



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

QTON No. 20

STANDING COMMITTEE ON PLANNING, TRANSPORT, AND CITY SERVICES
JO CLAY MLA (CHAIR), SUZANNE ORR MLA (DEPUTY CHAIR), MARK PARTON MLA

Inquiry into referred 2019–20 Annual and Financial Reports and Budget Estimates 2020-21
ANSWER TO QUESTION TAKEN ON NOTICE
4 March 2021

Asked by MR PARTON:

In relation to: Heart and Soul campaign

MR PARTON: Thanks, Chair. Has the City Renewal Authority done any work to obtain feedback from the community, from levy payers, about the heart and soul campaign?

Mr Snow: Yes, look, thank you for that question, Mr Parton. The answer is yes. We are still going through that work. It is really important that the marketing dimension of our renewal is something that we have been focusing on, particularly over the last 12 months.

It has to be marketing for effect and it has to be marketing that actually changes perceptions, of course, of our precinct as a place particularly for investment attraction, but also something that, as the Chief Minister said a moment ago, drives more people to our precinct not only to shop, but also to experience everything else that it has to offer.

The heart and soul campaign grew out of directly the post-COVID recovery effort and it was our attempt, and we think, anecdotally but yet to be confirmed through the further survey work that we will be doing, that the campaign has achieved its target. The Canberra Centre is reporting back to us customer numbers as high as they were, in fact at some weekends higher than pre-COVID times.

So look, it would indicate that that particular campaign has achieved its aim, which is to drive footfall back to the city centre, but more particularly, to support small businesses who were doing it tough through that period.

MR PARTON: What were the costs of the videos that were produced as a part of that campaign, can I ask, Mr Snow?

Mr Snow: I do not have the information in front me, but I would be very pleased to provide it to you separately.

MR PARTON: All right. And additionally, I would love to know where those videos were advertised and what was their reach?

Mr Snow: Yes.

MR PARTON: And, I mean, again, you may have to take this on notice too, but how much was spent on the social media influencer program?



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

QTON No. 20

STANDING COMMITTEE ON PLANNING, TRANSPORT, AND CITY SERVICES
JO CLAY MLA (CHAIR), SUZANNE ORR MLA (DEPUTY CHAIR), MARK PARTON MLA

Mr Snow: Yes, I will take all of those questions on notice, if I may, and provide you with the detailed figures.

CHIEF MINISTER: The answer to the Member's question is as follows:–

The Authority has delivered two bursts of the Heart + Soul campaign with the aim of encouraging more people to visit the city centre.

Burst 1 – Heart + Soul: re-discover your city (August – October 2020)

The Authority spent \$60,000 to develop content (videos, photos, booklets), complete print production and deliver out of home advertising and digital advertising.

Campaign reach results:

Website analytics – 5,739 page views with average time on page of 2.14 minutes.

Facebook blogs – 68, 896 reach and 241,979 impressions

Facebook video - 33,115 ThruPlays (15+ second views), 54,320 reach, 154,991 impressions, 1,147 link clicks Google display – 2,198,877 impressions, clicks 4,079, 0.19% click through rate (CTR) against the 0.09% benchmark.

YouTube – 118,979 impressions, 77,529 total views.

Media and Public Relations coverage in HerCanberra, AdNews, News Pocket, Mumbrella (National)

Positive sentiment received anecdotally from city businesses.

Burst 2 – Heart + Soul: celebrate a city Christmas (November – December 2020)

The Authority spent \$22,000 to develop the campaign content (video, digital, print). A further \$15,000 was spent on media buy across digital channels.

Campaign research results:

A mix of image and link ads were placed across The Facebook Network achieving an overall reach of 120,000, producing over 4,000 ad clicks.

The social activity exceeded its benchmark for click-through rate (CTR), delivering a 0.24% CTR against the 0.09% benchmark. The editorial activity achieved over 5,400 unique views, with display activity delivering over 200 clicks

at a CTR of 0.13% versus 0.05% benchmark.

The sponsored article was successful in driving over 800 clicks to site at an impressive CTR of 1.02%. Media and public relations coverage in HerCanberra, Canberra Weekly and Canberra Times.

No funds were spent on a social media influencer program.

It is not possible to separate video costs from the total amounts.

Approved for circulation to the Standing Committee on Planning, Transport, and City Services

Signature: 

Date: 12.3.21

By the Chief Minister, Andrew Barr MLA