

GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE

COMMUNICATIONS APPROVAL REPORT - JUNE 2026

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

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Advanced Driver Assistance Systems (ADAS)	Department for Infrastructure and Transport	22/06/2026	18/12/2026	3/06/2026	\$154,545	A campaign to encourage greater understanding and use of Advanced Driver Assistance Systems (ADAS) to help occupants stay safe
THINK! Road Safety Partnerships: South Australian National Football League 2026	Department for Infrastructure and Transport	29/06/2026	31/10/2026	22/06/2026	\$112,000	A partnership between the Department of Infrastructure and Transport and the South Australian National Football League (SANFL) to promote road safety messages during the football season

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Senior Drivers FY25/26	South Australia Police	21/06/2026	31/07/2026	17/06/2026	\$686,000	A road safety campaign to raise awareness for interventions and/or preventative measures for senior drivers and their safety
Demand Management 2026-2027	SA Health	12/07/2026	27/02/2027	9/06/2026	\$780,000	A campaign to maintain awareness in the community that emergency departments are for emergencies and inform the community of alternative health care options and when to use them
Noarlunga FY2026-27	Renewal SA	1/07/2026	30/06/2027	22/06/2026	\$330,000	A campaign to promote the Noarlunga housing development, delivered in partnership between Renewal SA and the South Australian Housing Trust
Seaton FY2026-27	Renewal SA	1/07/2026	30/06/2027	22/06/2026	\$395,553	A campaign to promote the Seaton housing development, delivered in partnership between Renewal SA and the South Australian Housing Trust
Playford Alive FY2026-27	Renewal SA	1/07/2026	30/06/2027	22/06/2026	\$800,000	A campaign to promote the Playford housing development, delivered in partnership between Renewal SA and the South Australian Housing Trust

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
Operation Safe Roads FY24/25	South Australia Police	13/12/2024	12/06/2025	5/06/2026	\$964,803	\$939,734
Seatbelts FY24/25	South Australia Police	8/09/2024	31/05/2025	22/06/2026	\$625,000	\$628,398
Developer Ready	Renewal SA	27/11/2024	18/09/2025	22/06/2026	\$161,626	\$113,648
Inklings	Department of the Premier and Cabinet	4/04/2025	31/08/2025	5/06/2026	\$190,000	\$199,344
Young Drivers FY24/25	South Australia Police	20/06/2025	16/08/2025	22/06/2026	\$900,000	\$533,587
Dangerously Modern: Australian women artists in Europe 1890-1940	Art Gallery of South Australia	19/05/2025	7/09/2025	22/06/2026	\$260,000	\$257,610
Building a Bigger Health System - Phase 2	Department of the Premier and Cabinet	6/07/2025	15/02/2026	5/06/2026	\$1,900,000	\$1,496,019

Algal Bloom Public Information Campaign	Department of the Premier and Cabinet	17/08/2025	18/01/2026	5/06/2026	\$3,125,000	\$2,283,318
SA Water Summer Messaging 2025-26	SA Water	22/12/2025	31/03/2026	5/06/2026	\$120,000	\$115,000



Government
of South Australia

CAMPAIGN EVALUATION SUMMARY

Campaign:	Operation Safe Roads FY24/25
Department:	South Australia Police (SAPOL)
Campaign Start Date	13 December 2024
Campaign Completion Date	12 June 2025
Campaign Total Spend	\$939,734(exc. GST)
Campaign Approval Date	13 September 2024
Evaluation Approval Date	05 June 2026

Evaluation Summary:

“Operation Safe Roads” is a new campaign that is designed to support SA Police enforcement operations with targeted advertising to provide greater contextual relevance with the operations and enhance the holistic impression of SAPOL presence. A campaign of this nature has not previously been done at SAPOL, hence, results from FY24/25 will shape preliminary key objective benchmarks for future performance. Key objectives include awareness, perceptions of active police road user enforcement, and intention and action toward desirable relevant road user behaviours.

Similar to other SAPOL campaigns, TV is the most recalled channel, followed by Billboards and then Social Media. Although there was a decline from the mid-point of the campaign to the end of the campaign in specific ‘mentions of stop/stop before Police stop you’, messages still mentioned ‘police targeting/enforcing’. Key message takeout included:

- Be more conscious behind the wheel
- Be safe on roads
- Obey road rules

The campaign was not viewed as offensive and there was a general positive sentiment towards the campaign, with some shifts in nature of positive sentiments relating more to risk behaviours.

Media performance was strong with all formats delivering or over-delivering on planned metrics and the campaign was well supported across media outlets with no-charge/bonus activity.

This campaign will return to market in FY25/26.



Government
of South Australia

CAMPAIGN EVALUATION SUMMARY

Campaign:	Seatbelts FY24/25
Department:	South Australia Police (SAPOL)
Campaign Start Date	08 September 2024
Campaign Completion Date	31 May 2025
Campaign Total Spend	\$628,398(exc. GST)
Campaign Approval Date	28 August 2024
Evaluation Approval Date	22 June 2026

Evaluation Summary:

Overall awareness of the issue was achieved within range, and rejection of seatbelt compliance objective was achieved with a reduction to 5% (below the 12% target). Despite this, the maintenance objective was not reached. Any appropriate unprompted message takeout was strong at 77% within the target audience, with highest message takeout in the 20-29 group at 83%. The most common themes were rather generic and related to 'just wearing a seatbelt' and the importance of wearing seatbelts in general.

TV was the most recalled channel, followed by outdoor and then digital (social media & internet). However, there was some slippage by the end of the campaign in social media and outdoor billboards (especially metro billboards) compared to pre-testing in April 2025.

Positive sentiment towards the campaign with only minor levels of offensiveness at 2%, with comments related to the graphic nature of the ad:

- "My dad died and I don't want to see a repeat."
- "Gore".
- "Severe blood or gore."

This campaign delivered or over-delivered on all media metrics and was well supported by media with bonus / no-charge activity.



Government
of South Australia

CAMPAIGN EVALUATION SUMMARY

Campaign:	Developer Ready
Department:	Renewal SA
Campaign Start Date	27 November 2024
Campaign Completion Date	18 September 2025
Campaign Total Spend	\$113,648(exc. GST)
Campaign Approval Date	08 November 2024
Evaluation Approval Date	22 June 2026

Evaluation Summary:

The Developer Ready campaign ran between 27 November 2024 and 18 September 2025 and was designed to position Renewal SA as a coordinated and market-leading development partner. Rather than promoting individual projects in isolation, the campaign presented residential, industrial and commercial opportunities as a unified portfolio, building awareness of upcoming development opportunities and encouraging engagement with sales teams, information packages, Expressions of Interest (EOIs) and Requests for Proposal (RFPs).

Delivered across three campaign bursts, the activity utilised a mix of digital advertising, industry publications, social media, database marketing, sponsored content and print advertising. The campaign was delivered under budget, with a total spend of \$107,378 (ex GST) against an allocated budget of \$155,356 (ex GST).

Overall, the campaign successfully achieved its primary objective of increasing awareness of Renewal SA's development portfolio and strengthening brand credibility among key developer, investor and industry audiences. Strong reach was achieved across both digital and traditional media channels, with activity generating more than 470,000 targeted eDM sends, over 289,000 paid and organic social impressions, significant exposure through industry publications, and readership of approximately 181,000 per print placement.

Performance was particularly strong within trusted industry environments. Sponsored editorial content in The Urban Developer achieved an average engagement time of 2 minutes and 46 seconds, exceeding typical industry benchmarks and demonstrating strong audience interest in Renewal SA's development opportunities. Property Council of Australia activity also delivered solid engagement, generating more than 260 clicks across sponsored content, LinkedIn and eDM placements.

The campaign delivered a measurable uplift in digital performance. During the campaign period, website views increased by 58 per cent year-on-year, rising from 60,000 to 95,000 views. Total user interactions increased by 48 per cent, growing from 166,000 to 245,000 interactions, while average engagement time remained stable at approximately 1 minute and 25 seconds per user. This indicates that increased traffic volumes did not compromise the quality of engagement.

Against Objective 1, focused on brand awareness and portfolio positioning, the campaign successfully established Developer Ready as a coordinated and credible development offering. Consistent messaging across channels reinforced Renewal SA's role as a development partner while providing advance visibility of upcoming opportunities and release schedules.

Against Objective 2, focused on driving EOI and RFP engagement, the campaign generated qualified traffic and

supported sales agent activity. However, while awareness and engagement metrics were strong, conversion performance was mixed across some channels. Display advertising and certain eDM placements achieved high visibility but lower click-through rates, suggesting future campaigns would benefit from further refinement of audience targeting, creative messaging and enquiry pathways to improve conversion efficiency.

Overall, the campaign met its awareness and positioning objectives, strengthened market visibility and delivered significant digital growth, providing a strong foundation for future developer engagement activity.



Government
of South Australia

CAMPAIGN EVALUATION SUMMARY

Campaign:	Inklings
Department:	Department of the Premier and Cabinet (DPC)
Campaign Start Date	04 April 2025
Campaign Completion Date	31 August 2025
Campaign Total Spend	\$199,344(exc. GST)
Campaign Approval Date	11 April 2025
Evaluation Approval Date	05 June 2026

Evaluation Summary:

The Inklings program campaign was designed to achieve two objectives: to raise awareness of the program's existence among parents and caregivers across South Australia, and to educate them on what the program offers, who it is for, and why early understanding of infant communication matters.

Awareness generation was the primary focus of the campaign. High-reach digital, outdoor, print and audio channels were used to introduce Inklings to a broad audience of parents and caregivers with infants aged 6 -18 months. Media placements were deliberately positioned in everyday parent environments including social media feeds, retail hubs, health settings, and community media to ensure repeated exposure to the program name and core message. This approach successfully established Inklings as a visible, credible, and accessible early-support option during its introduction to South Australia.

The campaign achieved strong reach and scale, delivering millions of impressions across digital and out-of-home channels and ensuring statewide visibility. This level of exposure was critical for a new program, helping normalise conversations around early developmental differences and positioning Inklings as a supportive, non-judgemental resource for families.

Education and understanding were delivered through more targeted and intent-led channels, enabling audiences to move beyond awareness to meaningful comprehension. Search and digital engagement formats captured parents actively seeking information about child development and early support, while trusted media partnerships and longer-form content provided depth, reassurance, and clarity around the program's purpose and benefits. Place-based media within medical centres, pharmacies, parent rooms, and Aboriginal Health Clinics reinforced understanding at key decision-making moments.

Campaign performance demonstrated strong engagement outcomes, particularly across channels designed to support education. Search and high-impact digital formats exceeded typical engagement benchmarks, indicating strong message relevance and resonance with parents seeking guidance. Content partnerships delivered high-quality engagement, with strong dwell times and content consumption, signalling that audiences were not only noticing the program but actively engaging with and absorbing its messaging.

Key achievements from the campaign include:

- Successful establishment of statewide awareness for Inklings within a defined and sensitive audience.
- Above benchmark engagement across search and high-impact digital channels, reflecting strong alignment between messaging and audience needs.
- Evidence of deep content engagement, supporting early understanding and reducing anxiety associated with

developmental milestones.

- Effective use of trusted voices and environments to build credibility and encourage informed consideration rather than reactive demand.

Overall, the campaign delivered balanced and effective awareness and education of the Inklings program. It ensured Inklings was widely recognised while also providing parents and caregivers with the knowledge, confidence, and reassurance needed to seek further information and assess eligibility. This approach positions the program strongly for future phases and provides a clear, evidence-based foundation for continued investment and refinement of marketing activity.



Government
of South Australia

CAMPAIGN EVALUATION SUMMARY

Campaign:	Young Drivers FY24/25
Department:	South Australia Police (SAPOL)
Campaign Start Date	20 June 2025
Campaign Completion Date	16 August 2025
Campaign Total Spend	\$533,587(exc. GST)
Campaign Approval Date	28 April 2025
Evaluation Approval Date	22 June 2026

Evaluation Summary:

The “Lost your licence? Sucks to be you” campaign has had a good start, with strong levels of unprompted and prompted recall amongst the target audience. Key themes that emerged from unprompted recall were in line with campaign intent, including ‘avoid risks/reckless driving or childish behaviour’, ‘follow road rules; safe driving; personal responsibility’, ‘loss of independence & freedom’ and ‘effect on social image’.

The awareness objective fell only marginally short of the target though still at a strong level, maintenance objective was not achieved, and pre-contemplation was achieved within range. However, the benchmarks were set against historical campaign performance, and since young drivers messaging had not been in market for several years, the present post-campaign performance will re-calibrate goals.

Behaviourally, findings suggest younger aged drivers take risks and do not drive with full care and attention, considerably more than general population The behavioural model for combined target audience shows only a small percentage always doing the right thing (Maintenance). However, there are few always failing to do the right thing (Pre-contemplation) with more than half doing the right things some, but not all times (Action). This suggests opportunities may exist to encourage more consistent desired driving behaviours among younger drivers.

The various executions and media mix appear to be working well to target the younger cohort, with non-traditional TV (Catch up TV and YouTube), internet, social media and billboards reaching the audience. Instagram was the most cited social media platform, followed by Facebook and TikTok. All campaign executions had high levels of recall by the target audience, contributing to overall strong performance.

The sentiment towards the campaign was positive with 1% of the target audience and 1% of the general population reporting feeling offended.

However, there were some negative perspectives relating to ‘unclear messaging’ and ‘needing to be more serious’. Humour as a positive was cited more by general population and parents than by the young drivers and passengers.

The campaign will return to market in FY25/26 due to its strong initial performance and the need for messaging that addresses young drivers.



Government
of South Australia

CAMPAIGN EVALUATION SUMMARY

Campaign:	Dangerously Modern: Australian women artists in Europe 1890-1940
Department:	Art Gallery of South Australia
Campaign Start Date	19 May 2025
Campaign Completion Date	07 September 2025
Campaign Total Spend	\$257,610(exc. GST)
Campaign Approval Date	14 April 2025
Evaluation Approval Date	22 June 2026

Evaluation Summary:

Dangerously Modern was a partnership between the Art Gallery of South Australia and Art Gallery of New South Wales that explored the art and lives of fifty trailblazing artists and featured over 200 works of art.

The exhibition was held between 24 May and 7 Sept 2025 with the campaign running for the duration.

The marketing campaign for the exhibition targeted both national and intrastate audiences through an integrated channel strategy with a strong focus on digital, social, outdoor and print placements. This activity was amplified through owned channels and partnerships.

Each of the campaign objectives were achieved in including awareness metrics and exhibition visitation numbers.



Government
of South Australia

CAMPAIGN EVALUATION SUMMARY

Campaign:	Building a Bigger Health System - Phase 2
Department:	Department of the Premier and Cabinet (DPC)
Campaign Start Date	06 July 2025
Campaign Completion Date	15 February 2026
Campaign Total Spend	\$1,496,019(exc. GST)
Campaign Approval Date	30 June 2025
Evaluation Approval Date	05 June 2026

Evaluation Summary:

Phase 2 of the Building a Bigger Health System campaign was implemented to further increase the community's awareness of and confidence in the State Government's actions to build on the health system's existing capacity, including the different alternative care options, to ease pressure on our hospitals.

The campaign built on the positive results from Phase 1, using the same creative look and feel, with the addition of new messaging to increase awareness of alternative care options.

The campaign was effective in reaching the target audience and driving website traffic 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 particularly successful in engaging with the younger cohort who have the lowest level of awareness, and the 55-74 cohort of have the lowest level of confidence in the public health system:

- placements targeting the younger cohort increased engagement on socials compared to Phase 1, and delivered strong completion rate on YouTube across the 30-second format, indicating a high engagement among the target audience.
- traffic driving tactics and formats that can communicate greater proof points, and those that leverage advocacy were used to further reach the 55-74 cohort.

Post-market research shows that, whilst awareness levels of the campaign remain steady, the campaign has a clear impact on the level of knowledge and the level of confidence in the future of the public health system, as both measures increase significantly when people have been exposed to the campaign.

Increased awareness was particularly strong for messaging that featured across the duration of the campaign, including mental health beds and support (+7%), and alternative care options (+3% for 24/7 pharmacies and Urgent Care Clinics and +4% for Children and Adolescent Virtual Care Service).

Post campaign results also show that the campaign creative continues to be well received and does not show signs of wear out.



Government
of South Australia

CAMPAIGN EVALUATION SUMMARY

Campaign:	Algal Bloom Public Information Campaign
Department:	Department of the Premier and Cabinet (DPC)
Campaign Start Date	17 August 2025
Campaign Completion Date	18 January 2026
Campaign Total Spend	\$2,283,318(exc. GST)
Campaign Approval Date	02 September 2025
Evaluation Approval Date	05 June 2026

Evaluation Summary:

The Algal Bloom Public Information campaign was implemented from August 2025 to inform and educate South Australians about the algal bloom impacting South Australian coastlines and seafood industry.

The campaign guided the community to accurate and up-to-date information sources to reduce misinformation and maintain safety, through consistent and impactful communication.

As the State and Federal Governments released the Algal Bloom Summer Plan in October 2025, the Algal Bloom Public Information campaign was extended to inform South Australians of the comprehensive suite of measures within Summer Plan, while continuing to build public awareness about the algal bloom and its impact to the South Australian coastline.

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

Post-market research shows that South Australians have become more knowledgeable about the algal bloom, and concern around its impact has continually decreased compared to pre-campaign results. The results show that the campaign played a significant role in educating South Australians, as respondents who have been exposed to the campaign have a much stronger knowledge of the algal bloom (29%) compared to those that have not seen the campaign (13%).

South Australians also feel they have been well informed about whether it is safe to eat local seafood, how businesses are being supported, and which beaches are clear of the algal bloom.

The campaign proved very efficient in driving traffic to the website to learn more about the algal bloom and how the State Government responded to the situation.

- For Phase 1 of the campaign, paid media activity contributed to a third of total website visits on average, led by Meta and Search.
- For Phase 2 of the campaign, paid media activity generated over half of the total website traffic, again led by Search and a social media (Meta, Reddit, TikTok), with the dedicated Summer Plan page becoming the second most visited page (after the landing page) at the conclusion of the campaign.



Government
of South Australia

CAMPAIGN EVALUATION SUMMARY

Campaign:	SA Water Summer Messaging 2025-26
Department:	SA Water
Campaign Start Date	22 December 2025
Campaign Completion Date	31 March 2026
Campaign Total Spend	\$115,000(exc. GST)
Campaign Approval Date	11 December 2025
Evaluation Approval Date	05 June 2026

Evaluation Summary:

Key findings: Brand Health Index • The approach of simple messaging and creative designed specifically for social media was successful and had a positive impact on our Brand Health Index score. • Our Brand Health Index score was significantly higher for the 32% of surveyed customers who saw water wise messaging for Q3 25/26 - Our Brand Health Index score was 8.0 for those who saw the campaign, compared with the 68% that didn't see water wise messaging, who gave a score of 6.8. • The relevant score in our Brand Health research for Q3 25/26 relates to the service commitment statement 'SA Water educate the community on how to save and reuse water'. - In Q3, agreement with this statement increased from 45% for those who didn't see the campaign to 67% (rating 8-10 out of 10) for those who saw the campaign. Reach of message • This campaign had digital only placement on Meta platforms, TikTok and Google Demand Gen. • Impressions of this summer messaging campaign across all channels totalled 24,696,460. • Breakdown of impressions per channel: - Meta: 9,248,853 - TikTok: 9,403,754 - Google Demand Gen: 6,043,853 • Reach across all channels totalled 4,044,143 • Breakdown of reach per channel: - Meta: 2,941,145 - TikTok: 542,962 - Google Demand Gen: 560,036 • The reach on Meta represents an increase of 327.88% on the 2024–25 summer messaging campaign reach of 687,378, indicating significantly improved audience engagement and the effectiveness of the updated communication strategies. Engagement through social media click through rates • Social media click-through rate of 2.07% across all channels, exceeding our target of 0.85% by 143.53% • It is also an increase of 152.44% on the on the 2024–25 summer messaging campaign click through rate of 0.82%

- This exceeds the South Australian Government benchmark standards (0.3-0.5%).
- CTR rates for traffic campaigns, where clicks are a primary goal, were extremely high per channel:
 - Meta: 4.70%
 - TikTok: 3.28%
 - Google Demand Gen: 1.88%