

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - FEBRUARY 2022**

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Disability Inclusion Campaign	Department of Human Services	1/02/2022	15/03/2022	8/10/2021	\$125,000	A campaign to promote change in community perceptions and understanding about what it means to live with disability
5-11 year old COVID-19 Vaccination	Department for Health and Wellbeing	7/02/2022	18/03/2022	18/02/2022	\$190,000	A campaign to inform parents and legal guardians about the COVID-19 vaccination for children aged 5 to 11 years
Season 2022	Adelaide Festival Centre Trust	12/02/2022	31/12/2022	4/02/2022	\$165,000	A campaign to promote the 2022 season of the Adelaide Festival Centre
Have A Date With Your State	South Australian Tourism Commission	14/02/2022	17/04/2022	28/01/2022	\$175,989	A campaign to promote South Australia to young locals

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
SA Health International Recruitment	Department for Health and Wellbeing	1/02/2022	30/06/2022	\$400,000	A campaign to promote awareness of and interest in roles available in South Australia's health sector to interstate and international applicants
COVID-19 Recovery – Intrastate and Interstate Stimulus Campaign: Accommodation and Experiences	South Australian Tourism Commission	7/02/2022	31/05/2022	\$500,000	A campaign to promote and increase travel within South Australia via accommodation and experience vouchers
2021/22 Aboriginal Targeted Smoking Cessation Campaign	Drug and Alcohol Services SA	13/02/2022	30/06/2022	\$286,767	A campaign to reduce smoking prevalence within the South Australian Aboriginal community

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Bowden, Life More Interesting FY20/21	Renewal SA	30/10/2020	31/08/2021	3/02/2022	\$624,976	\$531,134
2021 Home Battery Scheme Advertising Campaign	Department for Energy and Mining	30/08/2021	30/11/2021	17/02/2022	\$535,000	\$509,479
Make Your Move (Employee Attraction Campaign)	Defence SA	30/10/2020	10/12/2021	17/02/2022	\$661,500	\$679,579
The Square at Woodville West	Renewal SA	30/10/2020	31/08/2021	17/02/2022	\$291,156	\$185,461
Tarnanthi Art Fair 2020	Arts SA	20/11/2020	7/12/2020	17/02/2022	\$75,000	\$75,000
Anti Drink Driving FY20/21	South Australia Police	28/03/2021	30/06/2021	17/02/2022	\$931,000	\$975,830
Speed FY20/21	South Australia Police	1/10/2020	31/07/2021	17/02/2022	\$886,410	\$1,124,396
South Australia's History Festival 2021	History Trust of South Australia	1/04/2021	30/05/2021	28/02/2022	\$112,004	\$106,281
Intrastate CBD campaign	South Australian Tourism Commission	03/09/2021	8/10/2021	28/02/2022	\$305,018	\$282,415
Motorcycle Safety	South Australia Police	1/11/2020	31/01/2021	28/02/2022	\$463,220	\$442,775

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Bowden, Life More Interesting - FY2020/21

Department: Renewal SA

Campaign Start Date: 30 October 2020

Campaign Completion Date: 31 August 2021

Campaign Total Spend: \$531,134 (ex GST)

Campaign Approval Date: 22 October 2020

Evaluation Approval Date: 03 February 2022

Evaluation Summary:

There were several Marketing and Communications activities undertaken over the course of the year to promote the Bowden brand, retail offering and amenity to potential purchasers, developers and visitors to the site. A campaign was delivered specially targeting residential housing options which achieved a strong sales result with all homes within Guild Terraces and Nightingale selling out. The HomeBuilder Grants generated momentum and enquiry making the possibility of owning a home in Bowden within reach. Whilst this was an enticing offer, almost all developers and home builders were advertising this \$40K saving or providing additional incentives to achieve sales, including 354 Bowden who were unable to access the grants however, offered a comparable \$25K "grant" on selected, older stock, in a bid to capitalize on market demand. Campaign creative needed to be dynamic to ensure cut through in a cluttered market whilst remaining true to brand. Database numbers, website visitations, social media engagement, sales centre enquiry, and referrals all exceeded targeted metrics while being actively in market through targeted and tailored campaigns further drives enquiry and engagement. COVID-19, the resulting pandemic, job losses, border restrictions (interstate/overseas arrivals) and lockdowns impacts consumer confidence and needs to be considered in future activity.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2021 Home Battery Scheme Advertising Campaign

Department: Department for Energy and Mining

Campaign Start Date: 30 August 2021

Campaign Completion Date: 30 November 2021

Campaign Total Spend: \$509,479 (ex GST)

Campaign Approval Date: 01 July 2021

Evaluation Approval Date: 17 February 2022

Evaluation Summary:

This campaign was the department's first tranche of strategic communication activities to support continuing uptake of the Home Battery Scheme, using funding set aside for such activities through a portion of additional funding allocated to the Scheme in the 2020-21 State Budget.

The overarching strategy was to increase consumer education levels, reduce barriers to uptake, and shift the Scheme message away from the upfront subsidy benefit, to the longer -term benefits of home battery storage, the number of South Australians who have already invested, and South Australia's world leading status as a result of the Scheme.

The campaign used radio, bus backs, broadcast video on demand (BVOD), YouTube, on-demand audio, social media, native, display advertising on various websites, and Google search.

Campaign objectives were based on re-engaging, educating, and converting. All campaign objectives were overachieved.

Objective 1: Re-engage - Drive consideration of a home battery purchase

Campaign KPI: 5% increase on pre-campaign benchmark (of those who viewed an ad)

Status: +30% on pre-campaign benchmark. KPI overachieved

Objective 2: Educate - Increase awareness of virtual power plants and the additional value they can provide.

Campaign KPI: 5% increase on pre-campaign benchmark (of those who viewed an ad)

Status: +16% on pre-campaign benchmark. KPI overachieved

Objective 3: Convert - Increase consumer stated likelihood of purchasing a battery in the next 6 months (assuming no change to their financial situation)

Campaign KPI: 5% increase on pre-campaign benchmark (of those who viewed an ad)

Status: +28% on pre-campaign benchmark. KPI overachieved

The campaign was under budget by \$25,521 ex GST. This underspend was primarily due to a limited use of the campaign's contingency budget. All other elements of the campaign were broadly in line with budget and estimates received during the media and creative procurement processes.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Employee Attraction Campaign

Department: Defence SA

Campaign Start Date: 30 October 2020

Campaign Completion Date: 10 December 2021

Campaign Total Spend: \$679,579 (ex GST)

Campaign Approval Date: 02 September 2020

Evaluation Approval Date: 17 February 2022

Evaluation Summary:

The Defence sector is crucial to South Australia's economic prosperity and growth. Our state is embarking on the most significant naval shipbuilding and Defence projects in the history of Australia, which will benefit the state for decades to come. To ensure South Australia has a suitably skilled workforce available to meet the needs of the defence industry who will deliver major Defence projects, Defence SA developed an Employee Attraction Campaign.

The Make Your Move Campaign is the first of its type run by Defence SA and has been a great success to date, despite the many challenges faced due to the COVID-19 pandemic. The Campaign was in market from 10 December 2020 to 10 December 2021 and targeted skilled and experienced workers living interstate with 5+ years' experience in the priority jobs defined by the Naval Shipbuilding College.

Overall, paid advertising delivered 15,254,759 impressions, 24,137 clicks and 3,028 click outs to defence industry career pages finishing round two on an extremely efficient cost-per-click out (CPA) of \$133, well under the round one result of \$194. Whilst the media agency reports on results from paid advertising, industry reported increases in organic referrals from below the line activity.

All objectives were achieved or overachieved. Anecdotally, Defence SA has received positive feedback from industry partners and stakeholders in reference to this Campaign, especially those who have seen increases in visits to their career pages from the Campaign site.

The original communications plan submitted for the Campaign stated there would be a total of four rounds of paid advertising concluding December 2022. Due to the change of scope and timing changes as a result of the COVID-19 pandemic, one final round is proposed to run from 7 March to 9 December 2022.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: The Square at Woodville West - FY2020/21

Department: Renewal SA

Campaign Start Date: 30 October 2020

Campaign Completion Date: 31 August 2021

Campaign Total Spend: \$185,461 (ex GST)

Campaign Approval Date: 23 October 2020

Evaluation Approval Date: 17 February 2022

Evaluation Summary:

HomeBuilder Grants helped generate enquiry and contributed to the peak sales rates. The change in direction, and the release of additional land, as a result of the grants, afforded the project with increased momentum. As a result, all allotments within The Square at Woodville West have been sold.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Tarnanthi Art Fair 2020

Department: Art Gallery Of South Australia

Campaign Start Date: 20 November 2020

Campaign Completion Date: 07 December 2020

Campaign Total Spend: \$75,000 (ex GST)

Campaign Approval Date: 10 September 2020

Evaluation Approval Date: 17 February 2022

Evaluation Summary:

The Tarnanthi Art Fair is a unique opportunity for the public to buy works of art ethically and learn about Aboriginal and Torres Strait Islander artists and their ideas. This popular art event brings together creative works in diverse mediums produced by hundreds of established and emerging, regional and city-based artists from across the country – exclusively to Adelaide.

Twice in 2020, the pandemic overturned plans for the Tarnanthi Art Fair. Twice, inventive changes ensured it went ahead to support First Nations artists and communities. And with that followed a nimble communications and marketing strategy to ensure modest targets were achieved.

The strategy focused on planning and implementing an integrated and high-profile campaign across multiple channels to reach target audiences, leveraging media partnerships to broaden the reach and utilising existing Art Gallery channels.

A range of media was utilised to reach and engage target audiences, achieve high visibility for the Art Fair and deliver on the communication objectives of the strategy, but also so that messaging could be nimble and change as required. Key media included TV on demand, billboards, bus shelter panels, print and press placements, Indigenous and arts publications and digital advertising across news and lifestyle platforms as well as social media.

The social media strategy focused on sharing video and rich visual content to build awareness and engagement. Platforms included Tarnanthi specific Instagram and Facebook accounts, as well as the Gallery's social media channels and e-marketing database. Social media engagement increased by than 3,200 followers.

The campaign was successful in that it attracted more than 50% of the audience and sales from 2019.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Anti Drink Driving FY20/21

Department: South Australia Police

Campaign Start Date: 28 March 2021

Campaign Completion Date: 30 June 2021

Campaign Total Spend: \$975,830 (ex GST)

Campaign Approval Date: 29 January 2021

Evaluation Approval Date: 17 February 2022

Evaluation Summary:

Drink driving remains a significant issue for road safety. Over the past 5 years 14% of all fatal crashes, 8% of serious injury crashes and 3% of minor injury crashes involved at least one driver or rider with a blood alcohol concentration (BAC) over the legal limit. The trend over the past 5 years has declined in both serious and minor injury crashes, yet has remained somewhat stable in the case of fatal crashes.

Since 2015 the number of arrests and expiations for drink driving has declined while the number of alco-tests conducted has remained steady. Over the 5 years the rate of positive tests per 1,000 dropped from 10.7 to 8.8.

There is still a need to continue to promote drink driving compliance and reinforce to the community the benefits of separating drinking and driving.

In FY20/21 the new 'Selfish Prick' campaign was launched, leveraging the social implications of drink driving in light of research that identified drink drivers often didn't experience the typically promoted consequences of drink driving of enforcement or crashing.

Awareness at 82% is very high based on recent campaign history and launches and in consideration of fragmenting audiences. This is the highest awareness achieved for Drink Driving since 2016 and all road safety campaign launches since 2017.

This campaign was met with considerable editorial interest and was well supported with additional 28% of budget provided from media outlets.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: New Speed Campaign FY1920_FY2021

Department: South Australia Police

Campaign Start Date: 01 October 2020

Campaign Completion Date: 31 July 2021

Campaign Total Spend: \$1,124,396 (ex GST)

Campaign Approval Date: 15 May 2020

Evaluation Approval Date: 17 February 2022

Evaluation Summary:

Speed is a primary consideration for the road safety community. It is a critical factor in every serious crash, and was identified as a contributing factor in 38% of fatal crashes in 2020, an increase from 31% in 2019 and the five year average (2015-19) of 29%.

Contextually, 2020 saw an increase in risk taking behaviours such as high level drink driving and speeding during Covid related periods of restricted movement.

In October 2020, SAPOL launched the "Invisible Driver" campaign with the objective of communicating to speeders that while they may see themselves as capable of handling the higher speed, they become unpredictable to other drivers which can result in a casualty crash.

The campaign was also notable as the subset of speeding drivers targeted changed from lower level (5km/h over) to those exceeding the speed limit by 10km/h to 20km/h, a much more difficult cohort to shift.

The campaign launched at 85% awareness, very high in the current environment of fragmenting audiences. Appropriate key message takeout is strong at 90%.

The change in target audience from lower level speeders to higher level, more deliberate speeders was predicted to be met with greater challenges in behaviour change and message resistance. However message 'rejection' has not been impacted significantly and behaviour 'maintenance' has improved.

The campaign was met with considerable editorial interest and was well supported with additional 35% of budget provided from media outlets.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: South Australia's History Festival 2021

Department: History Trust of South Australia

Campaign Start Date: 01 April 2021

Campaign Completion Date: 30 May 2021

Campaign Total Spend: \$106,281 (ex GST)

Campaign Approval Date: 17 March 2021

Evaluation Approval Date: 28 February 2022

Evaluation Summary:

Change was an apt theme for the 2021 History Festival in light of the magnitude of change we have all experienced since the COVID-19 pandemic began in 2020.

In 2021 the Festival went all-digital for the very first time. Given the uncertain nature of gatherings under often-changing safety advice, we aimed to be as flexible as possible with our timelines. The digital program allowed us to provide an extended registration window and allowed the History Festival team to make immediate changes, keeping all event information timely and accurate.

In place of a printed program we worked with News Corp to develop and distribute a highlights guide in the lead up to the Festival. A 24-page Highlights Magazine was distributed on Saturday 17 April. The magazine augmented the digital program and featured stories showcasing the festival to new and established audiences. An additional 20,000 were printed and made available at public libraries and visitor centres across South Australia.

In partnership with our media agency Carat, we implemented a targeted media campaign that focused on both our traditional audiences and new audiences (including young people and families), using print, digital and social media.

Audience levels were encouraging at 97% of pre-COVID attendance levels with approximately 153,528 event attendances. The History Festival website saw more than 59,000 visits from 1 April to 31 May 2021—a 35.46% increase from the same period in 2019. April/May 2021 also saw a 34.53% increase in website users (source: Google Analytics).

In April and May 2021, History Festival Facebook page daily reach increased by 87% from the same period in 2019 (source: Facebook analytics). During the same period, we reached 23,799 people through Instagram and the History Trust's Instagram followers grew by 9%.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Intrastate CBD campaign

Department: South Australian Tourism Commission

Campaign Start Date: 03 September 2021

Campaign Completion Date: 08 October 2021

Campaign Total Spend: \$282,415 (ex GST)

Campaign Approval Date: 17 August 2021

Evaluation Approval Date: 28 February 2022

Evaluation Summary:

The #GoToTown and FOMO Fridays campaign achieved the objective of boosting expenditure and visitation into the Adelaide CBD. The marketing campaign comprised two distinct phases, the launch phase focusing on awareness and retail offers and the event activations phase (FOMO Fridays), with the full campaign period running from 3 September to 8 October 2021.

During the campaign there was a total of 67,330 visits to southaustralia.com through associated #GoToTown activity. In September 2021, 18,337 ATDW leads were generated from the intrastate market to Adelaide based Accommodation, Attraction, Food & Drink, and Tour operators. This is a 54% increase compared to the 11,896 leads seen in September 2020. During the campaign period, there were 618,812 unique intrastate visitors to southaustralia.com, which was a 44% increase compared to the same period in 2020.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Motorcycle Safety
Department:	South Australia Police

Campaign Start Date:	01 November 2020
Campaign Completion Date:	31 January 2021
Campaign Total Spend:	\$442,775 (ex GST)

Campaign Approval Date:	22 October 2020
Evaluation Approval Date:	28 February 2022

Evaluation Summary:

Motorcycling is the most dangerous of traditional transport forms with crash rates per 100 million kilometres travelled 27 times that of other motor vehicles.

In 2020, 21 motorcyclists lost their lives compared to 17 in 2019, which represents 24% and 15% of all road fatalities respectively. Their representation amongst serious injuries increased from 23% to 28% during the same period.

At the same time, there had been an 8% increase in larger engine capacity motorbikes (251cc+) between 2015 and 2019, whilst smaller power and moped class bikes decreased by 13% and 24% respectively. With no notable improvement seen in serious casualties, the ongoing growth of motorcycling poses a risk of increased road trauma.

Attitudinal research in 2019 identified that love of life and loved ones were motivating factors to avoid serious injuries when riding, based on which the campaign "There Is a Lot Riding On It" was developed and launched in November 2019.

Awareness was solid compared with other new campaign launches; both awareness and message takeout remained strong in FY20/21. Many riders (particularly 50-59 year olds) continue to assign responsibility for safe riding to external factors such as road conditions and car driver competency. The behavioural model saw consistent improvement for all behaviours tested with all but the oldest age group (50-59 year-olds) shifting into the right direction.

The campaign was well supported by the media industry with a bonus support of 65% of the media budget provided, at no charge