

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
COVID-19 Testing September 2021	Department for Health and Wellbeing	5/09/2021	25/09/2021	8/09/2021	\$150,000	A campaign to encourage all South Australians with COVID-19 symptoms, no matter how mild, to get tested for COVID-19
Bloom 2021	Events South Australia	1/09/2021	28/11/2021	25/08/2021	\$199,000	A campaign to promote the Bloom 2021 series of events and increase event-specific visitation from interstate

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Jobs For You	Department of the Premier and Cabinet	26/09/2021	30/06/2022	\$2,000,000	A campaign to educate and inform the South Australian community of the job opportunities being created in the state's future industries, including space, defence, cyber, energy and hi-tech
Intrastate CBD Campaign 'GoToTown'	South Australian Tourism Commission	3/09/2021	8/10/2021	\$305,018	A campaign to encourage the South Australian community to visit the CBD to support local businesses and jobs
Drink Drive FY21/22	South Australia Police	1/09/2021	19/06/2022	\$750,000	A campaign to reduce drink driving by demonstrating to potential drink drivers that most people don't drink drive and find it socially unacceptable
Drug Drive FY21/22	South Australia Police	1/09/2021	30/05/2022	\$750,000	A campaign to reduce drug driving by demonstrating to drug users how long drugs stay in their system, impairs their ability to drive safely and can be detected by roadside driver testing

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Defence Industry Workforce and Skills Campaign	Defence SA	22/06/2020	30/06/2021	16/09/2021	\$120,135	\$162,883
2020-21 Smoking Cessation Campaign	Drug and Alcohol Services SA	1/07/2020	30/06/2021	16/09/2021	\$1,718,199	\$1,717,792
Adelaide Cabaret Festival 2021	Adelaide Festival Centre	12/04/2021	26/06/2021	16/09/2021	\$400,000	\$340,000
National Marketing Approach January to June 2021	South Australian Tourism Commission	4/01/2021	30/06/2021	30/09/2021	\$2,900,000	\$2,627,654
Give Up Smokes' 20/21 Aboriginal Smoking Cessation Campaign	Department for Health and Wellbeing	26/01/2021	30/06/2021	30/09/2021	\$321,555	\$324,084

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Defence Industry Workforce and Skills Campaign

Department: Defence SA

Campaign Start Date: 22 June 2020

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$162,883 (ex GST)

Campaign Approval Date: 25 May 2020

Evaluation Approval Date: 16 September 2021

Evaluation Summary:

The Find Your Place campaign was the first of its type run by Defence SA and it was an outstanding success for the agency. Using real life ambassadors rather than paid talent for the campaign made the assets relatable and also allowed the agency to develop strong relationships with key defence industry stakeholders while amplifying their businesses across all platforms. All 3 objectives were achieved and, in most cases, over-achieved which shows that the assets developed gained traction with the audience and that the content on the campaign website provided visitors with the information they were seeking in an easy-to-read format.

Prior to campaign launch, there was very little engagement from schools regarding defence industry as influencers were still contacting Defence Force Recruiting for information on careers in defence. With the campaign in market the agency has been able to develop a brand that is recognised by students of all ages, influencers and also employers with a significant increase in school requests for attendance at local events and engagement with a broad range of defence industry SMEs who want to tell their stories as part of the campaign.

Considering the total budget for this 12-month campaign was significantly lower than many other state campaigns, the agency has seen excellent results and value for money in digital advertising, physical event attendance and general awareness of the opportunities in the defence industry in South Australia.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2020-21 smoking cessation campaign

Department: Drug and Alcohol Services SA

Campaign Start Date: 01 July 2020

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$1,717,792 (ex GST)

Campaign Approval Date: 12 June 2020

Evaluation Approval Date: 16 September 2021

Evaluation Summary:

Four of five 2020-21 campaign objectives were achieved during the 2020-21 smoking cessation campaign. Surveyed smokers felt the advertisements were relevant to them, made them feel motivated to quit smoking and provided a strong argument for quitting. The objective of 74% of smokers aged 25 to 59 years recalling seeing the campaign advertising in the past three months was underachieved by one percentage point. However, recall was higher than last year's target of 71%.

Television viewing behaviours changed over the course of the campaign, which meant reach goals were unable to be achieved during bursts 3, 4 and 5. This issue has been addressed for the 2021-22 campaign by purchasing a predicted reach of 75% + 1 across traditional linear television, streaming services and video-sharing platforms. Digital media performed strongly, with paid Google search being the highest source of clicks across the evaluated period. Native content was the second highest source of clicks. 'Quit your way in May' encouraged smokers to have a go at stopping smoking for some or all of May 2021. The target of 1,000 smokers registering for the event was achieved with 1,168 registered participants. Of those participants who completed the post-event survey, 78.26% stated they had remained quit since 'Quit your way in May'. Participants will be re-surveyed six months after 'Quit your way in May' to determine how far they have come on their quit smoking journey. The objective of 4,500 unique website visits per month was achieved. Results were boosted by the promotion of 'Quit your way in May' in March, April and May 2021. April 2021 had the highest number of website visits with 9,800 visits to quityourwayinmay.com.au and besmokefree.com.au combined. Website enhancements to besmokefree.com.au resulted in a 17% increase in visits in the second half of the financial year.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Adelaide Cabaret Festival 2021

Department: Adelaide Festival Centre Trust

Campaign Start Date: 12 April 2021

Campaign Completion Date: 26 June 2021

Campaign Total Spend: \$340,000 (ex GST)

Campaign Approval Date: 23 October 2020

Evaluation Approval Date: 16 September 2021

Evaluation Summary:

Presented by Adelaide Festival Centre, Adelaide Cabaret Festival is an annual festival commencing on the Queen's Birthday long weekend each June. Adelaide Cabaret Festival is the biggest cabaret festival in the world, and a major event in the international and Australian arts calendar. The festival has garnered a reputation of highlighting outstanding local, national and international artists through an eclectic program of classic and contemporary cabaret performances. The 2021 festival was a resounding success with one of the highest box office results in the festival's history, over 34,000 attendances and 44 sold out performances. The inclusion of Alan Cumming as Artistic Director was extremely well received.

While not all our objectives were able to be achieved, this year's result represents one of the best performing festivals in the history of Adelaide Cabaret Festival. In the wake of the 2020 cancellation and given the impact of COVID-19 on our industry, we are extremely happy with this result.

It is particularly remarkable that the festival this year was able to drive increased tourism to South Australia with 6.6% of tickets buyers from interstate, an increase of 1.6% on previous years. In addition, the festival contributed to increased intrastate tourism with 6.63% of ticket buyers from intrastate, an increase of 1.6%. The festival generated an estimated 3.6k room nights for tourists, and \$1.4m in tourism economic impact.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: National Marketing Approach January to June 2021

Department: South Australian Tourism Commission

Campaign Start Date: 04 January 2021

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$2,627,654 (ex GST)

Campaign Approval Date: 16 December 2020

Evaluation Approval Date: 30 September 2021

Evaluation Summary:

The National Markets activity during January to June 2021 overachieved with a Return on Investment (ROI) of 68:1. Airline seats saw an increase compared to pre-COVID levels in the months where restrictions had eased. This was achieved by working very closely with airlines and understanding the key drivers to assist in this lift.

The popularity of South Australia as evidenced by an increase in average length of stay, as well as the number of airline seats sold in a five-month period, highlights Australia's east coast consumers' appetite to travel to less crowded destinations. During this period Tourism Australia boosted the national markets budget, meaning the SATC was able to heavily "retail" South Australian tourism product through various partners and their marketing channels driving the success above. Of concern is recent Tourism Australia research that highlights 42 per cent of Australians are stockpiling annual leave for overseas travel (outside of New Zealand) at the same time Tourism Australia is no longer financially supporting states and territories in driving tourism revenue in Australia.

The ROI target was relatively easily achieved due to the previous year's results (year on year comparison results) being removed from the method and having no reference point. Meaning the year prior was either bushfire impacted (January to March 2020) or COVID – impacted (April to June 2020). The ROI was also set prior to national tourism recovery occurring which started in February 2021 - when all states/ territories had freedom of movement."

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 'Give up smokes' 2020/21 Aboriginal Smoking Cessation Campaign

Department: Department for Health and Wellbeing

Campaign Start Date: 26 January 2021

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$324,084 (ex GST)

Campaign Approval Date: 29 January 2021

Evaluation Approval Date: 30 September 2021

Evaluation Summary:

According to qualitative survey results, the current campaign designs were considered effective in terms of being attention-grabbing, relevant, believable, creating concern, and motivating quitting. The advertising metrics also showed that a key strength of the campaign was the implementation of new channels and video assets, and a multichannel approach which resulted in a significant increase in new visitors to the campaign website through paid media.

A particularly strong result was the number of website visits, with double the target figure being reached. This figure illustrates a very high level of engagement with the campaign, and indicates that the campaign has been able to generate, or at least prompt, a large amount of interest in quitting.

While the campaign objectives of exposure and recall were underachieved, the campaign continued to achieve good results, with a higher level of recall than the previous two campaigns. It is considered that these two targets were set too far above previous campaign results, particularly given the negative impact of the Covid-19 pandemic on exposure.