

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
2021/2022 OTR Electrical, Gas and Plumbing Safety Campaign	Department for Energy and Mining	1/01/2022	30/06/2022	14/12/2021	\$75,000	A campaign to promote safe and responsible use of electrical, gas and plumbing equipment in metropolitan and regional South Australia
Vaccine recruitment	Department for Health and Wellbeing	13/01/2022	17/02/2022	13/01/2022	\$99,000	A campaign to recruit additional staff for new and existing COVID-19 vaccination clinics
SATC Partnership - Festival of Cycling 2022	Department of Infrastructure and Transport	17/01/2022	31/01/2022	31/12/2021	\$199,750	A campaign to promote the Santos Festival of Cycling
EzyPlates Marketing Campaign 2021	Department of Infrastructure and Transport	18/01/2022	31/05/2022	12/01/2022	\$150,000	A campaign to promote branded EzyPlates

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
Save 000 for when it matters: Ambulance Triple Zero (000) Demand Management	SA Ambulance Service	19/01/2022	30/06/2022	\$531,000	A campaign to encourage the community to call Triple Zero for emergencies
2021-22 New Zealand Marketing Approach	South Australian Tourism Commission	3/01/2022	30/06/2022	\$515,448	A campaign to promote the South Australia as a tourism destination to New Zealand consumers

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
OzAsia Festival 2021	Adelaide Festival Centre Trust	30/06/2021	7/11/2021	20/01/2022	\$230,000	\$196,000
2021-22 State Budget	Department of the Premier and Cabinet	22/06/2021	14/07/2021	20/01/2022	\$255,000	\$264,910
AFC, PAFC - THINK! Road Safety Partnership	Department of Infrastructure and Transport	1/11/2020	31/10/2021	20/01/2022	\$340,000	\$280,480
Community SANFL - THINK! Road Safety Partnership	Department of Infrastructure and Transport	1/11/2020	31/10/2021	20/01/2022	\$290,000	\$255,395

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: OzAsia Festival 2021

Department: Adelaide Festival Centre Trust

Campaign Start Date: 30 June 2021

Campaign Completion Date: 07 November 2021

Campaign Total Spend: \$196,000 (ex GST)

Campaign Approval Date: 08 June 2021

Evaluation Approval Date: 20 January 2022

Evaluation Summary:

Despite significant changes to OzAsia Festival's 2021 program and format due to COVID-19 restrictions, the campaign provided a solid base to build on ahead of what will hopefully be a fully programmed festival in 2022. Tourism objectives were encouraging – with an over-achievement on intrastate tourism – and though sales and ticket targets were not 100% achieved, considering the large amount of programming that was cancelled it's an encouraging sign that figures were so close to reaching target. The marketing campaign was devised with the assistance of media agency Carat, and combined traditional and digital media platforms, high impact outdoor creative executions, a print media brochure and engaging social media content. This created consistent and effective promotion via the latest marketing technology to deliver messaging to relevant audiences, in relevant environments using data lead strategies to drive consumer demand.

This campaign resulted in a 17% increase in website visitation and a 14% increase on website users for the same period in 2019. The predominantly digital strategy provided strong market saturation and audience awareness, with 50% of traffic generated from Google search, website visits, and paid Facebook campaigns. Adelaide Festival Centre's owned channels – such as eComms, web, and social – provided the greatest sales spikes.

Though a slight under-achievement on set KPIs, 23% of OzAsia Festival's 2021 audience were new to the festival. This is likely due to a focus on audience prospecting with digital programmatic advertising, pushing patrons towards website visitation. Additionally, the new format for the Moon Lantern Trail provided a gateway to OzAsia Festival for family audiences that may not have experienced the festival before.

Overall, the 2021 OzAsia Festival reached over 180,000 people, which in the midst of a pandemic is an achievement that puts the festival in good stead to build on for 2022.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2021-22 State Budget

Department: Department of the Premier and Cabinet

Campaign Start Date: 22 June 2021

Campaign Completion Date: 14 July 2021

Campaign Total Spend: \$264,910 (ex GST)

Campaign Approval Date: 08 June 2021

Evaluation Approval Date: 20 January 2022

Evaluation Summary:

Overall, the 2021-2022 State Budget campaign was highly effective and achieved the majority of its objectives.

The campaign over-delivered on its impressions and click through rates, which contributed to raising awareness about the three key investment areas within the budget being: creating jobs, building what matters and delivering better services. The high number of impressions and click through rates also led to increased traffic to the State Budget website for the duration of the campaign.

Throughout the campaign, the most engaged demographic were females aged 45-54 in the 'top 10% of household income'. People in the top 10% of household income also made up 50.76% of the campaign's search traffic.

The campaign performed well in terms of positive engagement on social media (both paid and organic), which highlighted the audience's confidence in the State Government delivering on key investment measures.

The campaign's creative showcased the budget using a strong, clear art direction, leading with the tagline 'Our Budget for a Stronger SA'. This creative approach allowed for the budget's three main pillars to be highlighted, while maintaining the theme that South Australia is on the right path to economic rebuilding and recovery.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: AFC, PAFC THINK! Road Safety Partnership

Department: Department of Infrastructure and Transport

Campaign Start Date: 01 November 2020

Campaign Completion Date: 31 October 2021

Campaign Total Spend: \$280,480 (ex GST)

Campaign Approval Date: 29 January 2021

Evaluation Approval Date: 20 January 2022

Evaluation Summary:

The road safety messaging and campaign delivered through the Partnerships with AFC and PAFC aligned to two of SAPOL's Fatal Five: drink driving and distraction/inattention. As drinking is a common behaviour at AFL games, the primary focus was on the risks of drink driving with the second message focusing on distractions.

All materials included the 'THINK! Road Safety' graphic and Government of South Australia logo alongside the road safety messaging.

The focus supported the fact that to be successful in footy as well as on the road we need to work as a team. Applying this teamwork approach when driving a car helps draw the connection between a good footballer and a good road user.

The key strengths were identified with quick and concise messaging, providing a clear call for a simple actionable behaviour, and portraying realistic and relatable scenarios. The two key messages were 'Handball your keys. Don't drink and drive' and 'Keep your head in the game. Don't drive distracted' and rolled out across TVC for stadium and social media, static imagery for stadium restroom posters and digital channels.

The use of static imagery allowed for variation of messages throughout the season, allowing contingency planning for COVID related impacts (eg nil or minimal spectators at games).

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Community SANFL THINK! Road Safety Partnership

Department: Department for Infrastructure and Transport

Campaign Start Date: 01 November 2020

Campaign Completion Date: 31 October 2021

Campaign Total Spend: \$255,395 (ex GST)

Campaign Approval Date: 29 January 2021

Evaluation Approval Date: 20 January 2022

Evaluation Summary:

Partnering with SANFL provides opportunities to raise awareness of key road safety issues directly to a key road user group – being regional areas, with a focus on SAPOL's fatal five - drink and drug driving, speeding, distraction, seatbelt use and dangerous road users.

Through discussions with South Australia Police, their "think about who you'll leave behind" regional campaign was adapted and applied to the partnership with SANFL for 2021. A strength of this campaign is that multiple road safety messages can be paired with the creative, providing more opportunities to improve road safety in general. The campaign messaging was paired with three fatal five issues: drink driving, speeding and seatbelts. SAPOL's creative had different figures displayed in rear view mirror images supported with the tagline and key road safety messaging. The Department updated the creative for rear view mirror images to be football-focussed. All materials used the 'THINK! Road Safety' graphic and Government of South Australia logo alongside the road safety messaging. Campaign collateral was displayed within Clubs through posters and across social media.

THINK! Road Safety was also the naming partner for the SA Country Championship, in which the THINK! branding was prominent at this event, including on field decals, perimeter signage and additional venue advertising. The Championship occurred on July 10 and 11 in Victor Harbor at the Victor Harbor and Encounter Bay football club ovals with over 5000 attendees.

As part of the agreement, SANFL appointed a Road Safety Ambassador in each of the SA Community Football Clubs to champion road safety and ensure all partnership benefits are being actioned within their club, the department sent an 'Ambassador Pack' to each club, and Round 13 for 2021 was named the 'THINK! Road Safety Round', which was the round that following the country championship weekend.