

HoP - MARKETING COMMUNICATIONS EVALUATION APPROVAL REPORT - JULY 2019 - ONWARDS (Rolling Report)

EVALUATIONS

ID	Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)	Synopsis
18-156	Home Battery Scheme	Department for Energy and Mining	22/10/2018	3/03/2019	18/07/2019	\$ 550,000.00	\$ 547,063.00	A campaign to provide government subsidies for home batteries
18-116	Adelaide Shores Rebrand Advertising Campaign	Adelaide Shores	5/06/2018	30/06/2019	1/08/2019	\$ 179,787.00	\$ 164,985.00	A campaign designed to re-brand Adelaide Shores
18-117	South Australia the Defence State 18/19	Defence SA	1/08/2018	30/06/2019	6/08/2019	\$ 150,000.00	\$ 152,630.00	A campaign to promote and increase the general publics awareness of the Defence State
18-130	2018/19 Student Recruitment Campaign	TAFE SA	13/08/2018	30/06/2019	13/08/2019	\$ 1,013,030.00	\$ 990,559.00	A campaign to drive enquiries and applications to TAFE SA courses
18-123	Bowden	Renewal SA	1/11/2018	30/06/2019	13/08/2019	\$ 673,000.00	\$ 766,138.00	A campaign to market Bowden residential development to the general public
18-159	TAFE SA Google Adwords OCT 18 - JUN 19	TAFE SA	1/10/2018	30/06/2019	25/08/2019	\$ 195,000.00	\$ 195,000.00	A campaign to market TAFE SA to the general public online
18-152	2018-19 Fruit Fly Public Awareness Campaign	Department of Primary Industries and Regions	25/11/2018	30/06/2019	5/09/2019	\$ 145,000.00	\$ 175,190.00	A campaign to raise awareness of SA's fruit fly free status
19-188	Enjoy. Explore. Preserve.	SA Water	29/03/2019	30/06/2019	5/09/2019	\$ 132,000.00	\$ 124,903.00	A campaign to market SA reservoirs for recreation as well as drinking water supply
18-150	2018-19 National Partnerships	South Australian Tourism Commission	24/09/2018	30/06/2019	23/09/2019	\$ 2,300,000.00	\$ 2,002,173.00	A campaign to achieve South Australian Tourism's 8 billion dollar visitor expenditure target
18-163	Morphettville	Renewal SA	1/11/2018	30/06/2019	24/09/2019	\$ 102,912.00	\$ 90,501.00	A campaign to market the renewal of aged South Australian Housing trust buildings in Morphettville
18-126	HomeStart Future You FY19	HomeStart Finance	1/09/2018	30/06/2019	1/10/2019	\$ 1,018,271.00	\$ 927,006.00	A campaign to increase awareness of HomeStart and assist South Australian's into their own home sooner
18-162	2018-19 Smoking Cessation Campaign	SA Health	11/11/2018	30/09/2019	2/10/2019	\$ 1,746,000.00	\$ 2,104,470.00	A campaign to raise awareness of the dangers of smoking and to urge the public to quit
18-149	2018-19 International Marketing Approach	South Australian Tourism Commission	24/09/2018	30/06/2019	8/10/2019	\$ 8,836,000.00	\$ 6,836,576.00	A campaign to drive international visits to South Australia
18-170	TAFE SA Short Courses Phase 2 (January - June 2019)	TAFE SA	21/01/2019	30/06/2019	22/10/2019	Commercial in confidence		A campaign to build TAFE SA brand awareness
18-178	Which Bin?	Green Industries South Australia	12/05/2019	30/06/2019	28/11/2019	\$ 762,958.00	\$ 759,958.00	A campaign to educate South Australian's on correct bin usage and the effects of recycling
19-190	2019 Jobs SA initiative	Department of the Premier and Cabinet	18/03/2019	5/05/2019	2/12/2019	Commercial in confidence		A campaign to drive jobs in small and medium size businesses in SA
19-217	State Budget Campaign FY1920	Department of the Premier and Cabinet	18/06/2019	30/06/2019	2/12/2019	\$ 199,999.00	\$ 195,270.00	A campaign to raise awareness of the key investment areas of the state budget in 2019
19-193	2019 Demand Management Campaign	Department for Health and Wellbeing	23/06/2019	28/09/2019	12/12/2019	\$ 565,000.00	\$ 551,286.00	A campaign to educate South Australian's on correct usage of Emergency Rooms
18-142	Electrical and Gas Safety FY1819	Department for Energy and Mining	15/09/2018	29/06/2019	19/12/2019	\$ 75,000.00	\$ 111,915.00	A campaign to promote the safe usage of electrical and gas equipment
19-212	Stop the spread of infection	Department for Health and Wellbeing	7/07/2019	28/09/2019	19/12/2019	\$ 395,000.00	\$ 394,635.00	A campaign to raise public awareness of influenza and reduce the spread within SA
18-103	BreastScreen SA 2018 Communications Strategy	SA Health	1/05/2018	31/12/2018	19/07/2020	\$ 59,800.00	\$ 49,097.00	A campaign to promote breast screening in SA
19-197	Promotion of registration process	ReturnToWorkSA	6/04/2019	1/07/2019	19/07/2020	\$ 94,411.00	\$ 93,107.00	A campaign to encourage work places to update their Return To Work accounts
18-140	Attendance Strategy - Pilot Social Media Campaign	Department for Education and Child Development	13/05/2019	2/08/2019	19/07/2020	\$ 106,500.00	\$ 95,370.00	A campaign to educate parents about the importance of children's attendance at pre-school and primary school in the Port Augusta-Quorn area.
19-179	Free Public Transport Services - 2019 AFL Season	Department of Planning, Transport and Infrastructure	22/03/2019	25/08/2019	19/07/2020	\$ 60,000.00	\$ 64,102.00	A campaign to encourage South Australian's to utilise dedicated AFL public transport during the AFL season

19-200	Ezyplates 'Start your story'	Department of Planning, Transport and Infrastructure	14/10/2019	1/03/2020	19/07/2020	\$ 136,307.00	\$ 121,304.00	A campaign to increase unique number plate sales in SA
18-154	Skilled careers - apprenticeships	Department of Innovation and Skills	30/04/2019	30/12/2019	27/07/2020	\$ 1,652,000.00	\$ 1,747,148.00	A campaign to raise awareness of the Skilled Career Opportunities in South Australia
18-139	CTP Insurance Active Choice	CTP Insurance Regulator	19/05/2019	30/06/2020	18/08/2020	\$ 820,000.00	\$ 824,340.00	To set conditions for CTP insurers to compete and give choice to motor vehicle owners
19-206	Reachforthefacts	ReturnToWorkSA	30/06/2019	29/06/2019	14/09/2020	\$ 496,411.00	\$ 527,230.00	To raise awareness of the potential harms associated with the misuse of prescription opioids
19-215	2019-20 International Marketing Approach	South Australian Tourism Commission	1/07/2019	30/06/2020	29/09/2020	\$ 8,275,000.00	\$ 5,429,113.00	A campaign to market South Australia as a tourism destination
19-210	Future Adelaide 2019/20	Department of the Premier and Cabinet	27/07/2019	30/06/2020	1/12/2020	Commercial in confidence		A campaign to raise awareness and increase confidence in South Australia as a place to do business
18-131	Playford Alive Marketing and Communications Plan FY18/19	Renewal SA	1/10/2018	30/06/2019	18/03/2021	\$ 1,039,000.00	\$ 995,078.00	A campaign to raise awareness of the Playford Alive major urban renewal project
18-157	The Square at Woodville West marketing campaign 2018/19	Renewal SA	1/01/2019	30/06/2019	1/07/2021	\$ 349,997.00	\$ 54,165.00	A campaign to promote the Woodville West Urban Renewal Project
18-168	Skilling South Australia - Media Content Partnership News Corp	Department of Innovation and Skills	1/11/2018	31/10/2019	1/07/2021	\$ 194,965.00	\$ 203,582.00	A campaign to raise awareness of the Skilled Career Opportunities in South Australia
18-177	Drug Driving	Motor Accident Commission	16/02/2019	26/04/2019	30/06/2021	\$ 259,598.00	\$ 259,598.00	A campaign to educate the South Australian public of the effects of drug driving
19-183	Changes to Screening Checks	Department of Human Services	19/05/2019	30/06/2019	1/07/2021	\$ 350,000.00	\$ 257,654.00	A campaign to educate the South Australian public in the changes to screening checks for working with children

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	BreastScreen SA 2018 Communications Strategy
Department:	SA Health

Campaign Start Date:	01 May 2018
Campaign Completion Date:	31 December 2019
Campaign Total Spend:	\$59,800

Campaign Approval Date:	30 July 2018
Evaluation Approval Date:	20 July 2020

Evaluation Summary:

The strategy was multi-faceted, using a combination of events, social media, digital and ambassadors to achieve the overall business objective of screening 102,470 women.

A social media strategy was developed to capitalise on opportunities throughout the year, such as key events. This included organic and paid content to promote activities throughout the year. Paid content achieved an average engagement rate of 4.8%, compared to the industry average 0.05%. The average click through rate to the website was 2.43%, compared to the industry average of 0.90%. The total link clicks on paid social media content was 3384.

In order to achieve high screening targets, BSSA recognised the need for innovative marketing to engage with the target audience, resulting in the development of a 'Personalised Video'. The Video, using Ambassador, Jane Doyle, was sent via SMS to approximately 10,000 women and used personalised details such as the woman's name and closest screening clinic to encourage them to book an appointment. Overall, the strategy achieved the objective of meeting a 1% conversion to bookings rate by 0.75% (1.75% overall) over a 90 day period.

BSSA is a supporter of the Mother's Day Classic event in May. On the day, women were encouraged to book an appointment in return for a gift bag, resulting in 40 bookings. This was an increase on previous years, with only 14 bookings made on the day when this was trialled in 2015. An increase in calls was reported on the Monday after the event.

During May 2018, BSSA reported 300 web enquiries compared to 150 in April 2018 and 175 in June 2018. It is believed that these results are directly attributed to the Mother's Day Classic efforts. Furthermore, throughout May 2018, BSSA screened a total of 9,894 women, achieving its highest screening month on record.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Adelaide Shores Rebrand Advertising Campaign

Department: Adelaide Shores

Campaign Start Date: 05 June 2018

Campaign Completion Date: 30 June 2019

Campaign Total Spend: \$164,985 (ex GST)

Campaign Approval Date: 18 May 2018

Evaluation Approval Date: 02 August 2019

Evaluation Summary:

In mid-late 2017 Adelaide Shores undertook a review of its branding strategy and style which included extensive market research. Through this process several branding weaknesses were identified:

- 1/ There was a lack of depth of understanding of Adelaide Shores full product offering
- 2/ The name "Adelaide Shores" had low brand awareness
- 3/ The Adelaide Shores logo lacked visual impact

A new business name and logo design which addressed the weaknesses identified and reflects the organisations overall branding strategy was created by Fuller Brand and Communications and on June 4th 2018 Adelaide Shores was re branded West Beach Parks. A campaign to launch this brand was executed over the 2018-19 year with success.

The campaign was successful in meeting the key objectives of introducing the new West Beach Parks name and logo into the public domain whilst also injecting fresh appeal into the brand for its key audiences and driving business for the low season via increased traffic to the West Beach Parks website. Due to challenging market conditions the objective of increasing sales for the BIG4 West Beach and the West Beach Parks Resort year on year by 4.59% was not achieved.

Outcomes from the launch have identified successful strategies for the ongoing promotion of the brand and will be used as a guide for the final stage of the brand launch which will be executed in late 2019.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	South Australia the Defence State 18/19
Department:	Defence SA

Campaign Start Date:	01 August 2019
Campaign Completion Date:	30 June 2019
Campaign Total Spend:	\$152,630 (ex GST)

Campaign Approval Date:	24 July 2018
Evaluation Approval Date:	07 August 2019

Evaluation Summary:

The South Australia - The Defence State campaign aims to maintain and enhance South Australia's reputation as the nation's Defence State, capitalising on the State's existing strengths and supporting the Defence economy's long-term growth in South Australia. A range of campaign evaluation metrics were used to measure achievement of the set objectives. Whilst some of these metrics were exceeded, others did not hit the mark. The campaign had success across our digital objectives, maintaining strong CTRs, increasing our social media following and hits to the Defence SA website. Market research conducted at the conclusion of the campaign showed that the general public's understanding of Defence projects had fallen by 6.5% which is counter to our objective of raising awareness by 10%. As a result of this campaign and market research, we understand that our target audiences consume mostly digital media and used LinkedIn and Facebook for business activities. Defence SA will consider establishment of a Facebook page to better target audiences and promote SA as the Defence State and its involvement in defence projects. It is recommended that we limit print media to be timed around specific major events and only in publications that are most read by defence industry such as Australian Defence Magazine and DTC Defence Business.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Bowden
Department:	Renewal SA

Campaign Start Date:	01 July 2018
Campaign Completion Date:	30 June 2019
Campaign Total Spend:	\$766,138 (ex GST)

Campaign Approval Date:	21 November 2018
Evaluation Approval Date:	14 August 2019

Evaluation Summary:

The "Live Lightly" campaign achieved a 61.6% increase in Bowden sales enquiry over the previous four months. Increases to our database registration numbers and reach through paid digital advertisements reinforces brand awareness and intention of the campaign.

Concentrated campaign bursts in March and May/June resulted in peaks sales enquiry. Budget was primarily skewed to Burst 1 with activity including TV, Cinema, Tram Wrap, Billboards and social media spend. Burst 1 of the campaign resulted in an increase of over 70% in website visitations (compared to the previous average) while Burst 2 had an increase of over 15%. Overall, there was an increase of 11.8% in website activity. Website enquiries also increased during the promotional campaign period with an overall increase of 51% over the previous average. Burst 1 resulted in a 115% increase in website enquiries while Burst 2 resulted in an increase of 82% compared to the pre-campaign average. Walk-ins in to the Information and Sales Centre also increased during the campaign period with an overall increase of 75% over the previous average. Burst 1 resulted in an increase of over 130% in walk-ins while Burst 2 resulted in an increase of 60% compared to the pre-campaign average. Total Enquiry received via the Information and Sales Centre (walk-ins, telephone calls and website enquiry) increased by a total of 54%. Burst 1 resulted in an increase of over 110% in total enquiry while Burst 2 resulted in an increase of 58% compared to the pre-campaign average.

There were various communications activities undertaken, with most objectives partially (or fully) achieved and are summarized below:

1. website averaged 3,142.25 visitors p/m, Facebook reached 103,462 users, 53 media mentions
2. an average 86.03 visitors to the sales centre, 102.59 database registrations and 63.41 referrals p/m
3. 28 commercial tenancy enquiries p/m

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: HomeStart Future You FY19

Department: HomeStart Finance

Campaign Start Date: 25 September 2018

Campaign Completion Date: 30 June 2019

Campaign Total Spend: \$927,006 (ex GST)

Campaign Approval Date: 14 August 2018

Evaluation Approval Date: 02 October 2019

Evaluation Summary:

HomeStart's reason for being is 'to make home ownership a reality for more people in more ways' and the brand proposition is 'We help South Australians get into their own home sooner'.

The objectives were focused on the delivery of settlements, brand awareness and enquiries. To achieve the objectives, HomeStart continued with the four creative executions of the 'Future You' creative campaign; 'up and coming', 'young families', 'influencer' and 'single income' executions, using the creative to deliver the brand and product messages. The product messages focused on the Graduate Loan and the Construction Loan, and the media strategy delivered an 'always on', multi-channel approach incorporating traditional (television, radio, outdoor, cinema) and digital channels (social media, programmatic and search).

HomeStart achieved 90% of the settlements target, assisting 1 637 households with total lending at \$489 million. The unprompted brand awareness achievement was lower than the previous year, however the prompted brand awareness levels were at a record high at 86%. The lower unprompted awareness result could be an indicator of campaign wear out. As such, a review of brand strategy and creative executions is currently under way. Enquiries were exceeded by almost 10% and were generated through various channels including, phone, web, social and digital, walk-ins to one of three branches or through one of our events (such as seminars).

Future campaigns will continue to focus on helping more South Australian's achieve the dream of home ownership, as more first home buyers and non-first home buyers struggle to achieve this through mainstream lenders. The media fragmentations mean we need to continually evolve our media strategy and creative executions to ensure they are reaching the right people, through the right channel at the right time.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2018/19 Student Recruitment Campaign

Department: TAFE SA

Campaign Start Date: 12 August 2019

Campaign Completion Date: 30 June 2019

Campaign Total Spend: \$990,559 (ex GST)

Campaign Approval Date: 31 July 2018

Evaluation Approval Date: 14 August 2019

Evaluation Summary:

TAFE SA entered the market in August 2018 following the cessation of the student recruitment campaign in December 2017. It was vital for TAFE SA to return to market in August 2018 with a bold and confident campaign for 2019 and to reach broader audiences by including additional mediums in the marketing mix and to continue to reposition TAFE SA as the preferred choice for education in South Australia.

The campaign launched strongly across a variety of channels including several new channels and the production of a 30 second TV commercial. Other channels included large outdoor, small outdoor, cinema, digital, television and radio.

Having the LIWI campaign in market across several platforms featuring a range of industries has seen the TAFE SA brand positioned as an education provider of choice amongst the target markets and has built awareness in the marketplace of TAFE SA services and products (e.g. university pathways and professional development). Evidence of this has been displayed in target market research displaying TAFE SA as a top of mind education institute at 52% followed by University of South Australia 49% in addition, positive perceptions of TAFE SA increased from 47% to 61%

While not all KPIs have been achieved, successes do include year on year growth and monthly targets being achieved. These results demonstrated a successful result for the first year of LIWI in market and TAFE SA 's return to market.

To ensure ongoing successful outcomes for each objective are achieved and to continue to strive towards the overall monthly KPI targets, monthly communication is being held with the appointed Master Media Agency to review monthly campaign reporting and evolve and refine the campaign as needed.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: CTP Insurance Active Choice

Department: CTP Insurance Regulator

Campaign Start Date: 19 May 2019

Campaign Completion Date: 30 June 2020

Campaign Total Spend: \$824,340 (ex GST)

Campaign Approval Date: 15 February 2019

Evaluation Approval Date: 19 August 2020

Evaluation Summary:

To set the conditions for CTP insurers to compete and give choice to motor vehicle owners, the Government introduced a market-based CTP insurance model. During a three year transition period from 1 July 2016 to 30 June 2019, four Government-approved CTP Insurers provided the same compulsory Policy of Insurance at the same price. Under the competitive Scheme, which came into effect 1 July 2019, insurers still offer the same product, but can compete on price, service and incentives.

The objectives for the communication plan were to successfully transition South Australian motor vehicle owners through behavioural change, so that they actively participate in a competitive CTP insurance scheme; that they are aware of changes to purchasing CTP insurance.

The CTP Regulator's main communication principle in developing the strategy was to leverage the Government's owned channels as a primary communications method and supplement with a paid media component. This was to mitigate the risk of motor vehicle owners not understanding the Scheme changes and their required tasks to complete a transaction.

The measurable goals (and results) were:

1. Increase motor vehicle owner awareness of requirement to choose CTP insurer and how to action to 15% in May-July 2019.
Result: Overachieved with the first research wave recording an awareness level of 86% and the second wave recording 95%.

2. Increase May-July 2019 traffic to competition model related pages on the Regulator website to 20%.
Result: Overachieved with volumes increasing between 41% and 1,586%.

3. In May-July 2019 limit increase in monthly average of enquiries, to the Regulator and Service SA, relating to CTP insurance scheme changes to a factor of three.

Result: Achieved because the average enquiries volume did not increase as a result of Scheme changes.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Attendance Strategy - Pilot Social Media Campaign

Department: Department for Education and Child Development

Campaign Start Date: 13 May 2019

Campaign Completion Date: 20 December 2019

Campaign Total Spend: \$95,370 (ex GST)

Campaign Approval Date: 07 May 2019

Evaluation Approval Date: 20 July 2020

Evaluation Summary:

An attendance social media campaign, 'every day missed is a barrier to learning', was piloted with the Inner West and Port Augusta-Quorn partnerships. The pilot campaign aimed to promote the importance of education from the early years and increase parental awareness of the importance of going to preschool and school.

Parents from the pilot partnerships responded well to the campaign. They indicated the message was clear and the materials were attention grabbing.

The campaign shifted attendance-related attitudes, exceeding all objective targets.

Attitudes related to missing "a few days" remained normalised. However agreement that "missing some days of school makes it difficult to catch up" improved.

Additionally the evaluation results indicate that the campaign, in the limited time of the pilot, has:

- shifted perceptions on the impact of 5 or more absences
- galvanised sentiment that preschool and primary school helps children to develop routines and habits important for their future
- made primary school parents feel supported by their child's school
- encouraged parents to reflect on when missing school is justified.

The evaluation methodology involved an analysis of pre and post parent surveys administered by newfocus, social media monitoring, and analysis of web statistics, staff surveys and attendance data.

The campaign every day missed is a barrier to learning was well received by parents and the majority of key stakeholders. It exceeded targets across all objectives, indicating a successful campaign. These shifts in awareness and attitudes are the first step in creating behaviour change and reducing student absences.

Based on the strong response, it is recommended that the social media campaign is rolled out statewide.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Electrical and Gas Safety FY1819

Department: Department for Energy and Mining

Campaign Start Date: 02 September 2018

Campaign Completion Date: 30 June 2019

Campaign Total Spend: \$111,915

Campaign 31 July 2018

Evaluation Approval Date: 14 August 2019

Evaluation Summary:

This annual campaign promotes safe and responsible use of electrical and gas equipment, and has been active since 2008. The campaign is annually updated and performance against objectives are evaluated using the annual Consumer Safety Survey Report.

Performance

1. Raise awareness of risk of CO (KPI 85% aware)

Awareness rate: 81%

Although under the target, it remains stable from 2018.

2. Raise knowledge that electrical/gas tradesperson needs to be licensed (maintain 95% awareness, increase to 70% check for licence)

Electrical: Awareness 91%, Behaviour 64% | Gas: Awareness 88%, Behaviour 73%

This communication has produced a lower results than hoped.

3. Raise knowledge that you must be given a Certificate of Compliance (75% aware)

Electrical: 63% | Gas: 61%

This has significantly lower results than hoped.

4. Regularly test safety switches (increase to 70%)

This statistic has reduced from 56% (2016) to 49% (2019).

5. Regularly service and maintain appliances (increase to 65%)

Electrical: Check condition: 62% | Gas: Service: 31%, Check condition: 52%

Checking electrical appliances was lower than aimed, but had increased 4% on 2018. For gas appliances checking the condition and servicing appliances remained stable.

Overall the campaign is maintaining the outcomes but younger to middle-aged people are showing poorer awareness of messages.

The campaign continues to have rates of recall each year of 23% to 41%, depending on the message. Better recall results in improved awareness and behaviours for the message.

Recommendations

The same graphics and messaging are being used across every demographic. A more segmented approach should take place.

The survey showed better recall following outdoor advertising and radio, therefore these mediums should be increased in the advertising mix.

The digital market is crowded and therefore graphics and copyrighting need to provide stronger cut-through. An external agency with strong advertising experience can give effective results.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2018-19 International Marketing Approach

Department: South Australian Tourism Commission

Campaign Start Date: 01 July 2018

Campaign Completion Date: 30 June 2019

Campaign Total Spend: \$6,836,576 (ex GST)

Campaign Approval Date: 07 September 2018

Evaluation Approval Date: 09 October 2019

Evaluation Summary:

The SATC proactively marketed South Australia as a tourism destination to consumers and the travel trade internationally with the key objective being contribution to international expenditure and arrivals. Activities are reflective of each target market's consumer and travel trade profiles. These include:

- Travel trade marketing
- Public relations
- Direct to consumer awareness marketing

In 2018-19, the SATC undertook marketing activity in the international markets of China, Singapore, Malaysia, India, New Zealand, France, Italy, Central Europe, United Kingdom and North America.

The aggressive internal target of \$1.4 billion from the international markets was not achieved with the year ending March 2019 reporting expenditure at \$1.08 billion.

The SATC treats these results with concern and has commenced a detailed investigation into the causal factors driving these results, including long term consumer trends, geo-political impacts and risk as well as SATC campaign investment.

This includes UK's Brexit issues and the trade tensions between United States of America (USA) and China which are impacting tourism. In addition, the South Australian visitor economy performance needs to be considered in the context of other states who are also experiencing challenges.

The IVS results reported does not reflect the marketing results being driven by the SATC's Global Markets team. The two objectives exceeded are:

- travel trade marketing activity produced well above the targeted return on investment (ROI) of 4:1, the final result being an ROI of 12:1
- international media coverage generated an Advertising Space Rate (ASR) equivalent of \$87.7 million (target of \$65.9million) with an audience reach of over nine billion.

Meaning the SATC reached billions of consumers and converted these consumers into visitors to the state.

In addition to the above detailed investigation, in the 2019-20 financial year the SATC will refocus on core product / regions for the international markets.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2018-19 National Partnerships

Department: South Australian Tourism Commission

Campaign Start Date: 01 July 2018

Campaign Completion Date: 30 June 2019

Campaign Total Spend: \$2,002,173 (ex GST)

Campaign Approval Date: 07 September 2018

Evaluation Approval Date: 24 September 2019

Evaluation Summary:

The National Partnerships team works cohesively with the SATC Domestic Brand team. The SATC Domestic Brand team focus in driving awareness and consideration for the target audience to visit South Australia. The National Partnership role is to work with well-known and trusted domestic travel and airline partners to convert the target audience's intention into visitation. The SATC National Partnership team (now the National Markets team) use a commercial approach to leverage the SATC domestic brand campaigns with travel trade partners. As a result, the desired return on investment of 6:1 was achieved along with \$6.2 billion in domestic tourism expenditure with the target being \$6.1 billion. The SATC National Partnerships team worked closely with existing airline partners. In addition, the team broaden their airline relationships into the low-cost carrier market through partnership work with Tiger Airways and Jetstar.

The SATC National Partnerships team did not always obtain the required commercial outcomes. This has resulted in some partners seeing a decrease or cessation in partnership activity for the financial year 2019-20.

The youth sector continues to be a challenge both nationally and across the globe. The SATC will decrease activity in this area however will continue to partner with Tourism Northern Territory to drive the awareness of destinations off the East Coast of Australia.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2018-19 Fruit Fly Public Awareness Campaign

Department: Department of Primary Industries and Regions

Campaign Start Date: 09 December 2018

Campaign Completion Date: 30 June 2019

Campaign Total Spend: \$175,190 (ex GST)

Campaign Approval Date: 28 November 2018

Evaluation Approval Date: 06 September 2019

Evaluation Summary:

South Australia remains the only Australian mainland state that is fruit fly free, and maintaining this status is vital to the state's \$1.25b horticulture sector vulnerable to the pest. Significant benefits of this status include:

- Protecting the commercial production of fruit, vegetables, wine grapes and almonds in South Australia, particularly in the Riverland and Murraylands.
- Providing market access through the pest free area without need for pre or post-harvest treatment.
- Securing access to lucrative citrus export markets.
- Reducing the use of pesticides for those growing fruit and vegetables.

The public awareness campaign alerts the public, fruit and vegetable importers/exporters, wholesalers and retailers on measures to keep South Australia's fruit fly free status.

The advertising campaign is an effective and important tool to generate awareness with key audiences on the state's fruit fly free status and the measures in place to protect it.

Key points from the evaluation revealed:

-Sentiment from the campaign showed a level of general fruit fly awareness within the community (93% have heard of fruit fly). There is heightened awareness in the Riverland, due to the extra focus and importance of protecting the local industry, and as a result of the recent fruit fly outbreaks in this region.

-Awareness of the campaign (24%) and the likelihood to engage in preventative behaviour remained consistent with previous campaign results, suggesting this year's advertising continued to serve an important role in reinforcing key behaviours of preventing fruit fly.

-Awareness of the fines if caught taking fruit and vegetables into the regions of SA remained strong (87% with general public and 98% awareness in the Riverland).

Overall, the campaign played a key role to remind audiences about the restrictions on bringing fruit and vegetables into South Australia unless certain requirements are met.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Skilled Careers - Apprenticeships
Department:	DIS

Campaign Start Date:	12 May 2019
Campaign Completion Date:	31 December 2019
Campaign Total Spend:	\$1,747,148

Campaign Approval Date:	11 April 2019
Evaluation Approval Date:	28 July 2020

Evaluation Summary:

In support of the South Australian Government commitment to create an extra 20,800 apprentices and trainees, the Skilling South Australia (SSA) communications plan has been successful in its achievements to date.

A core objective of the plan was encouraging more people to confidently consider pursuing a career through a technical qualification as a first choice.

The plan aimed to raise awareness of career opportunities, improve perceptions of apprenticeships as an aspirational pathway/ brand, and showcase stories of people who have had success.

The "Your Passion" campaign was launched in May 2019 and concluded in December 2019 targeting potential apprentices, including school students, jobseekers and those who influence including parents, families and school communities.

The approach responded to extensive market research that confirmed connecting 'your passion' with real occupations and careers in demand would be highly motivational and appealing.

The campaign was successful in meeting its marketing objectives.

Over the campaign period:

- website visitations rose by over 15% with the campaign driving 75% of overall traffic to the site.
- telephone enquiries rose by 15% over the campaign period with an increase in callers seeking guidance and support.

Research indicated that the campaign was successful in raising the appeal of apprenticeships:

- 5% increase in appeal and a 6% decline in those who viewed it unappealing
- 5% would be more likely to undertake an apprenticeship.
- An additional 10% felt knowledgeable about the pathway at the end of the campaign.

Under SSA, the state has led the nation in apprentice and trainee commencements with National Centre for Vocational Education and Research data for the December 2019 quarter showing a 9.3% increase.

Opportunity exists to extend this campaign to appeal to those not considering an apprenticeship pathway as relevant by broaden the representation of scenarios in the creative

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Home Battery Scheme

Department: Department for Energy and Mining

Campaign Start Date: 28 October 2018

Campaign Completion Date: 28 February 2019

Campaign Total Spend: \$547,063 (ex GST)

Campaign Approval Date: 11 October 2018

Evaluation Approval Date: 19 July 2019

Evaluation Summary:

The Home Battery Scheme campaign had three objectives:

- 1) Raise awareness and educate households on the benefits of a battery system (Achieve 10% increase in awareness and 5% increase in the benefits)
- 2) Inspire households to consider their own suitability for a battery system (15,000 quote records by EFY 18/19)
- 3) Support the uptake of the subsidy (5000 installations by EFY 18/19).

In the absence of any existing benchmark, and lack of precedent for the scheme, the installation target was based on the budget allocation of the \$100 million across the forward estimates, rather than a specific need to reach that number by that date.

The campaign utilised television, print and digital news to provide awareness and Xaxix, Plista, Facebook, Paid Search to heighten engagement.

The campaign overachieved its first objective. Post-campaign survey results showed a 15% increase in awareness, when compared to pre-campaign survey results.

Survey participants identified lower electricity bills as the number one benefit of the HBS (45%). When compared to the pre-campaign survey results, awareness in this category increased by 5%.

While the campaign underachieved its KPIs for Objective 2 and 3, since the campaign has been out of market, the average number of quotes requested has dropped from 1330 to 90 per month, suggesting the campaign was highly successful in driving consumer consideration of a battery system.

More than 56,000 people visited the website throughout the campaign, 50% of which arrived by clicking on a digital ad.

The television commercial was arguably the most successful in driving awareness and consideration of a battery system. Website visitation doubled in January compared to December figures, achieving an average of 600 visitors per day. The campaign also recorded a 205% increase quote requests.

Post-campaign survey results show the key barriers to purchase remain cost and education.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: TAFE SA Google Adwords OCT 18 - JUN 19

Department: TAFE SA

Campaign Start Date: 01 October 2018

Campaign Completion Date: 30 June 2020

Campaign Total Spend: \$195,000 (ex GST)

Campaign Approval Date: 13 September 2018

Evaluation Approval Date: 26 August 2019

Evaluation Summary:

TAFE SA has been implementing Google Adwords since 2015 with the goal of this advertising to increase brand presence and help drive enrolments. As part of the Digital Marketing Strategy and overarching Marketing Plan TAFE SA has continued using Google Adwords as a key channel to drive conversion through the website.

Since the campaign commenced in October 2018 the results were adequate for the first 3 months. However, since January there were some significant increases particularly in the "Apply Now" metric which ultimately is the most important objective and KPI as this shows intent to become a student at TAFE SA. Both January and February were months where the "Apply Now" objectives were overachieved with similar results achieved in May and April.

To ensure ongoing successful outcomes for each objective was achieved and to continue to strive towards the overall monthly objective targets, monthly communication was held with Wavemaker, to review monthly campaign reporting and evolve and refine the campaign.

This process has been beneficial to allow both parties to review all bidding on certain keywords. In addition, there has been two internal reviews of all keywords and ads during the 2018-19 campaign. This has maintained relevancy to the target market and empowered all senior marketing consultants to play key stakeholder roles within the campaign. These initiatives should be continued for the next campaign to ensure there is a proactive approach.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2018-19 Smoking Cessation Campaign

Department: Department for Health and Wellbeing

Campaign Start Date: 02 September 2018

Campaign Completion Date: 30 June 2019

Campaign Total Spend: \$111,915

Campaign 02 November 2019

Evaluation Approval Date: 28 December 2019

Evaluation Summary:

The campaign maintained high awareness of the serious impacts of tobacco on health with 79% of survey respondents recalling seeing at least one of the advertisements in the prior three months (target 71%). It also succeeded in encouraging smokers to reflect on their own smoking behaviours with 72% of those surveyed agreeing that the advertisements were relevant to them (target 65%).

The campaign contributed to quit smoking attempts with 42% of smokers reporting (in 2018) having tried to quit in the past year (target: 36%). Quitline calls and My QuitBuddy app downloads did not achieve target levels, but a significant number of smokers continue to use these supports to assist them to quit smoking.

More than double the predicted number of smokers visited the website for quit smoking information. A number of enhancements have also been identified through website user testing and are currently being made.

The campaign's two new South Australian advertisements have demonstrated they contributed strongly to the impact of the campaign. Knowledge of when the body begins to recover after quitting smoking improved considerably after airing motivational advertisement 'Recovery'. Smokers' knowledge of the health effects of smoking also improved after they were shown the threat appeal advertisement 'Don't let it in' as part of the August survey. The two advertisements also performed very well when compared to other advertisements that aired as part of the campaign. There has been no significant indication of impact deterioration among the advertisements aired over the campaign. Therefore, these advertisements are likely to be considered appropriate for a future campaign burst.

Video, native content and Facebook all achieved strong results throughout the campaign period and Google paid search was the second to top driver of traffic to the website (21.04%) after 'direct'. There was strong recognition of the 'be smoke free' brand.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Morphettville
Department:	SA Housing Authority

Campaign Start Date:	26 November 2018
Campaign Completion Date:	30 June 2019
Campaign Total Spend:	\$90,501

Campaign Approval Date:	18/10/2018
Evaluation Approval Date:	24/09/2019

Evaluation Summary:

A key part of the Government of South Australia's urban renewal initiative, Morphettville is a vibrant, master-planned real estate opportunity that will deliver approximately 200 new private and social housing outcomes upon completion in 2022.

The core communication goal for 2018-19 was to continue to position Morphettville as a sought-after address that is centrally located, offering affordable price points for Land and Townhouses, which was largely achieved.

The 2018-19 campaign focussed on digital campaigns, geographical targeting, print, and signage. Digital media was an effective and cost-effective way of reaching target audiences and achieving campaign objectives of building positive project awareness and understanding, driving website visitations and database registrations and building an enquiry pipeline for future releases. An average of 84,889 people were reached on Facebook per month, and page likes grew at a rate of 10% per month throughout 2018-19. An average of 984 unique website visits were recorded per month, driving 28 sales enquiries per month and contributing to all available successful sales of all Townhouses and Land allotments.

Anecdotal feedback was positive, enquiry levels were significantly higher than the previous year, and the majority of buyers were enthused by the project's aspirations of gentrification of the area.

Strategies key to the campaign's success included the maintenance of the Morphettville website as a key contact and conversion point, regular and valuable communication with engaged audiences and the production of high-quality, timely, informative, persuasive and polished sales collateral for each stage and product offering.

In 2019-20, Land and Townhouses will be considered separately, enabling complementary and more targeted and tactical activity. The user experience on social media and the campaign website will also be prioritised.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: TAFE SA Short Courses Phase 2 (January - June 2019)

Department: TAFE SA

Campaign Start Date: 27 January 2019

Campaign Completion Date: 30 June 2019

Campaign Total Spend: Commercial in Confidence

Campaign Approval Date: 18 December 2018

Evaluation Approval Date: 23 October 2019

Evaluation Summary:

The objective of the TAFE SA Short Course campaign was to raise awareness of short courses for those looking to explore a new hobby, study for employment or change careers or those already in an industry who need to upskill or remain compliant. The campaign activity focused on creating awareness of short courses and driving traffic to the TAFE SA Short Course landing pages of the website.

The key objectives of the campaign overachieved, however, results for awareness of short courses among the general public underachieved, indicating the need to continue with a broad awareness campaign that positions short courses as a distinct and unique learning opportunity from an award course.

The campaign activity included the development of two issues of the short course guide with each covering a three-month period as well as digital advertising which included Facebook, Plista and Gemini advertising, metropolitan and regional radio, out of home advertising on café screens and bus shelters and targeted print advertising in magazines and press.

The campaign also included influencer advertising with She Shopped. This advertising included the creation of an article, dedicated social media posts, newsletter blogs and videos.

A contributing factor to the success of this campaign was the increase in budget for above the line media for phase two of the campaign. This allowed for an increase in above the line activity such as out of home advertising to raise awareness of short course as well as an 'always on' digital approach which aligned with the short course product as courses are available throughout the year.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Which Bin?
Department:	Green Industries South Australia

Campaign Start Date:	12 May 2019
Campaign Completion Date:	07 July 2019
Campaign Total Spend:	\$759,958 (ex GST)

Campaign Approval Date:	18 April 2019
Evaluation Approval Date:	29 November 2019

Evaluation Summary:

In May 2018 the Minister for Environment and Water announced a \$12.4 million support package for South Australia's resource recovery industry and Local Government in response to concerns about the impact of China's National Sword Policy on the viability and performance of household recycling processed through Material Recovery Facilities. Of this package, \$800,000 was allocated for a state-wide recycling education program to emphasise correct recycling practices. Market research highlighted that recycling advice is often inconsistent and variable depending on the suburb, council and waste management service provider. Based on this research, and the input from a high level industry and local government stakeholder working group, a strategic marketing campaign was developed. In November 2018 following a competitive tender process, Showpony Advertising was appointed to develop an integrated advertising campaign with planning from the master media agency Wavemaker. A schedule for press, outdoor, television and digital advertising was delivered from May 2019 to July 2019. Coverage and engagement overachieved in relation to interactions and awareness. TVCs, Buzzfeed and Facebook performed well above expectations and industry benchmarks provided by Wavemaker and end of campaign reports from Buzzfeed, SheShopped, Facebook and Wavemaker's reporting on TVC performance. In many cases, this first round of mainstream media advertising and marketing represents a reboot of a centralised, state government led, evidence-based delivery of a recycling brand in South Australia for the first time since 2013. This first round has established a new sense of the current barriers and behaviours and provided a clear direction for the objectives and effective strategies for the next round of campaign delivery in 2020. The campaign won two awards in the 2019 Adelaide Art Directors Club advertising and design awards, winning 'Best Copywriting' and 'Best Integrated Marketing Campaign' categories.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Free Public Transport Services - 2019 AFL Season

Department: Department of Planning, Transport and Infrastructure

Campaign Start Date: 21 March 2019

Campaign Completion Date: 24 August 2019

Campaign Total Spend: \$64,102 (ex GST)

Campaign Approval Date: 21 March 2019

Evaluation Approval Date: 20 July 2020

Evaluation Summary:

Each year Adelaide Metro provides dedicated bus, train and tram services during the AFL season. Since 2016, DPTI has partnered with the Motor Accident Commission (MAC) to offer free public transport services on game days.

During the 2019 season, 54% (464,044) of people attending AFL games travelled on public transport. This is 4% over the KPI target. Train services had the largest patronage with 55.7% of passengers using this service. 31.3% of passengers caught the bus and 13% used tram.

While Adelaide Oval attendance continues to see a decline year on year, this hasn't impacted on patronage figures.

The total reach across both the dedicated Footy Express webpage and online timetable at the end of the campaign period was 85,877 and this was 77 visits above the KPI target. While customers continue to visit this dedicated page year on year, a significant amount of engagement occurs through the journey planner and metroMATE app. During the campaign period, online engagement through the journey planner reached 1,821,437. In addition, the metroMATE app, which has over 210,000 users, had almost 5 million journeys planned during the campaign period.

These figures do not include online engagement via the Adelaide Metro homepage which reached 2,095,081 visits during the campaign period.

For paid digital placements (MCN specifically), Fridays showed the greatest number of clicks whilst Sunday showed the greatest number of impressions. The 320x50 creative size was the best performing ad size, delivering 618,792 impressions and 1,497 clicks. For MCN, the demographic report showed a slight female skew of 51%, with high levels of engagement from the 18-25 and 46+ age groups.

Facebook activity delivery was consistent throughout the active days of the week, but reported a high number of impressions and clicks on Thursdays.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Enjoy. Explore. Preserve.

Department: SA Water

Campaign Start Date: 29 March 2019

Campaign Completion Date: 30 June 2019

Campaign Total Spend: \$124,903 (ex GST)

Campaign Approval Date: 22 March 2019

Evaluation Approval Date: 06 September 2019

Evaluation Summary:

This campaign supports the government's initiative to expand recreation space for South Australians by opening reservoir reserves for complimentary, site-suitable recreational use and enjoyment.

Messaging balances the active use of open space at reservoir reserves for recreational activities that foster wellbeing with the ongoing provision of a safe, clean drinking water supply.

In the first three months to 30 June 2019, there were 19,871 unique visitors to the website and 46,698 page views and 9,407 retarget website visitors. More than 80 per cent of visits were via a mobile or tablet.

Social channels dominate acquisition with 51 per cent via social channels and 23 per cent directly. Paid outreach to end-June featured 11 paid Facebook posts that achieved more than 145,000 impressions.

Paid and organic media activity reached more than one million people to 30 June, including 221,694 via Facebook and Instagram advertising. Programmatic advertising performed strongly reaching 527,664 unique users.

All earned media coverage in this period exceeded 2.5 million impressions (iSentia). With an extensive number and range of media outlets carrying reservoirs messaging during the campaign period, impressions have been used to evaluate media coverage, given online and radio outlets do not measure reach.

More than 6,600 people visited Myponga Reservoir Reserve In the first three months of opening.

Online community engagement began in December 2018 and in six months the reservoirs engagement page received 2,000 unique page views and 984 survey responses. In addition there is a program of face-to-face engagement with local communities living near reservoir reserves plus recreational and other interest groups eager to be involved.

Insights gained during the first three months of paid outreach will be applied as additional sites open and activities on offer are expanded to mature the campaign.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2019 Jobs SA initiative

Department: Department of the Premier and Cabinet

Campaign Start Date: 18 March 2019

Campaign Completion Date: 30 April 2019

Campaign Total Spend: \$197,621 (ex GST)

Campaign Approval Date: 18 March 2019

Evaluation Approval Date: 03 December 2019

Evaluation Summary:

The Jobs SA initiative, aimed at increasing confidence in the small to medium sized business sector across the state, offered businesses the opportunity to advertise vacant positions free-of-charge in NewsCorp publications.

The partnership aimed to provide:

- Free job listings for South Australian businesses in the Careers lift and on the Seek website. Advertising marketing support to encourage business participation through print and digital channels.
- Editorial support with jobs related stories published.
- Branding on all published articles in print and online.

To support this activity NewsCorp established a digital hub to act as a central portal for all editorial content. As part of the partnership bonus digital and press advertising space was provided. This was used to promote the Payroll Tax campaign. The initiative resulted in 173, of a target of 1,150, job advertisements placed over the duration of the campaign. The initiative was only in market for a limited period of time and short lead times also resulted in limited pre-promotion, which arguably resulted in lower awareness levels. The impact of lead times and time in market will be an important future consideration in any similar campaigns.

In addition, 41, of the target of 50, editorial content pieces were published across multiple platforms and publications. While there was less editorial content than anticipated editorial pieces demonstrated high levels of reach - reaching 839,000 (63.8%) of South Australians aged 14+. Activity was further supported and reinforced via digital and print advertising, which provided additional reach and scale to the campaign. This resulted in outstanding digital metrics, notably the digital hub receiving 1.2 million impressions of which 79% were deemed viewable. Additionally, the campaign click through-rate was 0.09%, this is slightly above the industry average benchmark of 0.08%.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2019 Demand Management Campaign

Department: Department for Health and Wellbeing

Campaign Start Date: 23 June 2019

Campaign Completion Date: 30 September 2019

Campaign Total Spend: \$551,286 (ex GST)

Campaign Approval Date: 19 June 2019

Evaluation Approval Date: 13 December 2019

Evaluation Summary:

The campaign was effective at reducing the number of category 5 presentations to EDs, with a 13.8% reduction. Category 4 presentations were similar in 2019 (36,997) to 2018 (36,967). This is despite a significant increase in category 1, 2 and 3 presentations in 2019 compared to 2018.

Positively, the 18 – 34 age group was the only age group to have a reduction in category 4 presentations every month of the campaign, with an average reduction of -3.7% each month.

The campaign improved community awareness about what constitutes a health emergency, what to do if it is an emergency and alternative courses of action if it is not, demonstrated in a post-campaign survey. Health literacy improved 3% in 2019 compared to 2018, however, this was 2% below the 5% target.

The campaign increased awareness of alternative care options for non-life threatening illnesses and injuries, with 85% of people answering at least 5 out of 6 health scenarios correctly in 2019, up 7% from 2018.

The campaign had extremely high reach with 69% of adult South Australians seeing at least one advertisement. 92% of people agreed "it is an important message for SA Health to communicate," 83% said "it showed me the alternative care options for non-emergencies," and 83% said "seeing the ads makes me understand when and when not to go to an ED." The ad also impacted on attitudes and intended behaviour; 58% of people that saw an ad began to think/act more appropriately about when to use an ED. Similarly, there has been a significant increase in people agreeing EDs should be used for emergencies only, with the biggest change being amongst the 18-34s (24%).

Staff thought the campaign was beneficial, with 80.4% saying the campaign helps to educate the community about what an emergency is.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Promotion of registration process

Department: ReturnToWorkSA

Campaign Start Date: 29 April 2019

Campaign Completion Date: 04 July 2019

Campaign Total Spend: \$93,107 (ex GST)

Campaign Approval Date: 03 May 2019

Evaluation Approval Date: 20 July 2020

Evaluation Summary:

Every year 53,000 businesses log into the ReturnToWorkSA website to fill in a form providing their past and predicted total remuneration, amongst other information, to calculate their premium for the upcoming year. It is mandatory for all employers to undertake this task. This year when they log in they will need to create a new login (their email address) and password (of their own making) and then complete a registration form to connect to their previous account. This is so ReturnToWorkSA can supply a more secure and easier to use solution to employers.

The goal of this campaign is to inform employers of the requirement and to get them to do it before July to minimise the number of phone calls this change may generate. If all 53,000 employers try to do this at the same time and they don't remember their old passwords or employer numbers RTWSA will face an extreme number of calls and employers will face extended wait times.

A campaign incorporating press, programmatic digital, radio and eDM was developed by Showpony to encourage employers to register in the ReturnToWorkSA portal for "Identity Access Management". This registration will enable employers to manage their contact information and provide a better experience when they undertake their end of year reconciliation process.

Through the monitoring of the portal it became clear that registration rates peaked when communication activity was taking place. The objective of 40,000 employers registered for IAM on the portal was achieved.

ReturnToWorkSA for many years has relied on direct mail and emails to communicate with South Australian employers. This was the first time broader communication tools were used to achieve our behavioral objective.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Ezyplates 'Start your story'

Department: Department of Planning, Transport and Infrastructure

Campaign Start Date: 14 October 2019

Campaign Completion Date: 01 March 2020

Campaign Total Spend: \$121,304 (ex GST)

Campaign Approval Date: 24 September 2019

Evaluation Approval Date: 20 July 2020

Evaluation Summary:

The Department of Planning, Transport and Infrastructure (DPTI) is responsible for all special number plate sales and derives revenue from the sale and ongoing costs of custom plate types. Campaigns are regularly run to promote EzyPlates with the aim of increasing market share, awareness and revenue.

The successful 2017 'Start your story' campaign was updated for the 2019/20 campaign with a new set of stories to remain current and resonate with the target audience. It consisted of twelve different concepts that each tell a story from a fictional person's point of view, based on the notion that 'everyone has a story', i.e. "2ZERO becomes HERO". The campaign was designed to generate interest in customised and personalised number plates and make the plates more appealing to all South Australian motorists.

While previous research has identified males aged 30-39 as most likely to purchase a special number plate, the campaign was targeted to other demographics aged over 18 as well to normalise plates and boost sales.

Overall, this campaign has been successful and is currently on track to achieving most KPIs.

The creative successfully gained attention from users with many clicking through to the website to check plate availability and order online. While renewal and market share KPIs have not yet been met, revenue and online sales figures are on track to achieving KPIs by the end of the 2019/20 financial year. However, given the current economic climate revenue may plateau. Note, this interim evaluation report was produced in April 2020 using the latest available special number plate sales report (March 2020) as the paid campaign has ended, however objectives will require a final evaluation report to assess the campaign against final 2019/20 financial year statistics.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Reachforthefacts

Department: ReturnToWorkSA

Campaign Start Date: 30 June 2019

Campaign Completion Date: 30 June 2020

Campaign Total Spend: \$527,230 (ex GST)

Campaign Approval Date: 27 June 2019

Evaluation Approval Date: 15 September 2020

Evaluation Summary:

The campaign's aim was to raise awareness of the potential harms associated with the misuse of prescription opioids, including addiction, increase the number of individuals who choose options other than opioids for safe and effective chronic pain management and to reduce the use of opioids for non-medical reasons (recreationally). We want more people to be aware of the risks so they can make informed decisions and for the general public to be aware of the support available. The market research conducted in April 2020 found there were higher levels of awareness of all opioids related side effects including physical dependence and addiction (up 10% to 79%). In addition, awareness of opioids increased significantly (19%) and there was significantly less uncertainty about what people understood opioids to be (25% down to 14%).

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Future Adelaide 2019/20

Department: Department of the Premier and Cabinet

Campaign Start Date: 01 July 2019

Campaign Completion Date: 30 June 2020

Campaign Total Spend: Commercial in Confidence

Campaign Approval Date: 10 July 2019

Evaluation Approval Date: 14 September 2020

Evaluation Summary:

Future Adelaide was a 12-month partnership between the Government of South Australia and News Corp to promote South Australia. The Future Adelaide content strategy supported South Australia's 'Growth State' strategy by reframing the broader narrative about the state, delivered through a trusted news source and credible brand. It provided an authentic voice to educate audiences and challenge perceptions to grow confidence and pride in South Australia, and to attract interstate investment, visitation and migration.

Future Adelaide delivered an 'always-on' presence through a structured calendar of themed content shared across News Corp's range of platforms to local and interstate audiences.

Over the full 12 months of the partnership:

- There was a total print reach of more than 6.6 million Australians nationally.
- There were 215,646 page views on the Future Adelaide website.
- There were 40,312 unique visitors to the Future Adelaide website.
- There were 7,538,392 digital impressions, which resulted in 38,472 clicks through to the website.

Premium editorial content was delivered each quarter, and the Future Adelaide magazine as the hero piece was very well received by key stakeholders, with most of the content repackaged and repurposed for use across other government communication channels. Increasing the digital media to drive people to engage with content on the Future Adelaide website was effective. Similarly, reducing some print executions to allow for greater digital presence and exposure to maximise reach within the Eastern Seaboard was also effective.

The reach and engagement of the online discussion panels was encouraging, particularly with high-profile talent and strong support from other government agencies in promotion in the lead-up.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: Stop the spread of infection

Department: Department for Health and Wellbeing

Campaign Start Date: 07 July 2019

Campaign Completion Date: 28 September 2019

Campaign Total Spend: \$394,635 (ex GST)

Campaign Approval Date: 01 July 2019

Evaluation Approval Date: 20 December 2019

Evaluation Summary:

The 'Flu Stops With You' awareness campaign was developed in response to the high amount of flu cases in South Australia in 2019, providing the community with information to help people stop the spread of flu and other infections throughout the winter period.

All of the ad executions performed exceptionally well in getting the message across to the community and making people think and act different when it comes to stopping the spread of the flu.

The campaign achieved its objective of encouraging the community to change their behaviour to stop the spread of flu; 80% of people that saw the ad did something differently to stop the spread of the flu as a result, which equates to 52% of all South Australians changing their behaviour.

The campaign also achieved its objective of encouraging South Australians to take steps to stay healthy and avoid the flu, with an 8.4% increase in the number of positive behaviours compared to before the campaign.

The ads had exceptionally high reach with 65% of all South Australians seeing at least one of the ads. The TVC was the lead execution and was seen by 56% of all South Australians.

Overall, the creative and strategy was highly effective and will be considered for use again in future demand campaigns.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: 2018-19 International Marketing Approach

Department: South Australian Tourism Commission

Campaign Start Date: 01 July 2018

Campaign Completion Date: 30 June 2019

Campaign Total Spend: \$6,836,576 (ex GST)

Campaign Approval Date: 07 September 2018

Evaluation Approval Date: 09 October 2019

Evaluation Summary:

The SATC proactively marketed South Australia as a tourism destination to consumers and the travel trade internationally with the key objective being contribution to international expenditure and arrivals. Activities are reflective of each target market's consumer and travel trade profiles. These include:

- Travel trade marketing
- Public relations
- Direct to consumer awareness marketing

In 2018-19, the SATC undertook marketing activity in the international markets of China, Singapore, Malaysia, India, New Zealand, France, Italy, Central Europe, United Kingdom and North America.

The aggressive internal target of \$1.4 billion from the international markets was not achieved with the year ending March 2019 reporting expenditure at \$1.08 billion.

The SATC treats these results with concern and has commenced a detailed investigation into the causal factors driving these results, including long term consumer trends, geo-political impacts and risk as well as SATC campaign investment.

This includes UK's Brexit issues and the trade tensions between United States of America (USA) and China which are impacting tourism. In addition, the South Australian visitor economy performance needs to be considered in the context of other states who are also experiencing challenges.

The IVS results reported does not reflect the marketing results being driven by the SATC's Global Markets team. The two objectives exceeded are:

- travel trade marketing activity produced well above the targeted return on investment (ROI) of 4:1, the final result being an ROI of 12:1
- international media coverage generated an Advertising Space Rate (ASR) equivalent of \$87.7 million (target of \$65.9million) with an audience reach of over nine billion.

Meaning the SATC reached billions of consumers and converted these consumers into visitors to the state.

In addition to the above detailed investigation, in the 2019-20 financial year the SATC will refocus on core product / regions for the international markets.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign: State Budget Campaign FY1920

Department: Department of the Premier and Cabinet

Campaign Start Date: 18 June 2019

Campaign Completion Date: 30 June 2019

Campaign Total Spend: \$195,270 (ex GST)

Campaign Approval Date: 18 June 2019

Evaluation Approval Date: 03 December 2019

Evaluation Summary:

The State Budget was announced Tuesday 18 June 2019. It outlined major measures contributing to building a strong foundation for South Australia's future by creating more jobs, better services and lower costs.

The Department of the Premier and Cabinet developed a campaign to raise awareness of the government's commitment to build a better SA through record investments across the four pillars of roads, hospitals, schools and the environment.

Independent evaluation of the campaign demonstrated that it was highly effective and achieved a lot in a very short timeframe. It performed well in raising awareness of the of the key investment areas within the 2019 State Budget and promoting the substantial building and upgrading projects across all four pillars.

Exposure to the campaign doubled the number of pillars people were aware of. As a result of the campaign 31% of South Australians are aware of two or more of the pillars, exceeding the KPI of 20%, by 11%. Additionally, campaign results exceeded recall KPIs for both radio and digital, with 20% and 11% recall respectively - 5% and 1% above their respective KPI.

Exposure to the campaign had strong impact on perceptions, with people almost twice as positive towards the State Budget, than those who had not been exposed. More than double the number of people (48%) agreed that the campaign demonstrated the government's commitment to creating jobs, improving services, and lowering costs, than those who disagreed (23%). Additionally, the majority (60%) agreed that the campaign told them something they did not know.

All advertising proved to be successful, however the radio advertising was particularly effective and drove recall, with digital playing a supporting role. However, digital advertising also performed well, and consistently over-delivered on impressions.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Playford Alive Marketing and Communications Plan FY18/19
Department:	Renewal SA

Campaign Start Date:	01 October 2018
Campaign Completion Date:	30 June 2019
Campaign Total Spend:	\$995,078 (ex GST)

Campaign Approval Date:	23 November 2018
Evaluation Approval Date:	18 March 2021

Evaluation Summary:

Playford Alive sought to achieve four main objectives through delivery of four campaigns. The campaigns utilised a range of offline and online channels specifically selected to meet the objectives and target audience. These included OOH, digital ads, radio, social media, SEM realestate.com.au (REA), press, EDM's and community events. Playford Alive overall spend FY18/19 was \$995,078 against a budget of \$1,039,200 (\$43,922 underspend).

The first objective was to improve the quality of enquiry and reduce the sales cancellation rate. This objective was not met with the renewal area achieving a cancellation rate of 28% against target of 23% and Greenfields 26% against a target of 15%. Cancellation rates were higher than targets primarily due to a tightening of lending criteria and valuation practices by financial institutions following the banking royal commission.

The second objective was to increase market share in the Playford Local Government Areas (LGA) to 20%. Market share remained consistent with the previous financial year of 18%. Despite not reaching 20% this is a great achievement to retain market share despite the increase in competitors.

The third objective was to improve brand awareness through social media and achieve reach of 2.7million. A total reach of 901,216 was achieved however engaged Facebook users was recorded at 14,566 achieving an engagement rate of 1.61% against a Facebook benchmark of 0.16%. This supports the increase in social media advertising moving forward.

The last objective was to achieve an average 170 enquiries a month. Playford overachieved on this objective averaging 191 per month to generate a total of 2290 for the financial year.

Overall, these objectives helped Playford achieve 153 net sales against a target of 192. This was 39 sales short despite an increase of 67 sales from the previous financial year. Learnings from these campaigns will be applied to future years.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	The Square at Woodville West marketing campaign 2018/19
------------------	---

Department:	Renewal SA
--------------------	------------

Campaign Start Date:	01 January 2019
Campaign Completion Date:	30 June 2019
Campaign Total Spend:	\$54,165 (ex GST)

Campaign Approval Date:	29 January 2019
Evaluation Approval Date:	01 July 2021

Evaluation Summary:

There were various communications and activities undertaken in FY18/19 to promote The Square at Woodville West. Identified KPIs were partially (or fully) achieved and these are as summarised below:

1. The Square's website averaged 3,590 users across 3,937 sessions. Facebook advertising achieved 1,023,032 impressions and 228,729 unique users. The Facebook Newsfeed reached a total of 113,276 unique users, per month, and 173,691 unique users on Instagram. Two Media Mentions.
2. 26 sales and 25 settlements were achieved valued at \$8.86m.
3. There were an average 32.67 recorded enquiries per month – directly attributable to Sales Centre and Email/Website Leads.
4. The \$30,000 grant for owner-occupiers campaign achieved an average of 61.67 enquiries per month via the grants landing page. Increases in enquiry (including database registration and reach through paid digital advertisements) reinforces brand awareness and drives sales enquiry and conversion - the intention of the campaign.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Skilling South Australia - Media Content Partnership News Corp
Department:	Department of Innovation and Skills

Campaign Start Date:	01 November 2018
Campaign Completion Date:	31 October 2019
Campaign Total Spend:	\$203,582 (ex GST)

Campaign Approval Date:	20 October 2018
Evaluation Approval Date:	01 July 2021

Evaluation Summary:

To support the Government's commitment to significantly increase the number of apprentices, a media partnership was undertaken with News Corp contributing to raising awareness of skilled career opportunities through training and apprenticeships and changing community attitudes towards the importance of skilled careers.

The partnership commenced in November 2018 and concluded in October 2019 with content features across the Careers and Business Journal (print and digital). Careers content promoted emerging industries and career opportunities for apprentices while illustrating successful apprentices/ businesses to dispel misconceptions of the pathway. Business content focused on showcasing successful businesses and the value derived from apprenticeships.

This partnership aligned to the Skilling South Australia Communications Strategy.

The campaign was successful in meeting its objectives.

Evaluation research in August and October 2019 indicated improved recall of messaging among potential apprentices, influencers and businesses around apprenticeships.

Knowledge, appeal and likelihood of undertaking an apprenticeship was improving with a rise in October 2019, especially with influencers. 10% of influencers considered news and media stories as a source they would find information about apprenticeships.

During this period traffic to the skills website steadily increased, however, no distinguishable web traffic (other than the traffic derived from direct links from News Corp) can be solely attributed to the partnership. Overall web traffic rose by 20% and Infoline calls by 15%.

The partnership was successful in achieving audience reach, connecting with 547,000 (41.3%) South Australians, with an average frequency of 8.3%. Digital content created 4,136 clicks at a rate of 0.08%.

It is evident that a media content partnership such as this has a role as a supporting media channel in a broader communications approach. The partnerships was successful in ensured content was in regular circulation across News Corp platforms, however, required significant input to fulfil the partnership in line with the department's expectations.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Drug Driving
Department:	Motor Accident Commission

Campaign Start Date:	16 February 2019
Campaign Completion Date:	26 April 2019
Campaign Total Spend:	\$259,598 (ex GST)

Campaign Approval Date:	20 October 2018
Evaluation Approval Date:	30 June 2021

Evaluation Summary:

In March 2018, the Motor Accident Commission launched the 'New Penalties' campaign to inform drivers on new drug driving laws. The campaign was in market for 3 months, before returning in February 2019. The campaign's success was evaluated against the below objectives:

1. Reach or exceed awareness benchmarks. 66% Target Audience (TA); 52% General Public (GP)

58% Target Audience (TA)

45% General Public (GP)

Results prove that the campaign was appropriately targeted with drug user having higher campaign awareness. Though targets were not met for audience, the large (approx. 8 month) gap between campaign airings and 4 month gap between pre and post tracking is noted.

2. Build on key message take-out: 70% (TA); 76% (GP)

64% Target Audience (TA)

75% General Public (GP)

There was non-concerning 1% underachievement in message takeout for the general public, yet an improvement from the pre-campaign measurement of 69%. 64% message takeout was achieved for target audience, this suggests that recreational drug users may be ignoring the campaign message and that campaign wear-out exists.

3. Reduce self-reported drugged driving to at or below historical level of 42%

48% Target Audience (TA)

2% General Public (GP)

Self-reported drug driving incidence decreased amongst the general population, tracking suggests that the campaign has reinforced their positive driving behaviour. Reaching a historical low among the target demographic wasn't achieved. It's historically tough to change drug user's behavior, this campaign successfully informed them of new laws / penalties yet weren't enough to discourage behaviour.

4. Contribute to a reduction in drug related casualties

Of the drivers/riders tested, forensic results show there was a 1% drop in fatalities that tested positive for the presence of cannabis, methamphetamine or ecstasy or a combination of these drugs.

The campaign has increased new law awareness, a new approach is recommended to influence behaviour.

CAMPAIGN EVALUATION REPORT



Government
of South Australia

Campaign:	Changes to Screening Checks
------------------	-----------------------------

Department:	Department of Human Services
--------------------	------------------------------

Campaign Start Date:	19 May 2019
Campaign Completion Date:	30 June 2019
Campaign Total Spend:	\$257,654 (ex GST)

Campaign Approval Date:	17 April 2019
Evaluation Approval Date:	01 July 2021

Evaluation Summary:

Stronger, more effective screening laws for people wanting to work or volunteer with children in SA started from 1 July 2019. The changes to screening checks campaign was deployed during May and June 2019. It used a mix of paid media and organisational communication channels to achieve an 81 per cent prompted awareness of the 1 July 2019 changeover to Working with Children Checks and an 80 percent prompted awareness that these checks are obligated by law. For such a short campaign, this high awareness is an outstanding result and can be mostly attributed to the efforts of third party organisations to make their employees and volunteers aware of the changes by using the supplied DHS 'Working with Children Check information kit'.

Market research indicated that while the advertising campaign played its part in making people aware of the changes, most people heard via their employer or volunteer organisation – indicating that organisations played a pivotal role in sharing information. The campaign had good traction in its inception and supported the awareness built through organisations. There was also strong public engagement with the Screening Unit via its website, call centre and resultant applications for checks.

The success of the DHS information kit in reaching affected employees and volunteers via organisations will be leveraged to continue growing awareness of and compliance with the new screening laws as we move through transition periods.