

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Regions SA (Regions Matter) Advertising Campaign	Department of Primary Industries and Regions	27/04/2021	30/08/2021	21/04/2021	\$130,000	A campaign to raise awareness of the State Government's investment in the regions and promote their desirability as a great place to live and work
Export Campaign	Department for Trade and Investment	19/04/2021	31/07/2021	14/04/2021	\$168,148	A campaign to drive and capture export interest within South Australian enterprises
South Australia's History Festival 2021	History Trust of South Australia	1/04/2021	21/05/2021	17/03/2021	\$112,004	A campaign to promote South Australia's History Festival 2021
Adelaide Guitar Festival 2021	Adelaide Festival Centre Trust	28/04/2021	25/07/2021	30/04/2021	\$86,000	A campaign to promote The Adelaide Guitar Festival 2021
The OTR SuperSprint 2021	Events South Australia	29/04/2021	8/05/2021	6/04/2021	\$90,000	A campaign to promote The OTR SuperSprint Festival 2021

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
COVID-19 Recovery – Intrastate and Interstate Stimulus Campaign: Experiences	South Australian Tourism Commission	7/04/2021	27/04/2021	\$240,000	A campaign to promote and increase travel within South Australia via accommodation and experience vouchers

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Distraction FY19/20	South Australia Police	1/10/2019	29/02/2020	22/04/2021	\$369,755	\$434,451
State Budget Campaign 2020/2021	Department of the Premier and Cabinet	10/11/2020	6/12/2020	22/04/2021	\$111,250	\$99,684
Fruit Fly Community Awareness Campaign 2019-20	Department of Primary Industries and Regions	21/02/2020	30/06/2021	22/04/2021	\$154,404	\$157,669

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Distraction FY19/20
Department:	South Australia Police

Campaign Start Date:	01 October 2019
Campaign Completion Date:	29 February 2020
Campaign Total Spend:	\$434,451 (ex GST)

Campaign Approval Date:	30 August 2019
Evaluation Approval Date:	22 April 2021

Evaluation Summary:

Distraction is a key area of concern for the road safety community. The National Road Safety Strategy 2011-2020 recognises Distraction as “a major and potentially growing problem area”. At time of campaign planning, between 2014 – 2018, police reports attributed ‘inattention’ to 41% of fatalities, 46% of serious injuries and 43% of casualties.

Between 2014 - 2018, an average of over 11,000 mobile phone expiations were issued by South Australian Police each year, compared with an average of 5,500 DUI detections per year over the same period. In spite of increased commentary and communication in the area, investigative behavioural research indicates that a significant number of drivers engage in a distracting behaviour

while driving on a daily basis. The most common forms of distraction were mobile phones, eating/drinking, personal grooming and attending to children.

The ‘No one’s driving if you’re distracted’ campaign was developed and launched in November 2018. This campaign differed from traditional inattention campaigns that targeted mobile phones in isolation, communicating the broader context of distraction. It appeared largely in outdoor environments, online and radio. With encouraging results the campaign was returned to market by SA Police in FY19/20.

The campaign ran in its second year in 2020 and continues to perform strongly with achievement in an ambitious range of objectives. Campaign awareness is favourable and high at 71% with a strong message takeout of 93% whilst its impact on consideration and behaviour is apparent in quantitative tracking. Grooming appears to be a more stubborn issue than the others.

The campaign was well supported by the media industry with an additional 65% of budget provided at no charge.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	State Budget Campaign 2020/2021
Department:	Department of the Premier and Cabinet

Campaign Start Date:	10 November 2020
Campaign Completion Date:	06 December 2020
Campaign Total Spend:	\$99,684 (ex GST)

Campaign Approval Date:	09 November 2020
Evaluation Approval Date:	22 April 2021

Evaluation Summary:

Overall, the campaign was highly effective and achieved its objectives, despite the pause due to the COVID-19 Parafield cluster a week after the start of the campaign.

With the exception of native advertising, digital advertising consistently over-delivered on impressions, which contributed to raising awareness of the three key investment areas within the 2020-21 State Budget and the key projects related to creating jobs, backing business and building what matters. This, in turn, led to increased traffic to the State Budget website for the duration of the campaign.

Demographic results across Facebook, Nine and YouTube showed a varied age group split, slightly male skewed.

The campaign performed well in terms of positive engagement on social media, which highlighted the target audience's confidence in the State Government to keep South Australia safe and strong.

Although not wholly directly attributed to the State Budget campaign, findings from the McGregor Tan Research monthly sentiment tracking report for November 2020 to January 2021 confirm an overall increased level of confidence in the future for South Australians.

The creative was strong and positive to showcase the State Government's response to a challenging year, and to provide reassurance that the State is on the path to economic rebuilding and recovery. The creative was flexible in its application, allowing for tailored messages to be developed and delivered to a specific target audience.

Creative performance differed across platforms, however the Building What Matters, and Creating Jobs creative stood out in terms of click-through rate and volume of clicks.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Fruit Fly Community Awareness Campaign 2019-20

Department: Department of Primary Industries and Regions

Campaign Start Date: 22 February 2020

Campaign Completion Date: 01 July 2021

Campaign Total Spend: \$157,669 (ex GST)

Campaign Approval Date: 22 January 2020

Evaluation Approval Date: 22 April 2021

Evaluation Summary:

South Australia's horticulture produce that is vulnerable to fruit fly is valued at \$1.3 billion. Keeping South Australia fruit fly free protects the state's commercial production of fruit, vegetables, wine grapes and almonds, particularly in the Riverland and Murraylands, from the world's most economically damaging horticultural pest.

Fruit fly infest fruit and fruiting vegetables in both commercial crops and home gardens and cause widespread devastation to our fresh food producing industries and impact market access.

This is why every year the South Australian Government spends approximately \$5 million keeping fruit fly and other plant pests out of our state.

One of these measures is the delivery of a community awareness campaign to alert the public, fruit and vegetable importers/exporters, wholesalers and retailers on the measures required to maintain South Australia's fruit fly free status.

In 2019-20 a new advertising creative - Zero Strikes - was designed to be an effective and important tool to raise awareness on the state's fruit fly free status and the measures to protect it.

This was the first time the market research for the fruit fly campaign also included a target audience for regional Victoria, to help gauge an insight into the understanding of the zero tolerance policy into the Riverland, given many of the expiations issued are for Victorian drivers.

Key points from the evaluation revealed:

- Recall of the Zero Strikes advertisements is comparable to previous fruit fly campaigns.
- The Zero Strikes advertisements were perceived as very useful to the general population, informing and reminding the public of the restrictions in place to prevent outbreaks.
- Awareness of the zero-tolerance policy change slightly increased amongst the general population.
- Keeping South Australia fruit fly free is of extreme importance to all involved, however personal relevance and importance of fruit fly awareness and prevention has been slightly decreasing since 2018.