GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - SEPTEMBER 2026

CAMPAIGNS $55,000 to $199,999

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST ($)	Synopsis
Defence State 2026/27	Defence SA	31/08/2026	30/4/2027	3/09/2026	$100,000	A campaign to raise awareness of South Australia's profile as Australia's Defence State among domestic and international defence companies
Floating Worlds	Art Gallery of South Australia	1/12/2026	18/04/2027	17/09/2026	$175,000	A campaign to attract interstate and international visitors and new audiences to the Art Gallery

CAMPAIGNS $200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST ($)	Synopsis
Gambling Harm Awareness Campaign 2026/27	Department of Human Services (DHS)	25/10/2026	30/06/2027	16/09/2026	$1,000,000	A campaign to encourage safe behaviour and increase awareness of gambling harm on themselves and their family and friends
Men's Rugby World Cup 2027	SA Tourism Commission	21/09/2026	18/10/2027	14/09/2026	Commercial In Confidence	A campaign to drive interstate and international attendance at Rugby World Cup 2027 matches in Adelaide
LiveLighter 2026/27	Preventive Health SA	27/09/2026	12/06/2027	14/09/2026	$1,610,000	The LiveLighter campaign seeks to address the state's obesity public health issue
Speed 2026/27	South Australia Police (SAPOL)	4/10/2026	26/06/2027	25/09/2026	$522,387	A campaign to promote speed compliance and educate the community on the benefits of lower speeds in reducing road trauma

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST ($)	Actual Expenditure exGST ($)
EzyPlates Campaign 2025	Department for Infrastructure and Transport (DIT)	6/04/2025	30/06/2025	28/09/2026	$200,000	$207,506
Neighbourhood Watch	South Australia Police (SAPOL)	18/01/2026	21/05/2026	28/09/2026	$181,000	$178,850
Metro Growth Functional Advertising	SA Water	1/05/2025	30/06/2026	11/09/2026	$194,000	$196,258
Tarnanthi 2025	Art Gallery of South Australia	8/09/2025	18/01/2026	11/09/2026	$421,000	$399,437
Respectful Behaviour 2025	SA Health	12/10/2025	9/11/2025	28/09/2026	$350,000	$345,000
The Coast is Calling - Algal Bloom 2025 Response	SA Tourism Commission	15/09/2025	30/06/2026	11/09/2026	$7,932,727	$8,814,153
International Education Services (IES) Homestay Recruitment Campaign 2025/26	Department for Education	19/10/2025	30/06/2026	28/09/2026	$135,000	$120,757
Family Day Care Phase 2 - Metro & Regional	Department for Education	1/03/2026	31/05/2026	28/09/2026	$57,500	$57,184

CAMPAIGN EVALUATION SUMMARY

Government of South Australia

Campaign:	EzyPlates Campaign 2025
Department:	Department for Infrastructure and Transport (DIT)
Campaign Start Date	06 April 2025
Campaign Completion Date	30 June 2025
Campaign Total Spend	$207,506(exc. GST)
Campaign Approval Date	25 March 2025
Evaluation Approval Date	28 September 2026

Evaluation Summary:

The 2025 EzyPlates campaign ran from March – June 2025 to increase sales and brand awareness of EzyPlates among South Australian vehicles owners and position special number plates as a form of self-expression and a way to personalise a vehicle.

The campaign included a mix of social media on Meta; digital advertising on Nexus and Carsales; broadcast metro radio on ATN; large and small format outdoor advertising, bus backs, megasides and car park digital panels. Regional markets were targeted through transit advertising, large format advertising and print.

In early 2024, the Japanese plate style was added to the EzyPlates range and this campaign was an opportunity for this plate style to be included in campaign activity.

Research into EzyPlates, prior to the campaign, revealed low awareness of special licence plate price points generally and the different ways to pay for special plates. Because of this, information around the pricing structure of plates and the variety of colour and letter combinations available was included in campaign messaging.

EzyPlate sales rose during the period of the campaign by 1.24% (March to June), with July recording the highest value in retail sales ever recorded for EzyPlates. It is reasonable to assume that this increase could be attributed to campaign activity.

Post-campaign research indicated that brand awareness is growing with a 20% increase in prompted awareness of EzyPlates across the campaign period.

CAMPAIGN EVALUATION SUMMARY

Government of South Australia

Campaign:	Neighbourhood Watch
Department:	South Australia Police (SAPOL)
Campaign Start Date	18 January 2026
Campaign Completion Date	21 March 2026
Campaign Total Spend	$178,850(exc. GST)
Campaign Approval Date	12 September 2025
Evaluation Approval Date	28 September 2026

Evaluation Summary:

Overall, the Neighbourhood Watch (NHW) campaign performed well, reaching more than 1.24 million South Australians, across digital, social and print, and delivering strong statewide visibility. The digital campaign included SA targeting along with postcode targeting, which reached 674,343 and 168,336 respectively, while the social campaign generated 80,918 clicks across Meta, Reddit and Google and greatly attributed website visits. The print campaign involved 16,501 letter box drops in suburbs with high crime/renters and low infrastructure/education and supported the campaign in terms of awareness. However, website visits from an included QR coded were very low, therefore future campaigns will need to rethink this as a channel to reach the target market.

Objective 1 overachieved the goal of 5,000 per month website visits with an average 12,724 visits per month, which is a great result for campaign awareness. This shows there was high engagement with the target audience, having successfully prompted them to learn more.

Objective 2 also overachieved the goal of 1,000 quiz completions with 9,140 clicks on an in-article quiz ad and 4,200 completions on a larger quiz on the SAPOL website. This is a great result and proves the target audience has a willingness to test their knowledge and learn more about the safety of their home, and in turn, increase the awareness of NHW.

Unfortunately, due to potential legal risks, NHW private Facebook groups were discontinued so Objective 3 was underachieved. Objective 4 was also underachieved, likely attributed to several reasons, i.e. the creative call-to-action not specifically encouraging people to follow the page on Facebook while NHW private Facebook groups were being closed, as well as Objective 1 and 2 taking priority in campaign messaging.

Objectives for the next iteration of this campaign will need to be considered carefully to ensure they are measurable at campaign completion.

This campaign will return to market in the 26/27 financial year.

CAMPAIGN EVALUATION SUMMARY

Government of South Australia

Campaign:	Metro Growth Functional Advertising
Department:	SA Water
Campaign Start Date	01 May 2025
Campaign Completion Date	30 June 2026
Campaign Total Spend	$196,258(exc. GST)
Campaign Approval Date	16 June 2025
Evaluation Approval Date	11 September 2026

Evaluation Summary:

The campaign demonstrated that a targeted, integrated media approach is effective for reaching communities in growth areas and driving engagement with project information. Geo-targeted social media advertising performed strongly, delivering high reach and engagement among residents in the northern suburbs, while out-of-home advertising helped reinforce messages through repeated exposure in high-traffic community locations.

Google Search was one of the campaign's strongest-performing channels, generating a large volume of clicks while remaining highly cost-effective. It was particularly successful at reaching people actively looking for information about water infrastructure works, with a mix of project-specific and broader water related keywords helping to capture strong audience interest and drive traffic to project information.

Native digital advertising also proved highly effective in driving engagement and traffic to project information, outperforming standard display advertising. While display advertising played an important role in building awareness through broad reach, native formats delivered stronger audience interaction and should continue to be prioritised where engagement is a key objective.

CAMPAIGN EVALUATION SUMMARY

Government of South Australia

Campaign:	Tarnanthi 2025
Department:	Art Gallery of South Australia
Campaign Start Date	08 September 2025
Campaign Completion Date	18 January 2026
Campaign Total Spend	$399,437(exc. GST)
Campaign Approval Date	05 September 2025
Evaluation Approval Date	11 September 2026

Evaluation Summary:

Tarnanthi 2025 marked a significant milestone as the festival's 10-year anniversary, delivering a high-profile, integrated campaign designed to increase national awareness, drive visitation and reinforce AGSA's leadership in presenting contemporary Aboriginal and Torres Strait Islander art. All campaign objectives were successfully achieved and substantially exceeded benchmark targets.

Through a coordinated multi-channel strategy spanning paid, owned and earned media, the campaign leveraged strong creative assets, media partnerships and artist-led storytelling to engage audiences across Australia. A dual-focus approach, with dedicated Art Fair and Festival campaign phases, enabled targeted audience engagement while maintaining a consistent and recognisable Tarnanthi brand.

The objective to increase awareness of Tarnanthi was significantly surpassed. The campaign generated 426 media reports with a cumulative audience reach of more than 8.9 million, exceeding the target of 250 articles and 7 million reach. Digital activity also delivered exceptional results, generating 893,000 website views and 445,000 active users, well above established benchmarks.

The objective to enhance AGSA's brand and position Tarnanthi as a major national festival was also achieved, with visitation across Tarnanthi exhibitions, events and partner venues reaching 295,210, exceeding the target of 200,000 visitors. This strong attendance result demonstrated the effectiveness of the statewide festival program and the campaign's ability to attract both local and interstate audiences.

The campaign successfully attracted audiences to experience the Tarnanthi Art Fair, with more than 4,000 visitors attending over the weekend, double the target of 2,000 attendees. Strategic communications highlighting ethical purchasing, artist impact and the Fair's new Adelaide University location contributed to strong audience engagement and attendance.

The objective of delivering economic return to artists and art centres was exceeded through outstanding commercial performance. The Tarnanthi Art Fair generated more than $920,000 in sales, more than double the $450,000 target, with all proceeds returned directly to artists and community-run art centres. This outcome reinforced Tarnanthi's role not only as a major cultural event but as an important driver of economic opportunity for Aboriginal and Torres Strait Islander artists and communities.

Organic and paid digital activity played a key role in driving both online engagement and in-person visitation, supported by artist-led content throughout the campaign period. Outdoor advertising enhanced visibility across Adelaide, including airport, transit and large-format digital placements, while wayfinding and event signage effectively supported visitation to the Art Fair's new location. Overall, the campaign delivered $3.8 million in editorial value and nearly $1 million in Art Fair sales, demonstrating exceptional return against objectives and confirming Tarnanthi's continued significance as Australia's leading contemporary Aboriginal and Torres Strait Islander art festival.

CAMPAIGN EVALUATION SUMMARY

Government of South Australia

Campaign:	Respectful Behaviour 2025
Department:	SA Health
Campaign Start Date	12 October 2025
Campaign Completion Date	09 November 2025
Campaign Total Spend	$345,000(exc. GST)
Campaign Approval Date	25 September 2025
Evaluation Approval Date	28 September 2026

Evaluation Summary:

The Abuse Shouldn't be Part of the Job - Respectful Behaviours campaign was successful in raising awareness of the impact abusive behaviour has on health workers and reinforced positive behaviour intentions of many South Australians.

The campaign showed significant recall across some channels indicating that awareness of the issue has built over time and maintains relevance and impact for the audience:
• Unprompted recall of the Abuse Shouldn't be Part of the Job campaign messages increased 17 percentage points to 47% (2025) from 30% (2024) indicating that the campaign impact has grown.
• Recall attributed to television increased by 10 percentage points with 71% of respondents recalling an asset from this source, while YouTube showed an increase from 14% (2024) to 22% (2025).
• Recall attributed to Meta, radio and public transport remained consistent with 2024.
The original campaign was launched in 2024 and was in market for six weeks over August and September with digital and social media activity extending until 31 December 2024.
In 2025 the campaign ran for a significantly shorter period and was in market for a four-week period during October and November 2025. However, it still continued to receive strong recall, achieving two out of four objectives.
Post-campaign research indicated a clear recognition of campaign assets and consistent understanding that abuse should not be part of the job for healthcare workers. Two thirds of the audience in 2025 had recently seen or heard the campaign message or news about harassment towards healthcare workers which is consistent with 2024 post-campaign findings.
The following objectives showed increases when measured against the 2024 campaign, indicating that the campaign continues to resonate with core audiences:
• Spontaneous campaign recall of recent ads or news about healthcare worker harassment was 65% (1 percentage point increase). This was slightly lower for the priority group with only 53% recalling the campaign.
• Unprompted recall of campaign messaging increased:
When asked what they recall, 47% mentioned an aspect of the 'Part of the job' campaign (17 percentage point increase).
Mentions of 'Verbal and physical abuse' were 39% (2 percentage point increase).
• Prompted recall of at least one campaign asset was 79% (6 percentage point increase).
• Prompted message recall included:
'Abuse shouldn't be part of the job' – 78%
'Look after those who look after us' – 54%
'Abuse and violent behaviour against healthcare workers is on the rise.' – 49%
The extent to which the audience believe healthcare workers experience workplace issues has decreased slightly since 2024, however most still believe SA Health 'often' encounter stressful (85%), emotionally challenging (80%) and

abusive (67%) situations.
Many South Australians say they will be respectful, encourage others to do the same, and be more mindful when interacting with healthcare workers. This indicates that the campaign successfully reinforced positive behaviour intentions.

CAMPAIGN EVALUATION SUMMARY

Government of South Australia

Campaign:	The Coast is Calling - Algal Bloom 2025 Response
Department:	SA Tourism Commission
Campaign Start Date	15 September 2025
Campaign Completion Date	30 June 2026
Campaign Total Spend	$8,814,153(exc. GST)
Campaign Approval Date	10 September 2025
Evaluation Approval Date	11 September 2026

Evaluation Summary:

A part of the State Governments response to the HAB, the SATC delivered the Coast is Calling marketing campaign and Coast is Calling Travel Voucher Program to stimulate bookings, drive expenditure and support impacted coastal communities.
The Coast is Calling Voucher Program generated strong consumer demand, attracting more than 235,000 registrations across two rounds and delivering $11.73 million in bookings from 27,542 redeemed vouchers. The campaign achieved broad audience reach, strong digital engagement and positive earned media outcomes, while driving significant visitor expenditure into South Australia's coastal regions.

CAMPAIGN EVALUATION SUMMARY

Government of South Australia

Campaign:	International Education Services (IES) Homestay Recruitment Campaign 2025/26
Department:	Department for Education
Campaign Start Date	19 October 2025
Campaign Completion Date	30 June 2026
Campaign Total Spend	$120,757(exc. GST)
Campaign Approval Date	02 October 2025
Evaluation Approval Date	28 September 2026

Evaluation Summary:

The purpose of this campaign was to maintain a consistent pipeline of new Homestay hosts for incoming students. The campaign achieved the majority of its objectives and delivered results more efficiently than targeted. Strong performance was recorded in website traffic, while the cost per Expression of Interest (EOI) was lower than the benchmark. In addition, the campaign successfully raised awareness of the Homestay program among the broader community through out-of-home (OOH) and radio advertising, helping to strengthen the program's visibility and reach. In addition, the campaign supported the Department's objective of generating expressions of interest (EOIs) from prospective hosts, helping to ensure a consistent supply of homestay accommodation for incoming students.

A key learning from the campaign was the importance of flexibility in media optimisation to improve overall performance. Media plans should allow for budget reallocation from underperforming channels to higher-performing activities to maximise efficiency, reach, and campaign impact. This reinforces the value of ongoing performance monitoring and agile budget management throughout the campaign. In addition, homestay demand can vary by location, making the ability to geographically target and shift investment towards priority areas an important consideration for future campaigns.

Based on the research findings, a key opportunity for future campaigns is to build greater awareness and understanding of the homestay program through clearer communication about what hosting involves, including accommodation requirements, available support services, and financial contributions.

For future iterations of this campaign, new creative is recommended to place greater emphasis on the emotional and personal rewards of hosting, supported by authentic stories and testimonials from existing hosts and students. This approach would help strengthen credibility, build emotional connections with potential hosts, and encourage greater participation in the program.

CAMPAIGN EVALUATION SUMMARY

Government of South Australia

Campaign:	Family Day Care Phase 2 - Metro & Regional
Department:	Department for Education
Campaign Start Date	01 March 2026
Campaign Completion Date	31 May 2026
Campaign Total Spend	$57,184(exc. GST)
Campaign Approval Date	19 February 2026
Evaluation Approval Date	28 September 2026

Evaluation Summary:

The Family Day Care recruitment campaign was successful in building awareness and engagement among target audiences, achieving strong performance against most campaign objectives. The campaign effectively raised awareness of Family Day Care as a career pathway and successfully directed audiences to dedicated campaign landing pages through a combination of paid social, search, and display advertising activity.

The objective to increase traffic to the dedicated landing pages was achieved, with campaign activity generating significantly more interest than previous campaign phases. Meta was particularly effective channel in driving users to learn more about Family Day Care opportunities, with audience insights revealing strong engagement from older audiences in metropolitan areas and women in regional locations. These findings provide valuable direction for future creative development and audience targeting.

The campaign also exceeded media and digital display benchmarks, demonstrating strong audience engagement and effective delivery across key channels. Audience targeting also successfully connected with family-focused and value-conscious consumers. Overall, the media strategy proved effective in reaching relevant audiences and encouraging them to explore Family Day Care as a potential career option.

While the objective to increase expressions of interest was not achieved, campaign results suggest that awareness and consideration were successfully generated among prospective audiences. Strong engagement with advertising, search activity, and landing page content indicates genuine interest in the opportunity. The gap between audience engagement and completed enquiries may reflect factors beyond paid campaign performance, including eligibility requirements, economic conditions, personal readiness to start a business, or barriers within the enquiry process itself.

Several key learnings emerged from the campaign. Future activity should continue to feature diverse age groups in creative assets, while ensuring greater representation of older audiences, who demonstrated particularly strong engagement. Opportunities also exist to improve the user experience through enhanced landing page content, simplified enquiry processes, and stronger calls to action.

Finally, consideration should be given to how success is measured. While enquiry forms remain an important indicator of intent, awareness campaigns may be more effective when supported by in-person information sessions, community events, and other engagement activities that help nurture prospective Family Day Care providers through the decision-making journey.