

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

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

| Campaign Title | Department | Start Date | End Date | Ministerial Approval Date | Proposed Budget exGST (\$) | Synopsis |
|--------------------------------------|---------------------------------------|------------|------------|---------------------------|----------------------------|--|
| Backing Business | Department of the Premier and Cabinet | 30/05/2021 | 21/06/2021 | 17/05/2021 | \$196,000 | A campaign to raise local business awareness of the available support services |
| Get Healthy | Department for Health and Wellbeing | 19/05/2021 | 27/06/2021 | 14/05/2021 | \$130,160 | A campaign to increase awareness and promote referrals from the community to the 'Get Healthy' service |
| 2021 Parks Autumn Awareness Campaign | Department for Environment and Water | 18/05/2021 | 30/06/2021 | 13/05/2021 | \$196,000 | A campaign to promote and increase park visitors in South Australia |

CAMPAIGNS \$200,000 plus

| Campaign Title | Department | Start Date | End Date | Proposed Budget exGST (\$) | Synopsis |
|--|-------------------------------------|------------|------------|----------------------------|---|
| COVID-19 Recovery - Intrastate and Interstate Stimulus Campaign: Accommodation | South Australian Tourism Commission | 24/05/2021 | 31/05/2021 | \$225,000 | A campaign to boost expenditure and occupancy within Adelaide city and North Adelaide |
| Domestic Marketing 2021-2022 | South Australian Tourism Commission | 1/05/2021 | 30/06/2022 | \$17,330,000 | A campaign to promote South Australia as a holiday destination to interstate travellers |

EVALUATIONS

| Campaign Title | Department | Start Date | End Date | Evaluation Approval Date | Proposed Expenditure exGST (\$) | Actual Expenditure exGST (\$) |
|--|--------------------------------------|------------|------------|--------------------------|---------------------------------|-------------------------------|
| Statewide Wellbeing Strategy | Department for Health and Wellbeing | 6/05/2020 | 31/07/2020 | 19/05/2021 | \$1,000,000 | \$959,819 |
| Social Distance in Parks | Department for Environment and Water | 1/07/2020 | 30/11/2020 | 19/05/2021 | \$134,000 | \$129,048 |
| COVID-19 Testing Promotion December 2020 | Department for Health and Wellbeing | 1/12/2020 | 31/12/2020 | 19/05/2021 | \$100,000 | \$99,149 |

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Statewide Wellbeing Strategy

Department: Department for Health and Wellbeing

Campaign Start Date: 06 May 2020

Campaign Completion Date: 31 July 2020

Campaign Total Spend: \$959,819 (ex GST)

Campaign Approval Date: 01 May 2020

Evaluation Approval Date: 19 May 2021

Evaluation Summary:

The Statewide Wellbeing Strategy was developed and implemented to support community wellbeing and resilience across SA as part of the State Government's response to the COVID-19 pandemic.

Overall, the campaign delivered mixed results. The campaign was delivered in a tight timeframe and through its key messaging it contributed to ensuring that measures of wellbeing did not deteriorate or significantly decline during the campaign period. The advertisements prompted South Australians to consider the importance of maintaining their wellbeing and to consider what else they could do to support their wellbeing. Analysis highlights paid advertising was beneficial in promoting the campaign key messages.

The campaign underachieved its second objective of the advertisements driving visits to the website.

Key reasons for this are likely to include:

The rapidly changing environment and broader context within SA. The campaign was developed when it was envisaged the State would undergo a lengthy period of strict restrictions which would significantly impact community movements, social interactions and daily life, as was the case in many other parts of the world. This was anticipated to lead to significant reduction in personal liberties and livelihoods and in turn broad and immediate impacts on health and wellbeing for the community at large. In SA, however, COVID-19 infection rates remained relatively low and restrictions began easing in May 2020 with release of the State Government's road map. This reduced the immediacy and significance of impacts for the broad population, noting that there are vulnerable and priority population groups who were (and continue to be) significantly impacted.

The broad target audience for the campaign covering the whole SA population, and the fact that people who consider themselves to have 'good' overall wellbeing and social connections, may have been unlikely to feel the need to access the website resources during the campaign period.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Social distance in parks

Department: Department for Environment and Water

Campaign Start Date: 01 July 2020

Campaign Completion Date: 30 November 2020

Campaign Total Spend: \$129,048 (ex GST)

Campaign Approval Date: 30 June 2020

Evaluation Approval Date: 19 May 2021

Evaluation Summary:

In 2020 COVID-19 impacted almost every aspect of South Australians' lives, including their physical and mental health and the ways they could spend time with family and friends, recreate and travel.

With everyday life disrupted South Australians sought safe spaces in which to recreate safely and enhance their physical and psychological wellbeing, without compromising the effort to slow the spread of COVID-19. Parks provided a critical refuge for South Australians given their abundant space for social distancing, natural experiences to soothe feelings of unease and facilities for easily accessible activities such as walking and cycling.

COVID impacts on parks operations included closures of parks, accommodation and campsites in April and May 2020. When parks and bookings reopened in mid-2020 South Australians jumped at the chance to camp and stay in parks and regional areas. Park visitation increased significantly throughout 2020.

This campaign began in May 2020 following on from an earlier parks pandemic campaign that encouraged South Australians to "think outside your 4m²". As travel restrictions eased the campaign evolved to demonstrate the expanded possibilities for spending time in parks further afield and to share the huge variety of parks experiences with the new visitors who had been attracted to parks during the pandemic.

Both phases of the campaign were delivered digitally through social media assets, digital display, high impact display and search advertising.

This campaign successfully raised awareness among South Australians of the opportunities available to recreate safely with in SA Health guidelines. In challenging and often-changing pandemic conditions it overachieved on two of its three objectives, increasing awareness of and visitation to parks.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: COVID-19 Testing Promotion December 2020

Department: Department for Health and Wellbeing

Campaign Start Date: 01 December 2020

Campaign Completion Date: 31 December 2020

Campaign Total Spend: \$99,149 (ex GST)

Campaign Approval Date: 03 December 2020

Evaluation Approval Date: 19 May 2021

Evaluation Summary:

In November and December 2020, there was a significantly higher risk of COVID-19 in South Australia due to the 'Parafield Cluster' COVID-19 outbreak. Maintaining high rates of testing is essential to identifying any potential cases in the community early to slow the spread of COVID-19. Any person who had visited the specified locations on the SA Health website related to the Parafield Cluster were encouraged to get tested immediately. This campaign encouraged testing and promoted testing locations to the South Australian community.

It was led by radio and press to target people who do not use social media frequently, as SA Health already heavily promote testing and testing sites via digital and social media channels.

Other below-the-line (unpaid tactics) were used to support the paid media campaign.

The campaign achieved its target of increasing the rate of COVID-19 testing and increasing visits to the related SA Health website pages.

There were 105,620 COVID-19 tests in South Australia between 1 December and 31 December 2020, compared to 82,023 COVID-19 tests between 1 October and 31 October 2020 (an increase of 28.8%).

There were 115,546 visits to the testing page and associated pages on the SA Health COVID-19 website between 1 December and 31 December 2020, compared to 67,799 between 1 October and 31 October 2020 (an increase of 70.4%).