10/2021	27/05/2021	\$75,000	A campaign to promote the annual Tarnanthi Art Fair
HomeSeeker SA 21/22	SA Housing Authority	22/10/2021	30/06/2022	15/10/2021	\$165,000	A campaign to launch and promote the new affordable housing program in South Australia to the community
Tarnanthi 2021: Festival of Contemporary Aboriginal & Torres Strait Islander Art	Art Gallery of South Australia	15/10/2021	30/01/2022	27/05/2021	\$192,000	A campaign to promote the annual contemporary Aboriginal and Torres Strait Islander art program at the Art Gallery of South Australia
TAFE SA Google Ads Campaign 2021/22	TAFE SA	11/10/2021	30/06/2022	16/09/2021	\$133,000	A campaign to utilise Google Ads and Search Engine Optimisation to increase TAFE SA website referrals and ranking

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
2021-2022 Be Bushfire Ready Campaign	Country Fire Service	31/10/2021	31/03/2022	\$700,000	A campaign to raise awareness about the risk of bushfire and to shift preparedness behaviour from contemplation to action within the South Australian community
Adelaide Festival 2022	Adelaide Festival Corporation	26/10/2021	20/03/2022	\$750,000	A campaign to promote the Adelaide Festival 2022 and boost attendance
Regional Campaign FY 21/22	South Australia Police	17/10/2021	30/06/2022	\$850,000	A campaign to increase compliance with road rules in the Regional South Australian community
Building What Matters Phase 2	Department of the Premier and Cabinet	10/10/2021	30/06/2022	\$1,310,000	A campaign to raise awareness of the Government's record investment in infrastructure across the state and associated benefits, including job opportunities.
Paid Search and Display 2021-22	Study Adelaide	1/10/2021	30/06/2022	\$250,000	A campaign to increase traffic to the StudyAdelaide websites in order to raise awareness of Adelaide as a destination of choice for prospective international students

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Adelaide Guitar Festival 2021	Adelaide Festival Centre Trust	29/03/2021	20/07/2021	13/10/2021	\$86,000	\$78,853
TAFE SA Short Courses 2020/21	TAFE SA	26/07/2020	30/06/2021	13/10/2021	\$187,000	\$175,700
TAFE SA Student Recruitment Campaign 2020/21	TAFE SA	3/08/2020	30/06/2021	13/10/2021	\$435,000	\$431,140

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Adelaide Guitar Festival 2021

Department: Adelaide Festival Centre Trust

Campaign Start Date: 29 March 2021

Campaign Completion Date: 20 July 2021

Campaign Total Spend: \$78,853 (ex GST)

Campaign Approval Date: 30 April 2021

Evaluation Approval Date: 13 October 2021

Evaluation Summary:

Adelaide Festival Centre together with media agency Carat devised a strategic marketing campaign for Adelaide Guitar Festival with an overall marketing budget of \$86K. Just over \$7K of the total budget was underspent due to COVID-19 related cancellations. The campaign combined traditional and digital media platforms, high impact outdoor creative executions, a print media brochure and engaging social media content. This created consistent and effective promotion via the latest marketing technology to deliver messaging to relevant audiences, in relevant environments using data lead strategies to drive consumer demand.

Three out of five objectives were achieved, yet this year's result remains one of the best performing festivals in the history of Adelaide Guitar Festival.

In the wake of the 2020 festival cancellation and given the ongoing impact of COVID-19 on our industry, it is particularly remarkable that the festival this year was able to overachieve on box office target and almost achieve ticket target.

In addition, the festival contributed to increased intrastate tourism, with nearly 15% of tickets buyers from outside the Adelaide metro region. The festival generated an estimated average 3.4 room nights for tourists, and over \$33K in tourism economic impact.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: TAFE SA Short Courses 2020/21

Department: TAFE SA

Campaign Start Date: 26 July 2020

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$175,700 (ex GST)

Campaign Approval Date: 30 June 2020

Evaluation Approval Date: 13 October 2021

Evaluation Summary:

All three key performance indicators (KPIs) in this campaign were overachieved, indicating strong campaign performance. It is important to note however the substantial environmental factors that may have impacted results over this period, including the ongoing impacts on consumer behaviour due to COVID-19 and Federal and State Government programs, such as JobTrainer. Both factors may have resulted in an increase in demand for short courses over the period.

The significant increase in email marketing activity in 2020-21 compared to previous years has also contributed to the positive result. The short course email database has grown to over 70,000 subscribers and, through segmentation, it is possible to promote courses to specific interest groups, as required. This is a cost-effective tactic, which complements paid campaign activity.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: TAFE SA Student Recruitment Campaign 2020/21

Department: TAFE SA

Campaign Start Date: 03 August 2020

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$431,140 (ex GST)

Campaign Approval Date: 26 June 2020

Evaluation Approval Date: 13 October 2021

Evaluation Summary:

The campaign achieved 3 of 4 Objectives.

Objective One was not achieved (-2%). Website visits in 2019-20 and 2020-21 were heavily impacted by COVID-19, with historic peaks in visits coinciding with state lock-downs, likely resulting from current TAFE SA students seeking information about their courses. In addition, in 2020-21 a new TAFE SA student website was established, which in March to June 2021 achieved 69,096 sessions (this equates to 7% of overall traffic). This traffic would have previously counted towards overall TAFE SA traffic numbers, but is now diverted to this new site, impacting overall website sessions on tafesa.edu.au.

The campaign overachieved Objective 2, with 'Apply Now' clicks exceeding the KPI target of 11,266 per month by 12% throughout the 11-month period. Record-high performance was achieved in August with 18,510 Apply Now clicks. The August performance is likely the result of prospective students applying earlier in the cycle, due to the ongoing impact of COVID-19. Publicly available data from interstate suggests university and VET students applied earlier in the cycle this year, compared to previous years. The KPI for Objective 3 was also likely positively impacted by the ongoing economic impact of COVID-19, together with Federal and State Government programs such as JobTrainer.

The campaign achieved Objective 3, maintaining unprompted awareness at 56%.

The campaign overachieved Objective 4, with an increase in the likelihood to consider KPI and positive perceptions KPI. The increase in likelihood to consider (+9%) is the largest year on year increase recorded since tracking began in 2016. This indicator may have been impacted by the economic impact of COVID-19, with more South Australians now considering retraining, together with the positive impacts of the campaign.