

Campaign Fact Sheet

**AUTISM
WORKS**

Find out how autism
can work for your business

AutismWorks.sa.gov.au



Government of
South Australia

Campaign Launch - 29 October 2023

Campaign Overview

'Autism Works' is a public education campaign that champions autism inclusion in the South Australian workforce. It is an essential part of the State Government's commitment to enhancing engagement and action for the benefit of Autistic people and their families.

The Autistic and autism communities have long advocated for greater community understanding, support and inclusion in various areas of life, particularly employment. Community perceptions or lack of understanding has meant Autistic individuals face barriers in establishing a career or in some cases, simply gaining employment. The Autism Works campaign tackles these perceptions and lack of understanding.

Aimed primarily at employers, the campaign encourages and describes how adapting employment conditions (from the recruitment process to onboarding and the working environment) can assist both Autistic people and an organisation to thrive.

The Autism Works campaign features real stories from five Autistic South Australians who provide insight into the challenges Autistic people face and their observations of how they are perceived in the community. Close-up and against a blank backdrop, each Autistic individual shares an emotive testimonial to connect the audience with their story before the camera dramatically pans away and reveals them thriving in their current workplace. Through sharing their own experiences, they prove Autistic people can succeed in a career (aligned with their strengths) and that they are living examples of how they are achieving and contributing as part of the South Australian workforce.

The call-to-action prompts employers to learn how autism can work in their business by directing them to resources and information on AutismWorks.sa.gov.au

The campaign has been developed by the DPC Brand and Marketing team working closely with the Office for Autism.

Support has been provided by the Department for Education and Department of Human Services.

Campaign Elements

The campaign's tagline is 'Find out how autism can work for your business' to motivate employers to learn how an inclusive work environment can deliver results for the organisation while supporting Autistic employees.

Connected Television

The campaign is being led on connected television, utilising the five testimonials videos and will be seen on 7Plus, 9Now, 10Play, SBS OnDemand, Foxtel and Kayo.



Autism Works - YouTube Channel

Press

Print advertising includes an editorial double-page spread in the Sunday Mail, a full-page advertisement appearing in The Advertiser and a 'opinion editorial' written by the Director of the Office for Autism.

"Everyone's autism is so unique. It affects all people differently. I didn't think I was worthy or capable of anything. And now I've built a successful career in community relations".

Deanna, Community Relations Manager

AUTISMWORKS
in management

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The Advertiser - Full page advertisement

Outdoor

Encompassing the Adelaide CBD, digital outdoor advertising will be seen at selected bus shelters and across the tram network. A single carriage tram wrap will extend the campaign message.

Targeting employers directly, 33 Adelaide office towers will feature the campaign on premium lift and lobby screens.

For community and visitors to The Adelaide Oval, digital screens inside and outside the venue will appear on non-game days. Similarly, the campaign will be featured at Adelaide 36ers pre-game and at half time.

Those in regional South Australia will see the campaign featured across the digital display network at over 50 locations (e.g. hotels, newsagencies, hardware stores etc).



Digital Bus Shelter



Office Lift Lobby Screen

Social & Digital

For broad reach of the campaign, a combination of static, carousel and story advertising will feature in newsfeeds across Facebook and Instagram. YouTube will feature five, non-skippable, 15 second videos. Targeting employers directly, static and carousel advertising will be featured on LinkedIn.

An online 'homepage takeover' will see The Advertiser branded with the campaign creative for Autistics Speaking Day (Tuesday, 1st November 2023).

An editorial story highlighting the benefits of workplace inclusion (from the employer perspective) will feature in InDaily and supported by an electronic direct mail (EDM) distribution.

AUTISM WORKS

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Find out how autism can work for your business

AutismWorks.sa.gov.au

From teaching to construction

Government of South Australia

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From media to management

InDaily Homepage - rotating advertisements

Owned channels

The campaign will be amplified across DPC's communication channels that include the Office for Autism website, EDM distribution (The Post and We Are SA), organic social media along with internal communications to include the intranet homepage, elevator lift screens and the DPC Insider staff newsletter.

Content will be shared with the Department for Education and Department of Human Services communication channels.

Enquiries

Contact the Office for Autism to learn more about autism inclusivity in the workforce, resources and other information:

Email: OfficeforAutism@sa.gov.au

Tel: +61 8 7133 7900