

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

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

Campaign Title	Department	Start Date	End Date	Ministerial Approval Date	Proposed Budget exGST (\$)	Synopsis
Break The Cycle (Third Burst)	Department of Human Services	30/06/2021	30/11/2021	25/06/2021	\$185,000	A campaign to increase awareness of prevention and support services for domestic, family and sexual violence in South Australia

**CAMPAIGNS \$200,000 plus**

Campaign Title	Department	Start Date	End Date	Proposed Budget exGST (\$)	Synopsis
OzAsia Festival	Adelaide Festival Centre Trust	30/06/2021	7/11/2021	\$200,000	A campaign to promote the 2021 OzAsia Festival
2021-22 State Budget	Department of the Premier and Cabinet	22/06/2021	14/07/2021	\$255,000	A campaign to inform South Australians on the key investment measures that will be implemented in the 2021-2022 State Budget
Demand Management 2021	Department for Health and Wellbeing	4/06/2021	30/09/2021	\$610,000	A campaign to encourage the South Australian community to only visit the emergency department or call Triple Zero for emergencies

**EVALUATIONS**

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
COVID-19 Recovery Extension - Interstate	South Australian Tourism Commission	27/09/2020	30/04/2021	3/06/2021	\$3,707,700	\$6,708,840
COVID-19 Recovery Extension - Intrastate	South Australian Tourism Commission	4/06/2020	28/03/2021	3/06/2021	\$1,727,800	\$1,970,196
Playford Alive Marketing and Communications Plan FY19/20	Renewal SA	9/09/2019	30/09/2020	3/06/2021	\$860,400	\$468,614



**Government of  
South Australia**

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# CAMPAIGN EVALUATION REPORT



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**Campaign:** COVID-19 Recovery Extension - Interstate

**Department:** South Australian Tourism Commission

**Campaign Start Date:** 27 September 2020

**Campaign Completion Date:** 30 April 2021

**Campaign Total Spend:** \$6,708,840 (ex GST)

**Campaign Approval Date:** 17 August 2020

**Evaluation Approval Date:** 03 June 2021

## Evaluation Summary:

72% of Australians in the key target markets of metro Sydney, Melbourne and Brisbane were reached through this campaign. This was achieved via an integrated media buy that included television, outdoor billboards and street furniture as well as digital and social adverts. In a challenging and forever changing environment this campaign achieved its reach objective and delivered levels above the KPI for consideration and intention. After seeing the campaign, 47 per cent of HYES (high-yield experience seekers) who responded from our target interstate markets said they were more likely to consider a trip to South Australia with 29 per cent intending to visit South Australia in the next year. After seeing the campaign 54 per cent realised that there was more to see and do in South Australia than they thought.

An integrated and targeted media buy also delivered a 142 per cent increase in visits to southaustralia.com at a cost of \$ 0.46 for digital direct response media and a 5.7 per cent conversion rate for leads to tourism operator websites. Cooperative partner activity also delivered excellent results with a 62: 1 return on investment.

The "See it to believe it" campaign also won first prize in the International Tourism Film Awards (Asia-Pacific) in Tokyo, Japan and then again in the global awards held in Berlin, Germany.

# CAMPAIGN EVALUATION REPORT



Government  
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**Campaign:** COVID-19 Recovery Extension - Intrastate

**Department:** South Australian Tourism Commission

**Campaign Start Date:** 04 June 2020

**Campaign Completion Date:** 28 March 2021

**Campaign Total Spend:** \$1,970,196 (ex GST)

**Campaign Approval Date:** 17 August 2020

**Evaluation Approval Date:** 03 June 2021

## Evaluation Summary:

69.2% of South Australians were reached through this campaign. This was achieved via an integrated media buy that included television, outdoor billboards and street furniture as well as digital and social adverts. In a challenging environment this campaign over delivered on reach, consideration and intention and this is largely due to the engaged audience and conditions meaning that South Australians were open to holidaying within their own State more than ever before. After seeing the campaign 62 per cent were more likely to consider a trip to South Australia with 48 per cent intending to visit South Australia in the next year.

An integrated and targeted media buy also delivered a 4.25 million visits to southaustralia.com (a 113 per cent increase) at a cost of \$0.31 for digital direct response media and a 43.6 per cent conversion rate for leads to tourism operator websites. Cooperative partner activity also delivered excellent results with a 29: 1 return on investment.

# CAMPAIGN EVALUATION REPORT



Government  
of South Australia

**Campaign:** Playford Alive Marketing and Communications Plan FY19/20

**Department:** Renewal SA

**Campaign Start Date:** 09 September 2019

**Campaign Completion Date:** 30 September 2020

**Campaign Total Spend:** \$468,614 (ex GST)

**Campaign Approval Date:** 16 August 2019

**Evaluation Approval Date:** 03 June 2021

## Evaluation Summary:

Playford had four main objectives for the financial year which utilised a range of media.

The first objective was to drive quality enquiry through the three marketing campaigns to generate 2,040 enquiries for the year. Enquiries fluctuated throughout the year and dramatically dropped from March – May. This is typically the strongest months within the industry however due to COVID-19, enquiry essentially stopped. Playford finished off the financial year on a high by generating 471 enquiries within June due to the catalyst of the Homebuilder Grant. Overall Playford finished with a total of 1,424 enquiries.

The objective of delivering a new sales and information centre and display village was put on hold due COVID-19 and the economic uncertainty. This is an item which was pushed into the following financial year with a target delivery date of September 2021.

The third objective was to increase the Playford Alive market share within the Playford Local Government Area (LGA) to 20%. Overall Playford saw a 4.9% decrease in market share, to 13.1%. Playford Alive and most of its competitors saw a decrease in market share to private sales which had an 8% increase in market share from the previous financial year.

The last objective was to improve brand awareness of Playford. This was to be achieved through increase in social media engagement, enquiry and specifically certain types of enquiry and media mentions. Playford maintained a consistent awareness through these channels over the year.

Playford achieved 152 net sales against a target of 192 which was 1 less sale than the previous year despite a worldwide pandemic. Overall Playford was greatly affected by COVID-19 however with the increase in enquiry and sales in June (due to the Homebuilder Grant) Playford Alive enters the FY20/21 with strong momentum.