

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Protective Security Officer Recruitment	South Australia Police	9/08/2021	31/10/2021	18/06/2021	\$150,000	A campaign to drive applicants to the SAPOL recruitment pages in order to fill vacant roles

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
2021 Home Battery Scheme Advertising Campaign	Department for Energy and Mining	30/08/2021	30/11/2021	\$535,000	A campaign to increase awareness and purchase of home batteries in South Australia
Future Adelaide Year Three	Department of the Premier and Cabinet	30/08/2021	30/06/2022	Commercial in Confidence	To engage local and interstate audiences by promoting the state as an attractive place to live, work, study, visit and invest
Bowden FY21/22	Renewal SA	30/08/2021	30/06/2022	\$561,000	A campaign to increase awareness and drive sales for the new Bowden development
Student Recruitment Campaign 2021-22	TAFE SA	2/08/2021	30/06/2022	\$740,000	A campaign to increase awareness and positive perceptions of TAFE SA and drive applications and enrolments
Road Trauma Testimonials	South Australia Police	1/08/2021	31/05/2022	\$642,550	A new campaign to raise awareness of the importance of road safety to increase incidents of drivers driving with greater care and attentiveness
Distractions FY21/22	South Australia Police	1/08/2021	30/05/2022	\$720,000	A campaign to increase compliance of attentive driving in South Australia
Seatbelts FY21/22	South Australia Police	1/08/2021	30/04/2022	\$720,000	A campaign to increase compliance of seatbelt usage within the South Australian community

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Tour Down Under - THINK! Road Safety Partnership	Department for Infrastructure and Transport	21/01/2021	24/01/2021	12/08/2021	\$190,000	\$172,949
Adelaide United - THINK! Road Safety Partnership	Department for Infrastructure and Transport	1/07/2020	30/06/2021	12/08/2021	\$116,000	\$99,322
Infrastructure Campaign	Department of the Premier and Cabinet	27/09/2020	19/06/2021	12/08/2021	\$1,195,000	\$1,109,157
COVID-19 Business Information and Support	Department for Innovation and Skills	28/04/2020	19/12/2020	12/08/2021	\$672,500	\$704,516
Season 2020 - Autumn, Winter, Spring	Adelaide Festival Centre Trust	31/01/2020	31/12/2020	12/08/2021	\$179,937	\$58,102
Backing Business	Department of the Premier and Cabinet	30/05/2021	22/06/2021	25/08/2021	\$196,000	\$203,628
DreamBIG Children's Festival Marketing Campaign	Adelaide Festival Centre Trust	18/09/2020	29/05/2021	25/08/2021	\$150,000	\$113,315
Her Majesty's Theatre Re-Opening Campaign	Adelaide Festival Centre Trust	12/06/2020	31/05/2021	25/08/2021	\$70,000	\$50,356

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: TDU THINK! Road Safety Partnership

Department: Department for Infrastructure and Transport

Campaign Start Date: 21 January 2021

Campaign Completion Date: 24 January 2021

Campaign Total Spend: \$172,949 (ex GST)

Campaign Approval Date: 14 January 2021

Evaluation Approval Date: 12 August 2021

Evaluation Summary:

The SATC partnership for the TDU event is the only partnership which primarily targets cyclists, a key group of vulnerable road users. Awareness of cyclists is also generally promoted to all road users during the period in which the cycling event is held.

Given the extent to which the Tour Down Under was adjusted for 2021 due to COVID-19 restrictions, DIT is satisfied with the efforts and outputs of the partnerships with SATC.

It is recommended that THINK! Road Safety partnership funding be continued to support the SATC management and running of the TDU.

The COVID-19 pandemic clearly had significant impact on the event in 2021, in the first instance with the event itself being downgraded from an international ICU World Tour event to a national level series of cycling events covering several disciplines (track, paracycling and BMX).

It is anticipated that suppressed demand and opportunity will be reversed for next year's event and will provide significant opportunity for road safety messaging.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Adelaide United THINK! Road Safety Partnership

Department: Department for Infrastructure and Transport

Campaign Start Date: 01 July 2020

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$99,322 (ex GST)

Campaign Approval Date: 30 December 2020

Evaluation Approval Date: 12 August 2021

Evaluation Summary:

Partnering with AUFC provided opportunities to raise awareness of key road safety issues directly to a key road user target group – being males aged 16-49, with a focus on two of SAPOL's fatal five - distractions and drink driving.

To ensure a consistent approach and message being promoted to the South Australian community, through discussions with SAPOL, the department expanded on their current distraction campaign, "No one's driving if you're distracted", featuring the Road Safety Ambassadors and with a (soccer) football-related spin. Four videos, four static adverts and a range of digital images were produced and used throughout the agreement term.

The Department leverages the partnership with AUFC for access to their community reach, with a membership base of 7,000. They have an active involvement in the community through their football based programs, and a large following on social media platforms.

- Facebook – 113k followers
- Instagram – 57.6k followers
- Twitter – 67.5k followers

The Department delivered the following 'THINK!' branded signage for game days:

- A3 campaign poster placements in stadium restrooms and all corporate suites;
- 12 stadium pillar wraps;
- Two 30 second TVCs on the super screen per match; and
- LED advertising post-match - targeting drink driving
- Live read MC scripting per home game

With an average attendance of 7383 spectators, total overall of 104,801, at each AUFC home game during the 2020/21 A-League season, the branding had a great deal of exposure, considering the impacts in capacity owing to COVID-19 restrictions.

AUFC are committed to playing an active role in the sports, economic and social development of South Australia, using football as their channel. They value the partnership with THINK! Road Safety as they share similar vision and strive to extend the exposure of the THINK! Road Safety message.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Infrastructure Campaign

Department: Department of the Premier and Cabinet

Campaign Start Date: 27 September 2020

Campaign Completion Date: 19 June 2021

Campaign Total Spend: \$1,109,157 (ex GST)

Campaign Approval Date: 26 June 2020

Evaluation Approval Date: 12 August 2021

Evaluation Summary:

The South Australian Government is making a record investment in infrastructure projects over the next four years that will underpin a host of sectors within the economy.

The infrastructure pipeline is a critical part of the State Government's plan to create jobs for South Australians and boost our state's economic productivity. It is also fundamental to our state's recovery and rebuilding efforts post COVID-19. Building roads, schools, housing and hospitals will create thousands of jobs and improve the lives of everyday South Australians. The Building What Matters campaign brought together key infrastructure build messages from across government and delivered them to the public through one consolidated communications approach.

The public was directed to a designated interactive website – buildingwhatmatters.sa.gov.au – that provides information on more than 200 public and private sector infrastructure projects currently underway or planned in the next four years across the state. Each publicly funded project featured on the website, contains the contact details of the lead contractor, links to available jobs and to the SA tenders and contract website, providing information and opportunities for local businesses.

Nearly one in two people recalled seeing or hearing about the campaign and the highest recall was from television, followed by radio and online. Fence signage was also well recalled.

Most respondents agreed the campaign was easy to understand, relevant, believable and grabbed their attention.

The website targets were overachieved, demonstrating the campaign's effectiveness in driving clicks through to the site. More than 10 million impressions were delivered through various digital media channels, with over 1.6 million video views and 27,000 clicks.

Any future activity should continue to adopt a multi-channel media mix covering all stages of the audience journey to provide ample opportunity for the message to reach a range of cohorts within the community and industry.

Consideration should also be given to further segmentation of audiences to deliver messages based on interest and context, increasing relevancy.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: COVID-19 Business Information and Support

Department: Department for Innovation and Skills

Campaign Start Date: 28 April 2020

Campaign Completion Date: 19 December 2020

Campaign Total Spend: \$704,516 (ex GST)

Campaign Approval Date: 01 May 2020

Evaluation Approval Date: 12 August 2021

Evaluation Summary:

The Business Information and Support campaign commenced late April 2020 and concluded mid-December 2020 as a multifaceted advertising campaign targeting the business community and in particular decision makers within businesses.

The campaign was implemented in response to the South Australia bushfires and COVID-19 which both has significant impact on the operations of South Australian businesses.

The campaign aimed to raise awareness of the COVID-19 and bushfire rapid response support programs, services and communicate what the South Australian Government is doing to create a supportive business environment during and beyond the COVID-19 crisis.

Fundamental to the campaign was driving visitation to the business.sa.gov.au website as the 'one stop shop' to find and access state and federal government support and services.

The campaign was successful in meeting the set objectives.

- At the end of the campaign 57% of businesses knew where to access information on financial and non-financial support for businesses impacted by COVID-19 with awareness was higher among small/medium businesses (84%).
- Web traffic increased by 50% across the campaign period. Paid digital advertising was responsible for driving 28% of traffic/ 49,000 clicks.
- Across social channels advertising performance exceeded all benchmarks. Engagement across social exceeded the measures, resulting in significant growth in social followers and subscribers to the EDM (+24,000).
- News TV programming delivered stronger than expected results as viewers turned to TV news services for updates. Overall, the campaign was a success in overdelivering by over 25%, inclusive of bonus activity the TARP objectives were exceeded by over 100%.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Season 2020 Autumn, Winter, Spring

Department: Adelaide Festival Centre Trust

Campaign Start Date: 31 January 2020

Campaign Completion Date: 31 December 2020

Campaign Total Spend: \$58,102 (ex GST)

Campaign Approval Date: 24 February 2020

Evaluation Approval Date: 12 August 2021

Evaluation Summary:

2020 was an extraordinary year for all businesses due to COVID-19 and its devastating effects were especially felt within the events and arts sector. Mass cancellations of event activity at the beginning of the year has meant that proposed spend was a fraction of what was originally planned and ambitious audience goals to build loyalty and intra and interstate audiences were largely unmet. However, what 2020 allowed AFC to do was to pivot towards brand communications to our audiences which encouraged them to return to theatres under changed conditions. Once audiences could return to 50% theatre capacity, audience response was excellent – exceeding box office expectations for every ticketed event. This outcome has had a hugely positive effect on brand sentiment which will bode well moving into still uncertain conditions in 2021.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Backing Business

Department: Department of the Premier and Cabinet

Campaign Start Date: 30 May 2021

Campaign Completion Date: 22 June 2021

Campaign Total Spend: \$203,628 (ex GST)

Campaign Approval Date: 17 May 2021

Evaluation Approval Date: 25 August 2021

Evaluation Summary:

Overall, the campaign was highly effective with a multi-channel strategy achieving both broad reach and targeted communication to businesses.

Digital advertising consistently over-delivered on impressions, which contributed to heightened businesses' awareness of the existing support and services available via the SA Business Hub app to support them.

Due to a larger budget allocation, and broader audience targeting, the most impressions were generated via the social media activity, with Twitter as the overall top performing social media channel, followed by LinkedIn. Contrasting with Facebook/Instagram and LinkedIn carousels, which didn't perform as well, carousels displayed on Twitter were very effective, with a cost-per-click which is twofold more efficient than benchmark and 32% more efficient than Facebook and Instagram.

The social media results suggest that the small-medium sized enterprise audience was far more engaged with the campaign's message than the general public.

The campaign performed well in terms of engagement on social media, which highlights the audience's interest in the campaign message. However, whilst the large majority of reactions were positive, the comments included users questioning the use of government money or not trusting the message.

The Safe and Strong creative was used to showcase the State Government's commitment to maintaining the quickest path to economic rebuilding and recovery by supporting South Australian businesses. The creative featured local businesses from various industries who benefited from the State Government's support packages. The addition of case studies could have helped reduce the negative comments posted.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: DreamBIG Children's Festival Marketing Campaign

Department: Adelaide Festival Centre Trust

Campaign Start Date: 18 September 2020

Campaign Completion Date: 29 May 2021

Campaign Total Spend: \$113,315 (ex GST)

Campaign Approval Date: 07 September 2020

Evaluation Approval Date: 25 August 2021

Evaluation Summary:

2021 saw the biggest box office achievement for DreamBIG Children's Festival to date, and survey data indicates that families are hungry for external experiences in a safe environment. With some internal costs waived during the campaign period due to COVID, we were able to make greater use of the budget in other areas, mostly within the external media buy and in-person activations run by Adelaide Festival Centre Trust staff at other South Australian events. Our ongoing relationship with the Department for Education and their continuing support is invaluable, with the Schools portion of the program proving successful once again. Reporting capabilities – particularly those relating to digital platforms – have evolved significantly from the 2019 festival, which meant that we were able to expand survey distribution and ensure greater brand permeation within digital spaces. Additionally, external digital advertising sources provided greater feedback for us to work with.

DreamBIG brand sentiment was high in survey respondents. We also conducted the first in-house survey for Big Family Weekend, which saw pleasing results (though with a smaller sample size). This event also saw collaboration with a number of South Australian events, venues, and artists, providing a locally-focussed festival that continues to grow in size. Combining this with both our Opening Event in Festival Theatre, and the international APAM conference that Susannah Sweeney facilitated to run alongside the first weekend of the festival, DreamBIG took a big step forward in brand recognition within industry, education, and public-facing audiences.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Her Majesty's Theatre Re-Opening Campaign

Department: Adelaide Festival Centre Trust

Campaign Start Date: 12 June 2020

Campaign Completion Date: 31 May 2021

Campaign Total Spend: \$50,356 (ex GST)

Campaign Approval Date: 03 July 2020

Evaluation Approval Date: 25 August 2021

Evaluation Summary:

The Her Majesty's Theatre redevelopment has proven to be a hit with both audiences and venue hirers. Through the creation of key content including a documentary and virtual tour, alongside an extraordinarily successful publicity campaign, AFC was able to broaden interest in the new development, attract new audiences and clients, and underspend on its marketing budget by leveraging a great relationship with channel 7 who agreed to screen the documentary as bonus, in several slots.

Considering the unstable environment due to COVID-19, the fact that the majority of the objectives were met, is a great testament to South Australian's love for this wonderful icon, located in the heart of the central market precinct.