

16/8
T/P

C692

LEGISLATIVE COUNCIL
Question Without Notice

Tuesday 9 August 2022

Hon Martin Aldridge MLC to the Leader of the House representing the Minister for Health

My question without notice of which some notice has been given is to the Leader of the House representing the Minister for Health

I refer to Question on Notice 409 asked on 16 December 2021, relating to the Belong recruitment campaign, to which the Minister stated, and I quote: An evaluation of the WA Health Belong recruitment campaign is planned for the first half of 2022, and I ask:

1. Has a review of the Belong recruitment campaign been completed?
2. If yes to (1), please table the review?
3. If no to (1), what is the expected completion date for this review?
4. Please provide a breakdown of funding for the Belong campaign and how it has been disbursed, including to which jurisdictions and/or markets.

Answer

1. Yes, a mid-campaign evaluation report has been completed for the first stage of the Belong Campaign covering October 2021–June 2022.
2. I table the mid-campaign report.
3. N/A.
4. Provision of additional Budget information sought by the Member would divert WA Health staff away from their normal duties and is not possible at this time. However, a budget breakdown by media placement, creative production and post campaign research is provided below.

	Total campaign budget allocation	Actual spend to date 2021–22
Media placement	\$1,500,000	\$781,095
Creative production	\$300,000	\$347,736
Research	\$50,000	\$0
Totals	\$1,850,000	\$1,128,831

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Initiative



Government of **Western Australia**
Department of **Health**

DEPARTMENT OF HEALTH – HEALTH WORKFORCE RECRUITMENT
POST CAMPAIGN REPORT

OCTOBER 2021 – JUNE 2022

AGENDA

1

CAMPAIGN OVERVIEW

Key Objectives, Roles of Channels and Investment Summary

2

CHANNEL DEEP DIVE

Channel investment and deliveries

3

CAMPAIGN VALUE SUMMARY

Investment and value summary



CAMPAIGN OVERVIEW



THE TASK

To recruit additional skilled and experienced health professionals over the next 5 years as part of the WA health workforce expansion

TARGET AUDIENCE

Qualified and experienced health professionals in WA (60%),
Interstate (40%)



KPIS

Reach
Website page visitors and views
Increased job applications



BUDGET AND TIMINGS

\$1.15M inc fees
End of Sep 2021 – Apr 2024
(Media plan covering October 2021 - June 2022)

HEALTH WORKFORCE RECRUITMENT MEDIA PLAN

	Channel	Role	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Metric	Budget
Screens/Digital	TV	Communicate via video, display and audio the benefits of working for the health care industry.										REACH	\$319,593
	BVOD											REACH, CR	\$469,950
	ONLINE VIDEO											REACH, CR	
	YOUTUBE											REACH, VTR	
	DISPLAY											REACH	
	AUDIO											REACH	
	OOH												REACH
Traditional	PRESS	To deliver the message to a broad audience across both the state & country.										REACH	\$35,310.84
	RADIO	Serve contextual messaging when audio engagement is highest.										REACH	\$46,305.00
Social	SOCIAL	Drive engagement and clicks through to the website with more messaging.										CLICKS & ENGAGEMENT	\$62,250.00
	SEM											CLICKS	
TOTAL (Excl fees & GST)													\$933,414

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CHANNEL DEEP DIVE



TRADITIONAL MEDIA

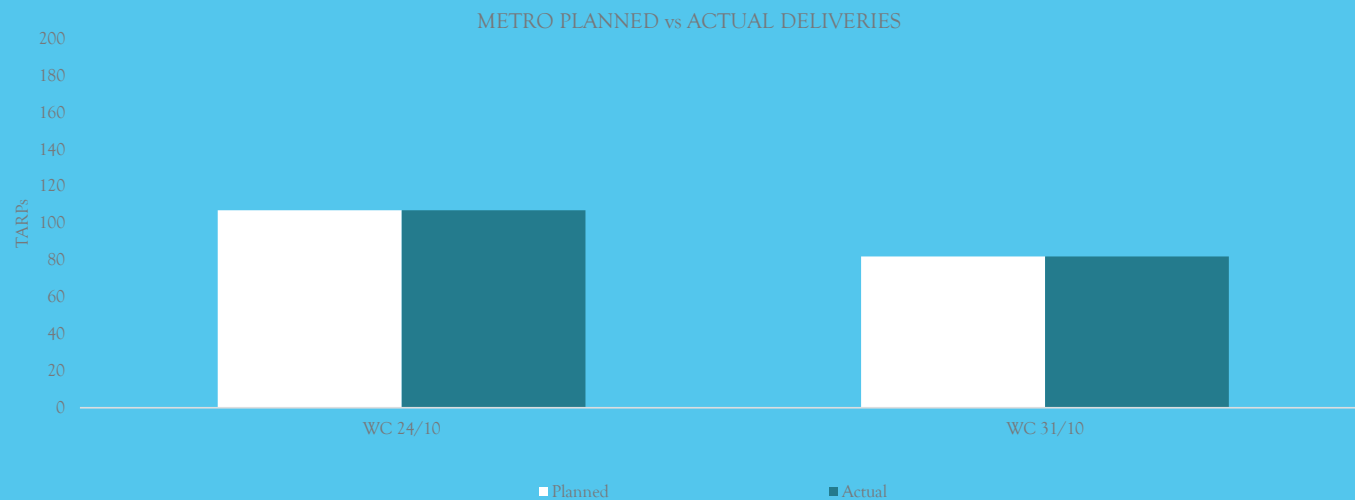


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METRO PLANNED VS ACTUAL DELIVERIES

- Across Metro TV the campaign achieved a 1+ reach of 14.76% and 3+ reach of 35% at an average frequency of 5.75
- Looking at each market by week Melbourne, Brisbane and Perth delivered the highest +1% and +3% reach but considering the investment and audience size, Sydney delivered considerable reach within their market.



	RESULTS BY WC	PLANNED TARPS	ACTUAL TARPS	CUME REACH	1+ REACH	3+ REACH	AVE FREQ
WC 24/10	SYD	19	19	214	9%	2%	1.92
	MEL	22	22	269	12%	4%	2.3
	BRI	35	35	187	13%	4%	2.64
	ADE	21	21	54	9%	3%	2.03
	PER	10	10	115	13%	2%	1.71
WC 31/10	SYD	17	17	296	13%	5%	2.53
	MEL	21	21	363	16%	6%	2.92
	BRI	16	16	222	15%	7%	3.34
	ADE	7	7	60	11%	4%	2.45
	PER	21	21	179	19%	6%	2.18
	GRAND TOTAL	189	189	1,117	14.76	5.75	2.77



NINE – NATIONAL WEATHER MAJOR PARTNERSHIP

- The Nine News Major Weather Partnership was an impactful opportunity that included an integrated TVC that aired within the bulletin leading into the Weather forecast, providing maximum cut through and the ability to leverage the Nine News IP & Talent.
- To launch DOH's Health Workforce Recruitment campaign with strength and impact a 2x week sponsorship in the Monday – Friday 6PM bulletin running in Perth, Brisbane, Sydney and Melbourne was deployed.
- 10x30s integrated placements in countdown frame across 9news 6pm bulletin in WC 24/10 and WC 31/10.

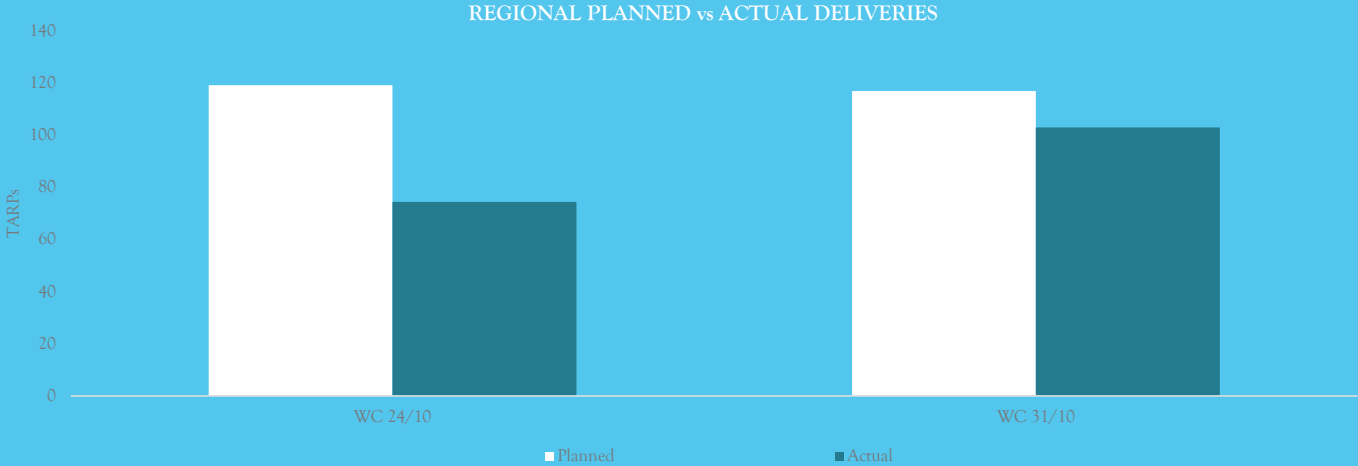
National Weather Partnership WC 24/10 & WC 31/10				
RESULTS BY MARKET	PLANNED TARPS	ACTUAL TARPS	BONUS TARPS	BONUS VALUE
SYD	36	30.9	3	\$144,305
MEL	43.4	37.6	7.4	\$141,555
BRI	36.2	32.1	23.2	\$167,735
PER	20.6	20.9	6.4	\$56,420
Total	136.2	121.5	40	\$510,015

Sources: Network Nine



REGIONAL PLANNED VS ACTUAL DELIVERIES

- Golden West achieved the highest +1% and +3% reach across all markets having in consideration it had the highest percentage of investment and booked TARPs.
- Unfortunately South Australia is a diary market and therefore there is no ratings data available. The last time a survey was done was in 2011.
- Overall the regional buy undelivered 19% TARPs than bought (excluding SA).



	RESULTS BY WC	PLANNED TARPS	ACTUAL TARPS	CUME REACH	1+ REACH	3+ REACH	AVE FREQ
WC 24/10	Golden West	79	64.8	57	25.56	8.89	2.55
	Northern NSW	3.8	3.2	27	3.34	0.00	1.06
	Southern NSW	10.1	2.5	12	2.15	0.00	1.15
	Victoria	5.2	3.9	16	3.88	0.00	1.00
	South Australia	21	Data Not Available				
WC 31/10	Golden West	65.9	59.4	52	23.52	7.38	2.52
	Northern NSW	3.4	2.8	12	1.48	0.19	1.95
	Southern NSW	4.1	0.4	2	0.36	0.00	1.00
	Victoria	20	19.8	45	10.58	1.79	1.95
	Queensland	2.5	0.9	6	0.79	0.00	1.10
	South Australia	21	Data Not Available				
		236	158	178	6.50	1.92	2.53

SEVEN WEST MEDIA

NEWS CORP

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SEVEN WEST MEDIA REGIONAL

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METRO & REGIONAL RADIO

DELIVERY

- Overall the metro buy achieved 1+ reach and 3+ reach of 57.68% and 35.52% respectively at an average frequency of 6.31.
- The metro station that delivered the highest 1+ reach was Nova with 31.18%. Followed by Mix 94.5 with a +1% of 25.76%. This station delivered the highest frequency at 5.84 and overdelivered spots by 22% than booked.
- Regional activity managed to overdeliver by 992 spots, exactly double the booked amount.

METRO Campaign Delivery								
NETWORK	BOOKED	DELIVERED	CUME (000)	FREQ	1+%	1+ (000)	3+ %	3+ (000)
Mix 94.5	67	82	226	5.84	25.76	226	14.08	123
Nova	48	48	273	4.27	31.18	273	15.20	133
SCA +DAB	250	272	40	2.92	4.62	40	1.65	14
96FM	41	41	156	3.77	17.77	156	7.84	69
Total	365	402	505	6.31	57.68	505	35.52	311

REGIONAL Campaign Delivery		
NETWORK	BOOKED	DELIVERED
Regional Hit Network 33x stations	992	1984
Total	992	1984



DIGITAL

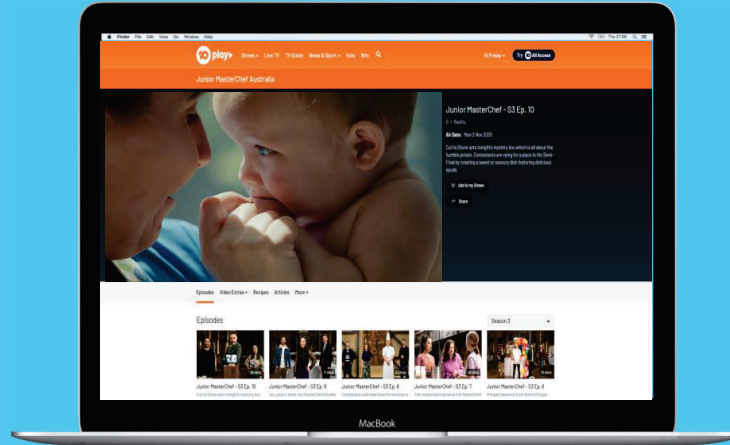


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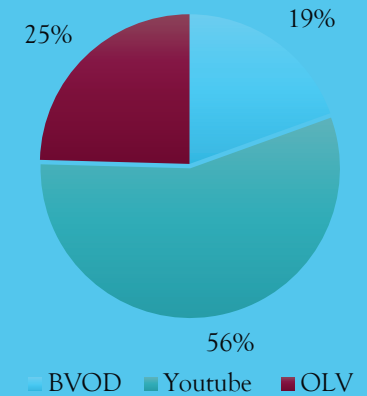


VIDEO

- Overall, we saw strong results across all Video activity, with each format delivering a CPCV of \$0.04.
- As a result of this, we were able to deliver 5.3 million completed views, driving fantastic awareness amongst our audience.
- BVOD drove the highest Comp. Rate, with 99% across the impactful format. Though we did see our OLV activity deliver a strong 81% Comp. Rate.
- OLV also drove strong interaction from our audience, with a CTR of 0.47%, allowing us to deliver 9,389 clicks to the website.
- YouTube drove the most scale for this campaign, with the most spend and highest Video Completions at 2,159,098.



Impression By Strategy



STRATEGY	BOOKED IMPRESSIONS/ VIEWS	DELIVERED IMPRESSIONS	CLICKS	SPEND	CPM	CTR	VIDEO COMPLETION	CPCV	COMPLETION RATE
BVOD	1,166,667	1,577,651	605	\$60,031.95	\$38.05	0.04 %	1,554,852	\$0.04	99%
YouTube	1,600,000	4,527,043	1,153	\$75,933.02	\$16.77	0.03 %	2,159,098	\$0.04	48%
OLV	1,700,000	1,988,297	9,389	\$68,984.41	\$34.69	0.47 %	1,609,847	\$0.04	81%
TOTAL	4,466,667	8,092,991	11,147	\$204,949.38	\$25.32	0.14%	5,323,797	\$0.04	66%

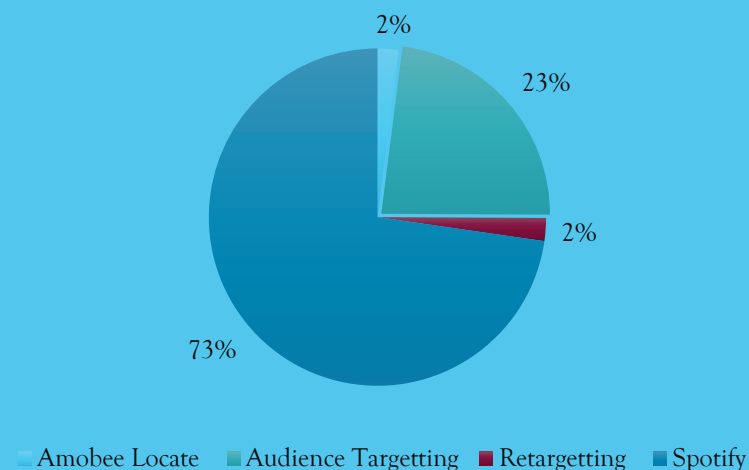
Sources: Campaign Manager



AUDIO

- Our Audio activity performed well, with the CPM coming just under the planned CPM, allowing us to over deliver by around 200k impressions.
- Spotify was the best performing strategy for us, with the highest amount fo spend, 1.7mil completed listens and a CPCL of \$0.02.
- Our other strategies also performed strongly, with a 95% completion rate honing in on a valuable audience.
- The Audience Targeting strategy drove the second most completed listens with 541k and also delivered a CTR of 0.04%, showing the engagement attracted off the back of the advertising.

Impressions share by Strategy



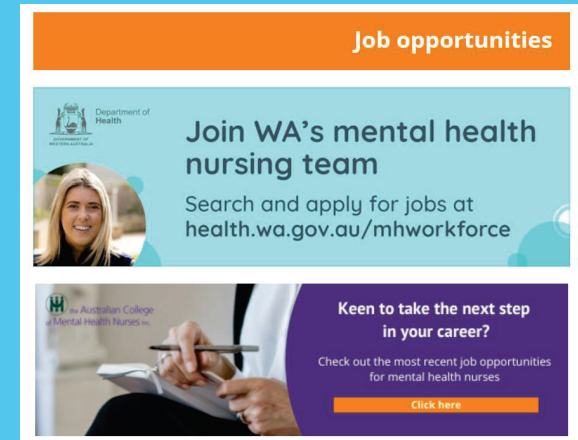
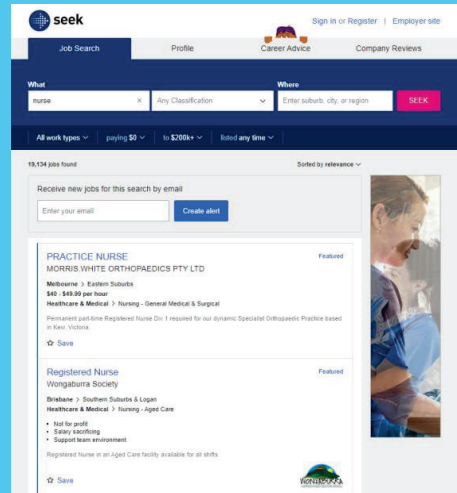
STRATEG Y	BOOKED IMPRESSIONS	DELIVERED IMPRESSIONS	SPEND	CPM	CLICKS	CTR	COMP LISTENS	CPCL	COMPL ETION RATE
Amobee Locate	2,240,000	49,775	\$1,185.88	\$23.82	14	0.03%	47,400	\$0.03	95%
Audience Targeting		569,888	\$16,501.46	\$28.96	229	0.04%	541,908	\$0.03	95%
Retargeting		54,297	\$1,638.00	\$30.17	14	0.03%	51,792	\$0.03	95%
Spotify		1,796,880	\$32,863.33	\$18.29	694	0.04%	1,798,282	\$0.02	100%
TOTAL	2,240,000	2,470,840	\$52,188.67	\$21.12	951	0.04%	313610	\$0.02	99%

Sources: Campaign Manager



DISPLAY

- MTK Display activity performed strongly with the CPM coming in far more efficient than planned. As a result of this, and the strong CTR of 0.07%, allowed us to drive 13,720 clicks.
- Despite less impressions served, ACM Display News and Medical Forum delivered the highest CTR of 0.8% and 0.15% suggesting that its audience finds the message highly relatable and engaging.



STRATEGY	BOOKED IMPRESSIONS	DELIVERED IMPRESSIONS	CLICKS	CTR%
Matterkind Display	13,846,154	17,924,861	13,720	0.07%
Seek Display	2,888,889	2,888,889	1,714	0.06%
ACM Display News Letter	13,500	22,329	179	0.80%
Medical Forum Display	200,000	39,386	59	0.15%
TOTAL	16,948,543	20,875,465	15,672	0.08%

Sources: Campaign Manager



DIGITAL OOH

- The Digital OOH activity performed well, coming in well under the planned CPM of \$22. As a result we were able to deliver 3.1 million impressions.
- Our Proximity targeting drove the most scale for the campaign, with the highest spend and also the most impressions. Budget was skewed here due to the efficient CPM of \$13.70.
- Audience Targeting also has a good performance exceeding planned impressions and coming in with a CPM of \$15.16. This is especially a good result as the data overlayed on this strategy allowed us to hone in on an audience that we deem valuable.



STRATEGY	MEDIA SPEND	BOOKED IMPRESSIONS	DELIVERED IMPRESSIONS	CPM
Audience Targeting	\$18,966.01	1,022,727	1,251,087	\$15.16
Proximity Targeting	\$25,561.86	1,022,727	1,865,355	\$13.70
TOTAL	\$44,527.87	2,045,454	3,116,442	\$14.29

Sources: Campaign Manager



SOCIAL & SEM



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SOCIAL

- On the LinkedIn platform, ads were split into four geographic targeting groups; WA, wider Australia, New Zealand, and the UK. WA saw the highest click-through rate, which can be attributed to the locality of the placements. The UK had the highest click-through rate from non-local placements, higher than interstate targeting.
- Twitter, which cast a wider net and delivering 1,217,195 impressions, saw the lowest click-through rate but drove the most traffic to the website.

LINKEDIN						
MARKET	CLICKS	IMPRESSIONS	CTR%	CPC	REACH	FREQ
AUS	476	119,690	0.40%	\$10.11	79,118	1.51
NZ	398	199,558	0.20%	\$9.65	50,939	1.8
UK	578	83,596	0.69%	\$5.50	64,513	1.3
WA	1,478	181,684	0.81%	\$6.21	56,010	3.24
	2,930	584,528	0.50%	\$7.17	250,580	2.33

TWITTER						
	CLICKS	IMPRESSIONS	CTR%	CPC	REACH	FREQ
TWITTER	3468	1,217,195	0.28%	\$3.04	164,000	2.74
	3468	1,217,195	0.28%	\$3.04	164,000	2.74

Sources: Reprise; CPC Benchmark = \$1



SEARCH

- Search terms were added only as generic as a way to build awareness and be top of mind with users that are searching for the campaign's keywords.
- So far, campaign has recorded over 5.4k clicks and 27.7k impressions. Most of these were driven by the nursing, WA Health and Health care groups, but is the WA Health the ad group showing the most efficient CPC out of all.
- In terms of impression share, we can see we are below the 10%, this means that out of 10 searches triggering campaigns keywords, we only appear 1 time. This is mostly due to limited budget to expand and capture all those search queries. Impr. Share shows the opportunity to grow the account and capture more users looking for our campaign message. At this stage, there are no other competitors for our keywords, so increasing budget will allow us to appear at the top of the search page at more efficient costs.

Campaign	Cost	Impressions	Clicks	CTR	CPC	Impr. Share
Generic Phrase Match	\$6,954.82	27,730	5,466	19.71%	\$1.27	<10%

Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Search impr. share
Health	463	2,488	18.61%	\$1.31	\$607.4	< 10%
Medical	620	4,060	15.27%	\$1.66	\$1,026.88	< 10%
Public Health	0	1	0.00%	~	0	< 10%
Allied health	17	127	13.39%	\$1.79	\$30.35	< 10%
Health Care	1,243	5,629	22.08%	\$1.35	\$1,680.94	< 10%
Health science	0	4	0.00%	~	0	< 10%
Midwifery	58	378	15.34%	\$1.61	\$93.44	< 10%
WA Health	1,295	4,056	31.93%	\$0.31	\$407.45	< 10%
Nursing	1,770	10,987	16.11%	\$1.76	\$3,108.36	< 10%



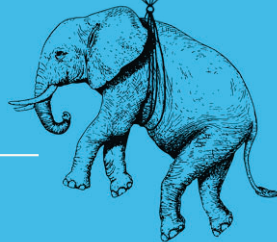
Top Performance Keyword

- In terms of Keywords, “Nursing job” and “Health care” are driving the highest volume of searches (impr.) and traffic to site (clicks) but is “WA Care jobs” and “WA health Careers” the most cost efficient keywords as users searching these parameters have higher intent to explore the WA options.

Search keyword	Search keyword match type	Clicks	Impr.	CTR	Avg. CPC	Cost
"Medical job"	Phrase match	513	3,304	15.53%	\$ 1.67	\$ 857.32
"health positions"	Phrase match	225	1,240	18.15%	\$ 1.28	\$ 288.09
"WA Health careers"	Phrase match	927	2,827	32.79%	\$ 0.26	\$ 240.81
"Medical positions"	Phrase match	107	756	14.15%	\$ 1.58	\$ 169.56
"nursing job"	Phrase match	1,677	10,281	16.31%	\$ 1.75	\$ 2,937.09
"Health Care job"	Phrase match	141	610	23.11%	\$ 1.32	\$ 186.60
"WA Health jobs"	Phrase match	349	1,163	30.01%	\$ 0.43	\$ 150.51
"health job"	Phrase match	238	1,246	19.10%	\$ 1.34	\$ 319.31
"Healthcare job"	Phrase match	1,079	4,892	22.06%	\$ 1.35	\$ 1,453.73



THANK YOU



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APPENDIX

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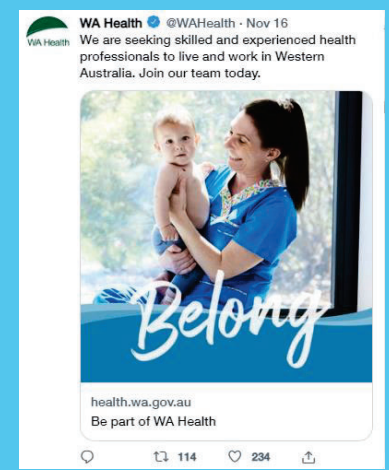
TWITTER POPS



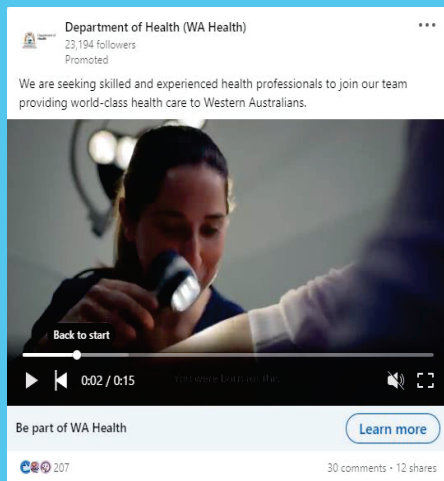
WA Ads



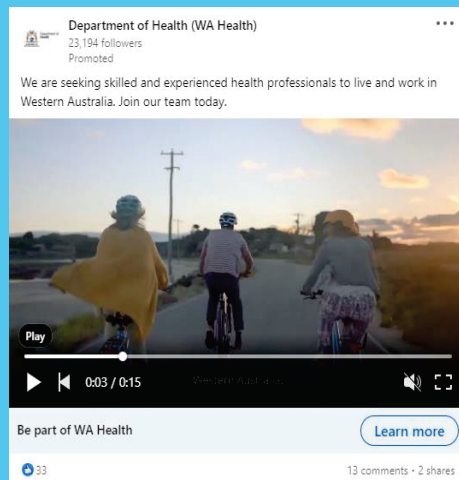
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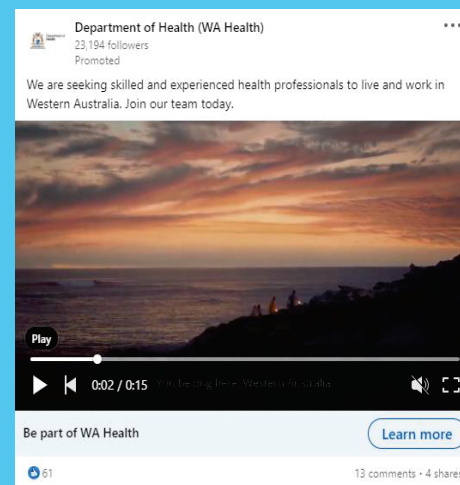
LINKEDIN POPS



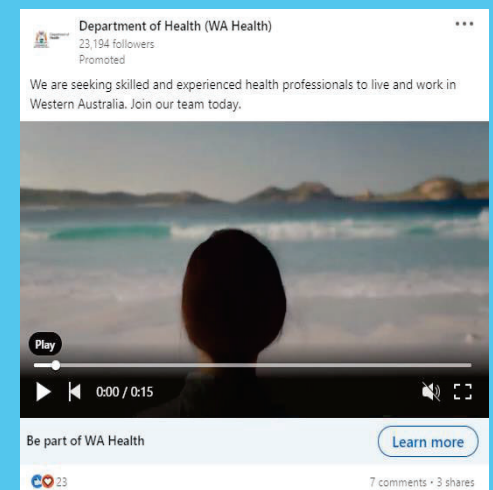
WA Ad



Australian Ad



UK Ad



NZ Ad