



LEGISLATIVE ASSEMBLY
FOR THE AUSTRALIAN CAPITAL TERRITORY

QTON No. 26

STANDING COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM
JEREMY HANSON MLA (CHAIR), DEEPAK-RAJ GUPTA MLA, MICHAEL PETTERSSON MLA

Inquiry into referred 2018–19 Annual and Financial Reports
ANSWER TO QUESTION TAKEN ON NOTICE
7 November 2019

Asked by Mr Mark Parton:

In relation to: Building and Construction social media videos

THE CHAIR: What we might do given the timing and this does sound like a bit of a success story, which is good, if you could table perhaps some of those on those, just provide some of those—particularly as Mr Parton, people normally tune out of his videos much sooner than that, so he will be—

MR PARTON: Mick watches all the way through. Do not worry.

Ms Wilden: What we can do for you is provide a table of once we get the latest report from this week because then that—given that we are almost at the end of this week and also provide some information in terms of what the various terminology means, like, what is a click through, what is an impression, what is a view? Because even I get very confused sometimes and where we have got information to provide you about how that performs against industry standards.

MINISTER RAMSAY: The answer to the Member's question is as follows:—

The Better Building Quality information campaign (23 September to 20 December 2019) is designed to promote the Build, Buy or Renovate website and improvements the ACT Government is making to building quality through its building reforms.

As part of the campaign, 10 videos have been created to highlight consumer building issues and give people a taste of the information available on the Build, Buy or Renovate website. These videos have been promoted across Facebook and YouTube and are complemented with digital ads promoted across Facebook and Google search.

This advertising is supported through other communication methods, including posters and postcards delivered to hardware stores and land sales offices; bus, library and Access Canberra screens; industry partners such as MBA and HIA and real estate agencies.

Please note: The Tilt Agency provided a tracking report on 1 November 2019 that reported 48 000 completed video views across YouTube and Facebook. This figure was stated in Annual Report hearings on 7 November 2019. Tilt have since advised a miss-reporting of the completed video views with the actual statistics reflected in the table below.



LEGISLATIVE ASSEMBLY

FOR THE AUSTRALIAN CAPITAL TERRITORY

QTON No. 26

STANDING COMMITTEE ON ECONOMIC DEVELOPMENT AND TOURISM
JEREMY HANSON MLA (CHAIR), DEEPAK-RAJ GUPTA MLA, MICHAEL PETERSSON MLA

	Social media	YouTube	Search	Total
Completed video views	8,243	34,480	NA	42,723
Video views	173,647	61,600	NA	235,247
Website clicks	6,246	711	1,189	8,146
Impressions	1,123,343	487,011	14,421	1,624,775
Reach	165,791	NA	NA	165,791
Cost per click	\$2.19	NA	\$3.00	\$2.59 (average) – industry average is \$3.00 per click.

- Statistics date range – 23 September to 8 November 2019

Highlights

- The videos are receiving a high view-to-completion rate, especially given their length (avg. 40sec). This demonstrates the benefit of creating engaging digital content.
- To date the most popular video is “Buying an apartment”.

Definitions

Completed video views – clicked on the video and watched to completion.

Video views – clicked on the video and watched anywhere between 3 seconds and completion.

Website clicks – clicked the link to visit the Build, Buy or Renovate website.

Impressions – the number of times a video or digital ad came up on a person’s social media feed or search engine results.

Reach – the number of people to see a video/digital ad on social media or search engine results.

Cost per click – the amount of money that was spent for a click through to the website.

Approved for circulation to the Standing Committee on Economic Development and Tourism

Signature:

Date: 21/11/19

By the Minister for Building and Quality Improvement, Gordon Ramsay