

SATC REPORT

# FRONTIER TOURING PARTNERSHIP EVALUATION





TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
CAMPAIGN RESULTS	4
BACKGROUND	5
SATC DESTINATION MARKETING AND THE ROLE OF PUBLIC RELATIONS	6
THE FRONTIER TOURING AND SATC PARTNERSHIP	9
Key Contract Deliverables	10
Commercial Structure	11
Media Engagement Plan	12
Artist Familiarisation	12
Social Media Influencers	16
Media Familiarisation	17
On-Air Promotional Activation	18
Operator Testimonials	19
EVALUATION	21

---

## EXECUTIVE SUMMARY

---

In January 2023, the South Australian Tourism Commission (SATC) partnered with The Frontier Touring Co Pty Ltd (Frontier) on an innovative activation anchored in live performance with Frontier artist, Sam Smith (Artist).

Frontier aligned the Artist's 2023 Australian tour announcement with the Artist's latest global album release. The Artist made both of these announcements from South Australia which provided SATC with a unique opportunity to profile the state both domestically and internationally, via a robust and far-reaching media and social campaign also engaging further global reach via the Artist's social media platforms.

In addition to the opportunity to showcase some of South Australia's best tourism experiences to the Artist, the competitive partnership included an intimate and exclusive performance by Sam Smith at an iconic tourism destination to help drive mutual benefit for both commercial parties due to the domestic and global publicity the performance would generate.

Specifically, for the SATC this provided an opportunity to drive awareness and talkability about South Australia, helping to challenge outdated – and often incorrect – perceptions of the state. The SATC wanted to shine a spotlight on innovative, outside the box thinking that reflects the state's progressive identity.

The performance took place on Wednesday 11 January 2023 at the iconic d'Arenberg Cube in McLaren Vale. This venue was selected due to its unique and distinctive features which would provide a 'place reference' for audiences around the world, in a similar way that the Harbour Bridge or Opera House is recognised as being in Sydney. The event was managed in full by Frontier as part of the partnership agreement entered into between SATC and Frontier.

Overall, the SATC partnership with Frontier resulted in publicity that generated an estimated Advertising Value Equivalent (AVE) of more than \$32 million directly. The social media coverage generated through influencer and celebrity engagement achieved a social media audience reach of more than 4.8 million people. Additionally, the SATC generated 18,000 new subscribers to their database and achieved more than 23,000 competition entries on southaustralia.com and @southaustralia.

A review of the activity identified opportunities for continual improvement in the design and delivery of out of the box activations.

This included a need for a greater level of transparency on the selection and use of social media influencers by the SATC, and highlighted the importance of broader consideration to elements of PR brand partnerships around exclusivity.

With this in mind, the SATC will commit to taking the following actions:

1. **Update SATC's social media influencer selection model.**
2. **Implement a social media monitoring platform to help support and provide definitive outcomes when working with influencers.**
3. **Implement a new contractual influencer agreement for all SATC influencer activity, both paid and unpaid.**

CAMPAIGN RESULTS

ONLINE COVERAGE\*

**\$32 million**

advertising  
value equivalent

NATIONAL RADIO  
PARTNERSHIP

**6.01 million**

total audience reach

INFLUENCER RESULTS

**11.7 million**

total following

**2.4 million**

total reach

SOUTHAUSTRALIA.COM /  
@SOUTHAUSTRALIA

**23,000**

competition  
entries

**1.3 million**

total reach

SAM SMITH INSTAGRAM

**14.7 million**

total following

**1.13 million**

total reach

TV COVERAGE

**8.3 million**

audience reach

\*NOTE: THE PARTNERSHIP IN ITS ENTIRETY IS ESTIMATED TO HAVE GENERATED AN AVE OF \$49 MILLION WHEN INCLUDING COVERAGE FROM THE ARTIST'S 'GLORIA TOUR ANNOUNCEMENT' THAT DID NOT EXPLICITLY MENTION SOUTH AUSTRALIA, HOWEVER DID UTILISE CONTENT FROM THE PARTNERSHIP AND OTHER RELATING ASSETS. THE AVE RESULTS LISTED ABOVE ARE IN DIRECT CORRELATION TO THE ARTIST AND SOUTH AUSTRALIA BEING MENTIONED.

---

## BACKGROUND

---

The purpose of the South Australian Tourism Commission (SATC) is to assist in securing economic and social benefits for the people of South Australia through the promotion of the state as a tourism destination, including the promotion of events and festivals and the development and improvement of the state's tourism industry.

Aligned with the South Australian Visitor Economy Sector Plan 2030, the SATC's Marketing team contributes to growing South Australia's visitor economy to \$12.8b by 2030 by driving demand for South Australian holidays. Public Relations (PR) is a key contributor to SATC's Marketing program by initiating activities and campaigns that help generate publicity and exposure for South Australia and its regions in addition to more traditional advertising.

The SATC's PR return-of-investment (ROI) is measured by considering the financial commitment made in any PR initiative and subsequently estimating the value this initiative helped create through the media coverage it generated across traditional, digital and social media channels. This is often referred to as "Earned Media". Earned value refers to media that you have not paid for as opposed to traditional advertising where you pay for advertising space.

The SATC's PR program consists of a variety of tactics and activities that contribute to generating this Earned Media, such as pitching stories to national media outlets, investing in broadcast and content sponsorships, providing PR support to key events and marketing campaigns, and an ongoing media journalist and influencer familiarisation program. It also

includes investing in strategically relevant brand partnerships and activations, with the SATC partnering with other brands to help reach and influence new audiences.

In January 2023, the SATC invested in a partnership with Frontier in support of the Artist's upcoming 2023 Australian tour and new album launch announcements. From a publicity and destination awareness standpoint, this partnership delivered many positive outcomes and strong quantifiable results. However, aspects of the partnership also underwent public scrutiny, with questions raised around the use of social media influencers in particular, as well as the costs to the state and its ROI.

The purpose of this evaluation report is to assess the effectiveness of the partnership, and outline the rationale around the partnership, its strategic objectives, how this opportunity came about and the benefits it delivered for the state.

Furthermore, this report seeks to reinforce the SATC's core objectives and the role of PR as part of this, provide clarity on the use of influencers in the new age of marketing, outline the results of the partnership and detail learnings for the future.

---

## SATC DESTINATION MARKETING AND THE ROLE OF PUBLIC RELATIONS

---

The strategic aim of the SATC Destination Marketing unit is to contribute to the growth of the South Australian Visitor Economy by driving demand for South Australian holidays.

Aligned with the *South Australian Visitor Economy Sector Plan 2030* and the *SATC FY22/23 Annual Operational Plan*, the SATC has in place a Marketing Plan for the 2022/23 Financial Year. This Marketing Plan informs the strategy and focus for the SATC's marketing program and will help enable the recovery of the South Australian Visitor Economy, with the aim to achieve \$12.8b in total visitor expenditure by 2030.

The SATC 2022-23 Marketing Plan outlines nine key strategic priorities of focus:

**1. DRIVE FUTURE GROWTH**

Invest in future growth by ensuring marketing campaigns deliver a distinct and consistent approach over an extended period of time.

**2. BE CONSUMER CENTRIC**

Gain a strong understanding and insight into consumer moods, mindsets, perceptions and attitudes towards South Australia.

**3. MAXIMISE THE DOMESTIC OPPORTUNITY**

Capitalise on the domestic market opportunity through high reaching and creative marketing campaigns that are on-brand.

**4. RESPOND TO MARKET NEEDS**

Maintain an agile and nimble approach in responding to evolving market needs.

**5. GROW STRONGER PARTNERSHIPS**

Be the STO partner of choice by ensuring the SATC is easy to work with and delivers strong commercial results for South Australian operators and its partners.

**6. BE A DIGITAL LEADER**

Continue to lead the way in STO digital marketing practices and drive growth of South Australia's owned digital channels.

**7. PROVIDE INDUSTRY STEWARDSHIP**

Help SA tourism operators market more effectively through educational programs and online training tools and resources.

**8. INCREASE SHARE OF VOICE**

Be the 'most talked about' Aussie destination by increasing South Australia's share of voice in earned media through PR programs and initiatives.

**9. CONVERT HIGH VALUE GLOBAL TRAVELLERS**

Attract high yield experience seekers by aligning SATC's global resources and efforts to target and convert high value segments in key global markets.

---

## SATC DESTINATION MARKETING AND THE ROLE OF PUBLIC RELATIONS (CONTD)

---

These strategic priorities subsequently inform the actions and measures for the Marketing team, including the Public Relations team. Informed by this marketing plan, the PR program has the following objectives:

- Contribute to the growth of the South Australian visitor economy to \$12.8b by 2030
- Overcome and challenge outdated perceptions of South Australia
- Drive brand awareness of the SATC's core brand pillars, including broadening reach and messaging around Sustainability, Wellness, Aboriginal Tourism and the LGBTQIA + community
- Position South Australia as a trendy, youthful, vibrant, safe, positive, boutique and contemporary destination
- Generate impactful PR results through cross promotional brand partnerships, activations, events, trade partnerships, famils and influencer programs.

The PR team measure results through:

- **Number of PR generated coverage/articles** – the total number of articles/stories the PR activity helped generate.
- **Potential Audience Reach (PAR)** – the total combined monthly reach or circulation of all media publications that generated articles and/or content resulting from a PR activity.
- **Advertising Value Equivalent (AVE)** – this is used in PR to measure the dollar value of media coverage of a PR campaign (i.e. Earned Media). It measures the size of the media coverage, the space it was placed and calculates the advertising equivalent rate if booking this space. Simply put, what one would expect to pay in advertising fees if one were to book the equivalent media space that the PR activity generated.
- **Media sentiment** – General positive sentiment towards the state through domestic and global media coverage.
- **Digital insights** – the influence of digital media publications and influencers' activity through digital audience insights (e.g. engagement and reach), website traffic and southaustralia.com site visits, using trackable UTM links (ie URLs to track where traffic comes from) and operator leads.

---

## SATC DESTINATION MARKETING AND THE ROLE OF PUBLIC RELATIONS (CONTD)

---

SATC PR activity helps generate greater awareness of South Australia and helps challenge often outdated perceptions about the state in the domestic and international markets. The most common activities it invests in includes, but are not limited to:

### **Always-on PR – media pitching and familiarisation**

- Pitching news angles including new products, stories, travel trends and campaign messaging
- Ongoing media and influencer familiarisation program. A familiarisation (famil for short) is a visit to allow media and/or people-of-influence to better understand a destination by experiencing it firsthand to help them either on-sell or promote the destination. In PR, these familiarisations often lead to media coverage in the form of published articles and stories, social media posts and published digital content.

### **Broadcast partnerships and sponsorships**

- Contribute to the production of relevant Intrastate, interstate and international TV programs (free-to-air and/or streaming services)
- Secure and contribute to the production of live broadcasts (e.g. weather crosses)

### **Responsive tactical PR initiatives**

- Relevant recent examples include Great State Voucher and Rise Up for our River (e.g. national promotion on The Today Show and Sunrise)

### **PR-led events and activations**

- PR Events or activations that target key media and influencers to help promote campaigns or messaging through earned media channels and which amplifies the paid media. (e.g. in 2021 the SATC's PR Team introduced the "Year of South Australian Wine" and associated events to support the South Australian wine industry, impacted by the pandemic).

### **Content partnerships**

- Partner with traditional and digital publishers to support and drive key campaign messaging through advertorial and editorial content.

### **Brand partnerships that reach 'new' audiences**

- Identify non-traditional brand partners to capture new and unique audiences that are less likely to be reached through traditional marketing activities (e.g. the Frontier partnership).
- Work with brands that have high brand recognition and national and international reach to drive SA messaging through third-party credibility (e.g. RM Williams).

### **Tactical airline and trade partnerships**

- Work with reputable airline and travel trade organisations for mutual commercial benefit.

### **Amplification of SA events**

- Support major South Australian events with PR pitching and famils.

As part of the SATC's overall marketing budget, the PR team is allocated an annual operating budget that funds all domestic and global PR activities and initiatives throughout the financial year. The SATC Domestic PR budget for 2022/23 is set at \$2.16m and covers all domestic related PR activities, including all famils and the Frontier partnership agreement.



---

## THE FRONTIER TOURING AND SATC PARTNERSHIP

---

Sam Smith (they/them) is a Multi-Platinum, GRAMMY®, BRIT, Golden Globe and Academy Award winning international artist/songwriter (Artist). They are known for their hit songs 'All Of Me' and 'Unholy' and are a world-renowned celebrated artist and cultural pop-icon.

In August 2022, the SATC was presented with a competitive opportunity to partner with Frontier (the Artist's Australian concert promoter) to support the announcement of the Artist's Australian 2023 tour, from South Australia, in January 2023. This involved a unique partnership opportunity to promote South Australian destination content and messaging and included an exclusive intimate promotional performance by the Artist for 300 guests at the iconic d'Arenberg Cube.

For Frontier, this exclusive performance would help bolster the launch of the Artist's upcoming 2023 Australian tour as well as their new album 'Gloria' release by Universal Music. Both the tour and the album release were promoted throughout the Artist's time in South Australia, providing further profiling for the state both locally and globally.

For the SATC, the partnership would help drive awareness and publicity for South Australia as a holiday destination through the resulting media and social media coverage of the performance. In addition, the familiarisation activity of the Artist, Frontier, as well as key domestic and global media invited to South Australia for the exclusive performance, provided additional opportunity to generate coverage and talkability.

The partnership announced the Artist's 2023 Australian tour in a unique and disruptive way that generated cut-through with media.

This PR disruption helped motivate key media and influencers to create additional content (domestic and international) for their platforms, over and above what they may have ordinarily created, which resulted in increased third-party credibility for the state.

The performance took place on Wednesday 11 January, 2023 at the iconic d'Arenberg Cube in McLaren Vale. This venue was selected due to its unique and distinctive features which would provide a 'place reference' for audiences around the world, in a similar way that the Harbour Bridge or Opera House is recognised as being in Sydney. The event was managed in full by Frontier as part of the commercial partnership agreement entered into by the SATC and Frontier.

With the main emphasis being on generating media attention and hype, the number of invites to the performance was intentionally limited. The final guest list included 114 radio competition winners, 10 interstate influencers, 67 local media and influencers, and 11 government, industry and other stakeholders. There was also 21 SATC representatives, who either worked in their roles or volunteered to help deliver the event. An additional 42 media were invited via Frontier and Universal Music. The remaining attendees were either working event staff or guests invited by d'Arenberg.

## THE FRONTIER TOURING AND SATC PARTNERSHIP (CONTD)

The following objectives and KPI's were set for the Frontier partnership:

## Objectives

- **Create advocacy for South Australia with globally recognised artist Sam Smith**
- **Drive significant earned media coverage of South Australia amongst a younger, global audience**
- **Develop an exclusive and disruptive performance in an iconic South Australian location that showcases destination in an unexpected way**
- **Deliver mass social media coverage and talkability about South Australia**

KPI's	DELIVERED
Achieve a minimum 7 million potential audience reach from PR generated media coverage across the campaign ( <i>*see page 4</i> )	Y
Achieve minimum 1 million potential audience reach via social media channels related to the partnership (earned and owned) ( <i>*see page 4</i> )	Y
Provide to SATC a mutually agreed number of tickets to give away via the social media channels owned by the SATC to drive engagement on @southaustralia	Y
Media interviews with publications to be mutually agreed by Frontier and SATC	Y
Provide a Q&A document on South Australian experiences for media pitching post-performance to drive tourism awareness in South Australia	Y
Sam Smith to deliver the following content ( <i>*see pages 13-15</i> ):	
a. Three social media posts on the Artist's social media channels using #seesouthaustralia and @southaustralia in all content; and	Y
b. A pre-recorded piece to camera to pre-promote Sam's arrival in SA for @southaustralia	
One (1) photo opportunity from Coriole Winery, McLaren Vale	Y
Attend a familiarisation from Monday 9 January 2023 through to and including Wednesday 11 January 2023 in South Australia	Y
A one (1) hour Artist performance at d'Arenberg Cube	Y
Suite of 10 approved images of the Artist from the Performance	Y
A minimum of three approved video content pieces from the Performance	Y
Suite of minimum of 20 approved images and video footage of the Artist during the Artist Familiarisation	Y
An approved promotional image of the Artist to be used on SATC owned channels	Y
Frontier to manage and negotiate national radio partnerships to promote South Australia and give away tickets to the Artist's performance in South Australia	Y
Frontier to manage the production of the Performance	Y

---

## THE FRONTIER TOURING AND SATC PARTNERSHIP (CONTD)

---

There were four key partners involved in the delivery of this brand partnership:

### White Noise Agency (WNA)

- WNA was engaged by Frontier to explore a potential opportunity that would align with the Artist coming into Australia to announce their 2023 Australian tour. WNA brought SATC to the forefront as that partner, and remained an integral part of the partnership between Frontier and SATC to help manage and drive the identified KPI's.

### Frontier Touring

- Frontier is the touring partner for Sam Smith in Australia. They represented the Artist's commercial interests and ensured adequate opportunity within the partnership to promote South Australia.
- Frontier produced the concert at d'Arenberg Cube, which per the agreement, covered costs such as the production of the performance (stage build, AV equipment, lighting, security).
- The agreement also covered the Artist's fee for performance and social media deliverables, as well as the Artist and Artist's tour party travel costs.
- Delivery of a national media interview schedule in South Australia for the Artist's tour announcement.
- Delivery of three national radio partnerships.

### d'Arenberg

- d'Arenberg provided the venue and alcoholic beverages as part of a contra deal (i.e. at no charge to the other partners).

### South Australian Tourism Commission (SATC)

- SATC was the destination partner for Frontier.
- SATC entered into an agreement with Frontier for the exclusive opportunity to bring the Artist to South Australia. This agreement remains commercial-in-confidence to protect Frontier and the Artist's privacy and their commercial interests.
- SATC organised and paid for all familiarisation activity (Artist, Frontier, key media and influencers) as part of the in-kind deliverables included in the partnership agreement.
- SATC covered the costs for styling the venue (media wall for branding) and light refreshments, including non-alcoholic beverages (tea and coffee) at the performance.

In addition to the above four parties, a multitude of South Australian tourism operators were involved by providing services or experiences to the SATC for hosting and familiarisation activities. The rates charged by these operators were at their discretion but were mostly at reduced rates or free-of-charge. As stated, these costs were paid for by the SATC and formed part of the in-kind deliverables in the SATC and Frontier partnership.

## THE FRONTIER TOURING AND SATC PARTNERSHIP (CONTD)

---

### Media engagement plan

A detailed communications strategy was developed in conjunction with Frontier to maximise the partnership and the benefits it would deliver.

The Artist tour announcement and media engagement took place across two days and was developed in conjunction with Frontier to maximise the partnership outcomes and exposure for South Australia. As part of the partnership agreement, interstate and international media were flown in for the announcement, with a series of media interviews arranged for the Artist while in Adelaide to promote their 2023 Australian tour. This resulted in wide-reaching exposure of the state as the Artist was able to speak organically about their experience in South Australia.

Frontier also managed key national radio partnerships to give away tickets to attend the Artist's exclusive South Australian performance. The exclusive nature of the performance was used to drive further interest for South Australia and helped amplify South Australia's messaging through free on-air radio promotion.

### Artist familiarisation

The Artist participated in three tourism experiences in South Australia which were captured for further media pitching and use on their own social media accounts, as well as the SATC's social media channels. Key operators involved included EOS by Skycity, Gemtree Wines, Kool Tours, Star of Greece, d'Arenberg Cube, Henley Beach, and Cleland Wildlife Park.

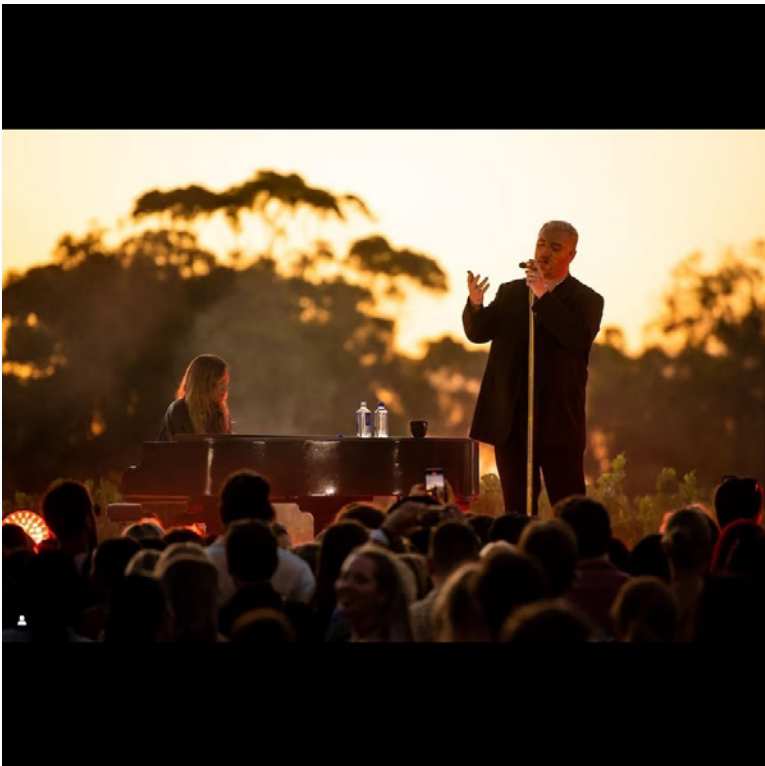
During media interviews, the Artist was able to offer their opinion on the state as a result of their fam experience. Media were briefed to ask the Artist contextual questions on why South Australia had been chosen for the announcement location and what holiday experiences the Artist enjoyed during their time in the state.

*"I honestly didn't know Adelaide is so beautiful. It's like Italy. I never knew this existed beyond the city. It's incredibly beautiful and I can't wait to come back ... and get sunburnt and eat the beautiful food."*

- Sam Smith

Historically, Adelaide is often overlooked in the touring routes of international artists, so showcasing what the state has to offer and how it has evolved builds advocacy and trust that South Australia has the capacity and willingness to host big international artists. This has the potential to benefit the state's visitor economy in the long-term due to an increased likeliness of South Australia being considered for international tours, resulting in more events and greater exposure.


THE FRONTIER TOURING AND SATC PARTNERSHIP (CONTD)





THE FRONTIER TOURING AND SATC PARTNERSHIP (CONTD)






samsmith

Follow


Original audio



samsmith

Gorgeous day ♥  
Can't wait to see you again later this year Australia  
@southaustralia #GLORIAthetour #southaustralia

12w




brett.culbert

I'm going to use that same bag as my gym bag!  
Thanks for the idea! 🙌🙌

4d

Reply




damaris\_sparkly

Gorgeous Sam 🥰 lovely & kind heart ♥ so  
loved x

12w

4 likes

Reply



verrydream


Sam Smith es altoooo

12w

1 like

Reply

See translation



sam\_smith\_stole\_my\_heart


You are the love of my life, my  
♥ Samuel ♥

12w

1 like

Reply

View replies (1)




sam\_smith\_stole\_my\_heart

You are everything that I need for  
to be happy in my life, my angel, my favorite singer. I only have  
you in my life and in my heart

12w

Reply




mihara\_gu

Love u ♥

12w

1 like

Reply



justkashay

dancing with a strangerrr 🤪🤪

12w

Reply

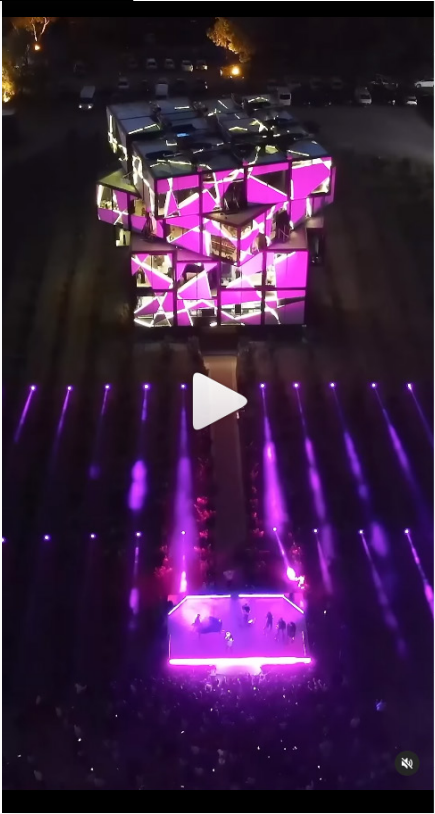
♥ 🔍 🗑


Liked by meganhale1 and others

JANUARY 20

Add a comment...

Post






samsmith

Follow


Original audio



samsmith

Australia, your response to my GLORIA - the tour  
announcement has been so incredible, thank you. I can't wait to  
see you in Oct and Nov ♥ @darenbergwine @southaustralia  
#seesouthaustralia

12w




couturelovemadness\_

Best night ♥

12w

Reply




brookebickmore

THIS!

12w

Reply




abyeomans

THE BEST FEW DAYS IN SA!!!!  
See you in October 🗓🗓🗓🗓🗓  
@samsmith @southaustralia @whitenoise.agency  
@frontiertouring

12w

Reply



dreas\_life


Confused are symbolizing God when you say Unholy  
or the upside down cross which goes hand in hand with unholy  
hmmmm, let me guess "it's just a coincidence"

12w

7 likes

Reply

View replies (1)



flemming\_chantel


What about Perth!?!?!?

12w

17 likes

Reply

View replies (1)



mbsez

And Perth still hasn't been added ♥ C'mon Sam 🙏

12w

6 likes

Reply

♥ 🔍 🗑

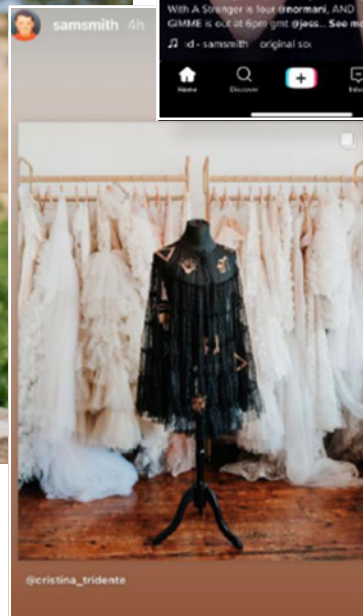
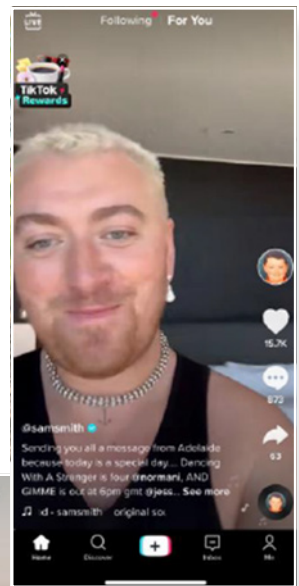
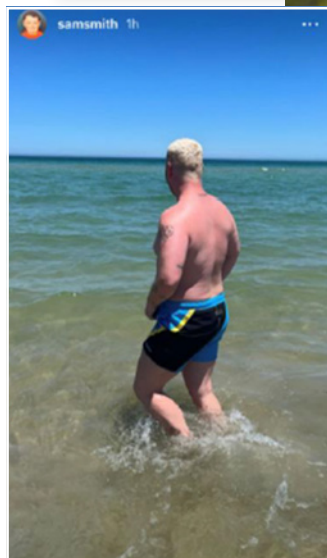
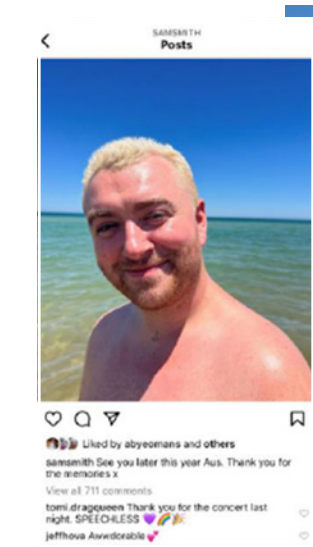
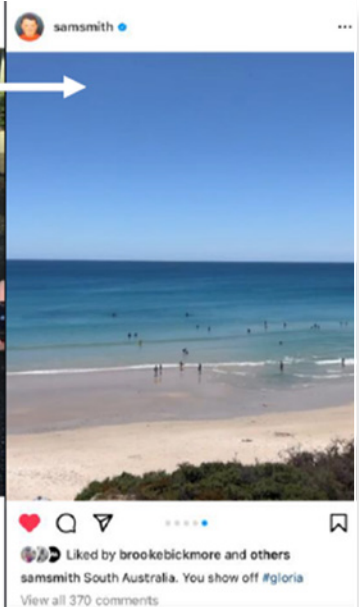
Liked by meganhale1 and others

JANUARY 18

Add a comment...

Post

THE FRONTIER TOURING AND SATC PARTNERSHIP (CONTD)





## THE FRONTIER TOURING AND SATC PARTNERSHIP (CONTD)

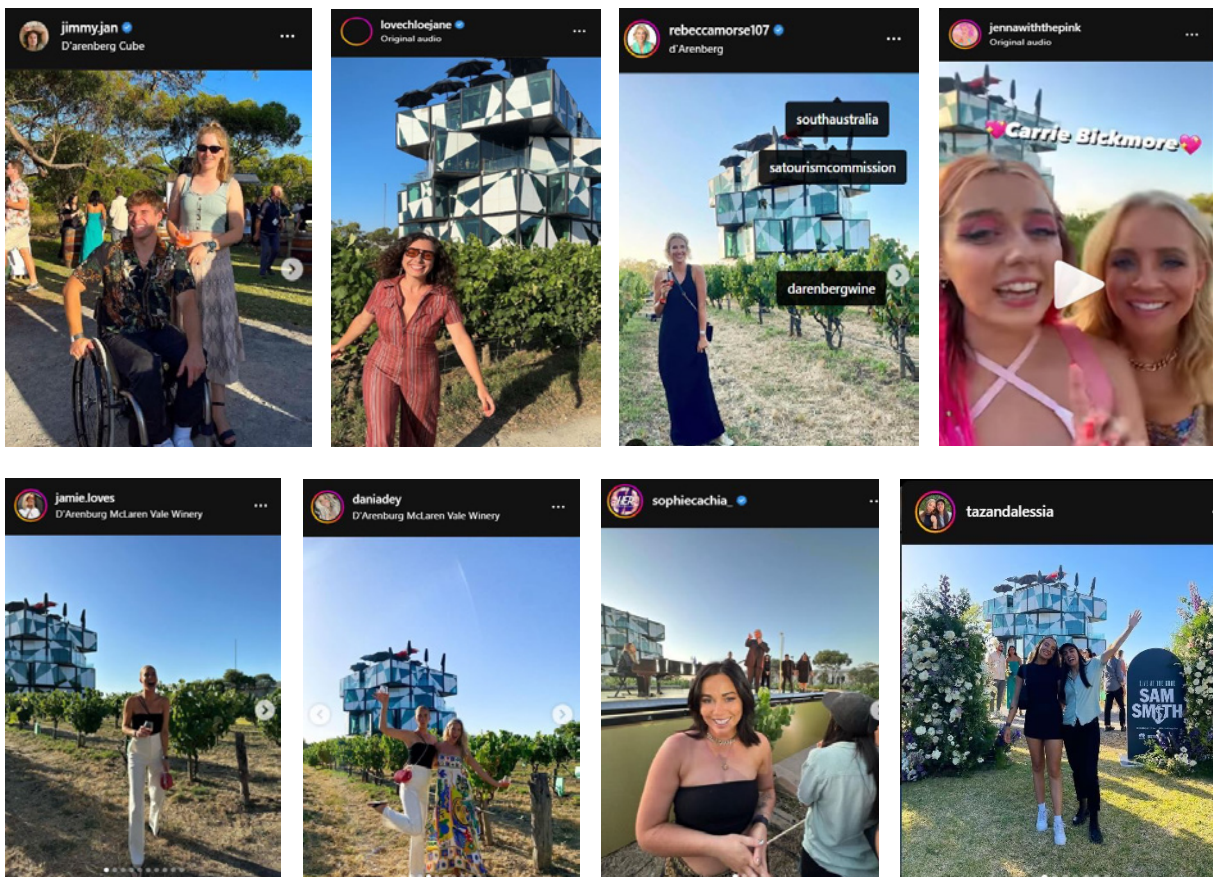
### Social media influencers

In support of the partnership and as part of the SATC's always-on familiarisation program, 10 interstate social media influencers were invited to attend the Artist's performance and promote their time in SA to their followers. The selected influencers were primarily content creators on the TikTok platform which has been identified as a growing medium to build the SATC's video-forward digital marketing strategy. The interstate creators represented diverse backgrounds and interests and collectively had a combined following of 6.5 million. The SATC also invited local, South Australian influencers that had a combined following of more than 5.2 million across their social media channels. The local influencers invited had previously worked with the SATC to achieve positive publicity outcomes.

On occasion, a fee is required to work with specific influencers, in particular those who

have large or exclusive audiences and deliver high engagement. This fee covers their time and guarantees certain deliverables and visibility for South Australia. The exclusive and rare opportunity of the Artist's performance allowed the SATC to invite these high reach and high engaging influencers without offering a direct fee. This also helped ensure content was more authentic and organic, thereby driving higher follower engagement and stronger advocacy outcomes for South Australia.

Whilst the SATC engage social media influencers based on a multitude of factors, including but not limited to relevance to the campaign, reach, engagement diversity and association to South Australia, the SATC has identified that there needs to be a clearer strategy when engaging influencers and outlining deliverables and expectations, in particular when no fee is being offered.



## THE FRONTIER TOURING AND SATC PARTNERSHIP (CONTD)

### Media familiarisation

In support of and as part of the partnership and as well as the SATC's always-on familiarisation program, key media representatives were flown to South Australia to experience the state, with an opportunity to interview the Artist and build a positive representation of the state's tourism offerings. They were briefed to ask the Artist questions about their experience in South Australia. This helped SATC direct the narrative of the editorial and use Sam's positive experience to challenge outdated perceptions of South Australia. The partnership allowed South Australia to play host to some of the most notable media publications nationally and internationally.

Key media that attended included:

- Channel 9 TODAY Show
- Channel 7 Sunrise
- Channel 10 The Project
- NOVA
- HIT Network
- ARN
- ABC
- Rolling Stone magazine
- Billboard magazine
- New Zealand Herald
- News Corp
- Refinery29
- Local news – Channel 7, Channel 9, Channel 10

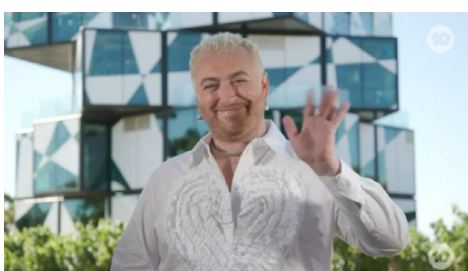
TODAY SHOW LIVE CROSSES  
(ENTERTAINMENT REPORTS ACROSS 11/1)



TODAY SHOW INTERVIEW



THE PROJECT LIVE CROSS



ABC INTERVIEW (BROADCAST & DIGITAL)



SUNRISE LIVE CROSS



SUNRISE INTERVIEW



## THE FRONTIER TOURING AND SATC PARTNERSHIP (CONTD)

---

### Promotional activation

#### *On-air promotional activation*

The Artist's performance was part of a broader SATC strategy to engage with media and consumers.

A key part of the partnership included a national radio competition across several radio networks, including NOVA, HIT and ARN. These national radio campaigns were formed with the intention to drive high awareness of the Artist's performance and its location, being South Australia. The national promotional activity included a ticket giveaway to the exclusive performance. The very nature of a competition

giveaway is that prizes are limited, therefore emphasising its exclusivity and increasing the likelihood of organic 'talkability' and a desire to enter.

This acted to enhance the state's reputation as a vibrant and attractive destination and increase the desirability and consideration of travelling to South Australia.

The advertising value of the broadcast exposure received on these radio networks alone is estimated at \$400,000 and a total reach of 6.01 million.





---

## OPERATOR TESTIMONIALS

---

*"We operate an authentic Aboriginal experience known as Kool Tours. In 2022 we were awarded the Gold Medal for Aboriginal and Torres Strait Islander Tourism in South Australia. Sam Smith requesting an Aboriginal experience on their visit to promote South Australia as a tourism destination was the highlight of the qualifying period.*

*An Aboriginal experience is one the world requests when international visitors visit our Country and especially our state.*

*The interest that the Sam Smith visit created for Kool Tours was enormous with our social media going up 400%. That equates to tens of thousands of people looking at Kool Tours and South Australia into the future.*

*We are very active sharing our tourism experiences on Facebook, LinkedIn, and Instagram so an increase of such proportion demonstrated to us as Kool Tours and more so to Aboriginal people that there is great interest in Aboriginal culture in South Australia.*

*Even when we share some 3 months later that an international presence was focussed on South Australian through a private experience, Kool Tours has generated many requests to do similar from corporates and other groups.*

*Was this successful? You betcha.*

*Kool Tours thanks the South Australian Government, our South Australian Tourism Commission and all those who made this happen especially the hard-working staff of SATC who are passionate about making South Australia the tourism destination of the world."*

### **KOOL TOURS**

**Mark Koolmatrie (Founder)**

---

*"In January d'Arenberg were proud to support the partnership between SATC and Frontier Touring to host the Sam Smith concert. From our perspective the event was incredibly successful in showcasing South Australia and the d'Arenberg Cube on the world stage as an iconic destination.*

*Working with Frontier Touring we were able to learn and explore how to effectively utilise our venue to accommodate concert events. The solutions they offered have enabled us to think outside the box moving forward and given us a clear pathway to develop our venue to accommodate larger events in the future and the ability to bring higher numbers into the region. The learnings and ongoing relationships we have built throughout the process will help facilitate the mutual desire to partner to this effect in the future.*

*We were also able to utilise the event to launch a new TikTok account and grow our existing accounts significantly which will a benefit future promotion for the business and region."*

### **D'ARENBERG**

**Christian Burvill-Holmes (Brand Manager)**

---

## OPERATOR TESTIMONIALS

---

*"I would like to thank you for the opportunity to host Sam Smith and their team at the Star of Greece earlier this year.*

*Sam was delightful to our staff and other guests with whom Sam interacted.*

*We received wonderful feedback through our social media channels on Sam's visit. There is no doubt that having celebrities dining at the Star of Greece provides a significant incentive for people to come and dine with us too.*

*We love hosting international artists in our region and Sam was a wonderful guest.*

*Thank you again for the opportunity, well done on creating such international news for our state."*

**STAR OF GREECE**  
Nikki Govan (Owner)

---

*"The Sam Smith event provided us with a stellar opportunity to showcase our world class, five star hotel, Eos by SkyCity, to international and national media.*

*Feedback from guests such as Edwina Bartholomew from Channel 7's Sunrise, Carrie Bickmore from Channel 10's The Project and Rolling Stone magazine was that until the event, they weren't aware Adelaide offered accommodation of this standard.*

*The event also opened the door for South Australia to build on relationships with the likes of Frontier Touring, who said that accommodation standards such as Eos', with the broader food and beverage offering such as Sol Rooftop, would greatly improve the appetite of performers to include Adelaide in their tours."*

**EOS BY SKYCITY**  
Jodi Brown (General Manager)

---

## EVALUATION

---

The SATC's partnership with Frontier was successful in achieving its objectives and exceeded its KPI measures, most notably in helping drive significant awareness and publicity for South Australia on a global scale.

The opportunity to partner with Frontier and as a result, the multi-Grammy award-winning Artist, enabled South Australia to not only secure global media coverage, but also take precedence over other states which often get these kinds of opportunities offered to them first. It provided South Australia the opportunity to utilise the credibility and profile of the Artist to generate interest in the state, help shift perceptions, and position South Australia as a 'must-do' travel destination to millions of people.

The success of this partnership further cements South Australia as the 'Festival State' with the potential to create opportunities for other internationally recognised brands or artists to partner with – or invest in – South Australia. Additionally, having artists, promoters and influential media experience South Australia's evolved product offering firsthand helps challenge any outdated and potentially incorrect perceptions these key opinion leaders might hold. This helps change the narrative they share with their audiences.

The partnership also introduced a new relationship between Frontier and South Australia, identifying a valuable opportunity for collaboration on potential future endeavours in music and entertainment, to drive connection with South Australia providing long-term

benefits to the state. In addition, and as a direct result of the partnership, the Artist will commence their 2023 Australian tour in Adelaide in October. With many international tours currently by-passing Adelaide and South Australia, this was an immediate and tangible result to help drive future visitation for South Australia.

While the evaluation found there is a need for a greater level of transparency on the selection and use of social media influencers, and highlighted the importance of broader consideration to elements of PR brand partnerships around exclusivity; overall, the opportunities to engage in similar strategic promotional activities should continue to be pursued.

### **Review outcomes**

1. Update SATC's social media influencer selection model.
2. Implement a social media monitoring platform to help support and provide definitive outcomes when working with influencers.
3. Implement a new contractual influencer agreement for all SATC influencer activity, both paid and unpaid.

