

GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - AUGUST 2026

CAMPAIGNS \$55,000 to \$199,999

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
RAA Bay to Birdwood 2026	History Trust of South Australia	12/06/2026	18/10/2026	5/08/2026	\$130,315	A campaign to promote the RAA Bay to Birdwood event
Adelaide Film Festival 2026	Adelaide Film Festival	17/06/2026	28/10/2026	5/08/2026	\$180,000	A campaign to promote the Adelaide Film Festival 2026

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
2026-27 Tobacco and Vaping Control Campaign	Preventive Health	22/08/2026	27/06/2027	4/08/2026	\$2,103,336	A campaign to raise awareness on the negative effects of tobacco and the benefits of quitting along with a focus on vaping and its health risks
Workforce Attraction Campaign June 26 - June 27	Office for Early Childhood Development	1/06/2026	30/06/2027	28/08/2026	\$838,662	A campaign to promote the government investment into early childhood education and attract new talent to early childhood diplomas, degrees, and masters in South Australia
Kids Off Screens	Department for Education	11/10/2026	30/06/2028	28/08/2026	\$2,300,000	A campaign to raise awareness amongst parents and caregivers of ways they can support the healthy development and wellbeing of their children by reducing early exposure to smartphones, social media and excessive screen used. The campaign will also promote the South Australian Government's investment in initiatives that encourage healthier offline activities
Be Bushfire Ready 2026/27	Country Fire Service	31/10/2026	31/03/2027	28/08/2026	\$710,000	A campaign to raise awareness about the risk of bushfires for those living and travelling through at-risk areas, and to shift their preparedness behaviour from contemplation into action

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
International Recruitment - Experienced Police UK and Ireland 24/25	South Australia Police	24/04/2024	29/06/2025	28/08/2026	\$680,273	\$738,796
Eyre Peninsula Level 2 Save Water	SA Water	8/12/2025	30/06/2026	28/08/2026	\$130,000	\$128,709
Drought Mental Health 2025	SA Health	3/11/2025	28/02/2026	28/08/2026	\$88,000	\$91,673
More Homes for South Australians - Phase 2	Department of the Premier and Cabinet	14/12/2025	20/02/2026	28/08/2026	\$720,000	\$763,435
Gather Round 2026 - Channel 9 Footy Shows	Department of the Premier and Cabinet	8/03/2026	12/04/2026	28/08/2026	Commercial in Confidence	Commercial in Confidence



Government
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CAMPAIGN EVALUATION SUMMARY

Campaign:	International Recruitment - Experienced police UK and Ireland 24/25
Department:	South Australia Police (SAPOL)
Campaign Start Date	24 March 2024
Campaign Completion Date	29 June 2025
Campaign Total Spend	\$738,796(exc. GST)
Campaign Approval Date	07 March 2025
Evaluation Approval Date	28 August 2026

Evaluation Summary:

Maintaining appropriate staffing levels was critical to sustaining the high standard of service delivery expected of South Australia Police (SAPOL). With sworn staffing levels under significant pressure, SAPOL sought to recruit more than 900 police cadets and 189 police security officers over three years, supported by a State Government investment of \$12.2 million to accelerate recruitment efforts. International recruitment formed a key component of this strategy, with SAPOL aiming to attract up to 200 experienced police officers from the United Kingdom, Ireland and New Zealand. To support this objective, SAPOL launched the 'Day on Duty' campaign in FY2023/24, targeting experienced police officers in the UK and Ireland by showcasing a realistic view of policing in South Australia while highlighting the lifestyle benefits of living and working in the state. The campaign was subsequently extended into FY2024/25. The campaign performed strongly against its stated communications and recruitment objectives. Research conducted before and after the campaign demonstrated a significant increase in the attractiveness of a policing career with SAPOL, with appeal among serving police officers increasing by 10 percentage points to 67%. Campaign messaging resonated strongly with the target audience, with 88% of police officers reporting that the campaign was easy to understand, 77% finding it memorable and clear, and 89% indicating that the tagline, "Down here, it's a pretty great career", was easy to understand. Additionally, 83% found the tagline appealing, demonstrating the campaign's effectiveness in communicating its key message. Awareness outcomes were also strong, with campaign recall reaching 57% unprompted and 71% prompted among serving police officers. The campaign influenced recruitment intent, with 75% of officers reporting they were more likely to consider a career with SAPOL after seeing the campaign and 54% indicating they were likely to apply. Audience engagement translated into meaningful action, with 81% of officers taking some form of follow-up action, including visiting the recruitment website, attending an information webinar or lodging an application. The campaign was highly successful in driving traffic to the Achieve More recruitment website, a key performance indicator. The dedicated international recruitment landing page recorded 209,678 page views during the campaign period, compared with 30,123 page views prior to campaign commencement, representing growth of more than 596%. Average daily page views increased from 198 to 703, demonstrating sustained interest and engagement from the target audience. Communications activity across digital, social, search, outdoor and print channels generated strong reach and engagement. Social media advertising delivered more than 14.5 million impressions across Meta, TikTok and LinkedIn platforms, while search advertising achieved a click-through rate of 13.36%. These communications activities contributed to the receipt of 366 applications from experienced police officers in the United Kingdom and Ireland during the campaign period. Overall, the campaign exceeded its communications objectives by increasing awareness of policing opportunities in South Australia, driving significant traffic to recruitment channels, generating high levels of engagement and consideration, and delivering a strong pipeline of experienced applicants for SAPOL's international recruitment program.



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CAMPAIGN EVALUATION SUMMARY

Campaign:	Eyre Peninsula level 2 save water
Department:	SA Water
Campaign Start Date	08 December 2025
Campaign Completion Date	30 June 2026
Campaign Total Spend	\$128,709(exc. GST)
Campaign Approval Date	01 December 2025
Evaluation Approval Date	28 August 2026

Evaluation Summary:

In November 2024 we released our Eyre Peninsula Water Security Response Plan and announced that we had moved to level 2, save water. Since the response plan was released, we have been sharing 'save water' messaging with the community and promoting the rebates on offer for water-efficient appliances and fixtures.

Our 2025-26 campaign has been effective against KPIs, with a range of activity to support messaging - our campaign used paid advertising and was supported through owned and earned channels, as well as on-the-ground stakeholder engagement. We also placed high-quality stickers at key locations including boat ramps, fish cleaning stations and accommodation providers – with water saving tips specific to each location.

The performance of the combined digital advertising and media channel mix saw the campaign wholly exceed desired metrics, demonstrating campaign objectives were achieved.

Campaign reach - Meta – Facebook and Instagram

There were 2 campaigns on Meta:

- Awareness, with impressions and reach the main goals
- Traffic, with link clicks and website visits the main goals

The awareness campaign on Meta significantly outperformed expectations, delivering 5,318,461 million impressions against a campaign estimate of 3,170,000 — exceeding it by almost 68%. It also delivered 204,846 in reach.

The traffic campaign delivered strong website visitation results, generating 13,653 link clicks, almost three times the campaign estimate of 5,000 clicks. In addition, the campaign drove 9,196 landing page views, demonstrating that clicks translated into meaningful website engagement.

While geo-targeting was focused to the Eyre Peninsula, the messaging also reached people travelling through the area. As a result, the campaign was able to reach a broader audience than just Eyre Peninsula residents – the creative was designed to highlight water saving behaviours, rather than targeting residents (as had been done in the previous campaign), to ensure visitor awareness of the water security level and the requirement to save water while in the region. Rebate creative was separate and used to target residents through our traffic campaign on Meta, as rebates are only available to eligible residents.

Across both our traffic and awareness campaigns on Meta, we had a total of 6,596,637 impressions, and 305,995 in reach which significantly exceeded the overall reach target of 140,000.

This demonstrates exceptional media efficiency and broad message exposure despite the narrow geo-targeting parameters.

It is recommended that the geo-targeting to the Eyre Peninsula continue, as the level 2 water security response currently applies only to this region.



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CAMPAIGN EVALUATION SUMMARY

Campaign:	Drought Mental Health 2025
Department:	SA Health
Campaign Start Date	03 November 2025
Campaign Completion Date	28 February 2026
Campaign Total Spend	\$91,673(exc. GST)
Campaign Approval Date	20 October 2025
Evaluation Approval Date	28 August 2026

Evaluation Summary:

The Drought Mental Health campaign successfully met its objectives of increasing awareness of available support services and encouraging early help-seeking behaviours among people living in drought-affected areas of South Australia. The campaign was developed to help reduce stigma and make mental health support feel approachable, focusing on mid-level, community-based services and avoiding clinical or crisis-driven language. This approach aligned with SA Health’s goal of improving engagement with free, local mental health services in regional communities.

The campaign combined digital, radio, and print channels to communicate the key message effectively. The creative approach centred on the line “Life isn’t always easy. But you’re not alone.”, supported by regional imagery and soft, calming colours.

Running from 3 November 2025 to 28 February 2026, the campaign was extended twice with additional media spend of \$5,000 in November and \$18,000 in January 2026 to expand coverage and respond to ongoing community need.

Objective 1 to raise awareness was strong across all channels. The campaign achieved widespread visibility, strong engagement, and efficient media performance, fully meeting the awareness objective.

- Programmatic activity generated over 941,000 impressions as well as a strong click-through rate, with a large proportion of impressions and clicks coming from men aged 25–64, the campaign’s primary audience.
- Meta activity far exceeded expectations, delivering more than 3 million impressions against a target of 584,000 and achieving highly efficient CPC and CPM results. Traffic campaigns also outperformed benchmarks, demonstrating strong relevance and audience interest.
- Radio and print placements provided trust and context, reinforcing the campaign messages, ensuring broad coverage across drought-impacted communities.

Objective 2 to encourage help-seeking behaviours was also achieved. The campaign drove a significant increase in visits to the SA Health mental health landing page, exceeding the 25% increase target.

- The campaign achieved 178% increase on website traffic (based on 30 day averages).
- During the initial campaign period, the page received 4,453 views. Over the full campaign period, this increased to 9,792 views and 7,821 users, indicating sustained interest and ongoing help-seeking intent throughout the summer months. Sessions increased from 4,550 to 9,227, representing a 102.9% increase.
- Traffic volumes exceeded targets, demonstrating the messaging, creative approach, and channel mix were effective in motivating people to seek information and support.

Overall, the campaign delivered strong, measurable impact across its objectives. It successfully increased awareness

of mental health support options, reached and engaged the intended audiences and drove significant increases in traffic to mental health resources. Notably, this awareness translated into action on the ground, with counselling sessions nearly tripling during the first campaign burst (29 to 87) and rising sharply again during the second (166 to 221). The results show that the campaign resonated with regional communities and effectively supported SA Health's goal of improving awareness of mental health support.



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CAMPAIGN EVALUATION SUMMARY

Campaign:	More Homes for South Australians - Phase 2
Department:	Department of the Premier and Cabinet (DPC)
Campaign Start Date	14 December 2025
Campaign Completion Date	20 February 2026
Campaign Total Spend	\$763,435(exc. GST)
Campaign Approval Date	11 December 2025
Evaluation Approval Date	28 August 2026

Evaluation Summary:

As the housing topic remains top of mind for South Australians, particularly among the younger cohort and those in the market to rent or buy a first house, Phase 2 of the More Homes for South Australians campaign was implemented to further increase awareness of what the state government is doing to address the housing challenge continue to an audience that wants and needs to know more on.

The campaign was effective in reaching the target audience through a media mix that included broad reach media (TV, cinema, radio, outdoor and press) and targeted placements across digital and social media platforms.

The campaign was engaging, and the message relevant to the target audiences, as shown by the website traffic on the new campaign page, which made up 39% of the overall Department for Housing and Urban Development website traffic.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Gather Round 2026 - Channel 9 Footy Shows
Department:	Department of the Premier and Cabinet (DPC)
Campaign Start Date	08 March 2026
Campaign Completion Date	12 April 2026
Campaign Total Spend	Commercial In Confidence
Campaign Approval Date	15 February 2026
Evaluation Approval Date	28 August 2026

Evaluation Summary:

The AFL Gather Round returned to South Australia between 9-12 April 2026, bringing a true Festival of Footy atmosphere to the state, with all 18 AFL teams playing across 3 venues in South Australia (Adelaide Oval, Norwood Oval and Barossa Park).

Capitalising on the spotlight on South Australia, the Government of South Australia partnered with JAMTV for the third year in a row to leverage and promote its hosting of the AFL Gather Round to national television audiences.

As part of the partnership, JAMTV produced two Channel 9 national television shows live from South Australia during Gather Round 2026.

The Fleurieu Peninsula was the hero region for 2026, with a "Spectacular Gather Round" TV show airing on Tuesday 7 April at the d'Arenberg Cube in the McLaren Vale.

The Hub also supported the broadcast of the Sunday Footy Show which aired on Sunday 12 April and was a hybrid broadcast from the Torrens Riverbank precinct and the Norwood Food and Wine Festival.

The Fleurieu Spectacular was wall-to-wall Gather Round and South Australian destination content, supported by live crosses and destination showcases across the region, effectively making the entire program function as a promotion. A similar format was used for the Sunday Footy Show.

The Fleurieu Spectacular program attracted national TV audience of 806,547 across free-to-air TV and BVOD. The program was the #3 program by reach among 16-54 cohort in Adelaide and the #4 program by reach among 25-54 in Melbourne.

The Sunday Footy Show was the #4 program in Adelaide and Melbourne for all audiences, with a national reach of 458,419 across free-to-air TV and BVOD.

These national broadcasts extended the Gather Round celebration beyond the stadium, using football and entertainment to showcase South Australia as a vibrant and appealing destination to visit, live and work.