

MARKETING

COMMUNICATIONS

GUIDELINES



**Government
of South Australia**

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INTRODUCTION

Communication is one of the four main levers of government alongside legislation, regulation and taxation. When done well, its contribution to delivering government policies is profound.

South Australian Government communications seek to inform, create dialogue with, and influence citizens, so that trust, respect and confidence are built; policy and service development is better informed; outcomes are more consistently delivered; and a stronger society is built.

Activities subject to the Marketing Communications Guidelines

All Government marketing communication, advertising, public information and promotional campaigns, and commercial sponsorships are subject to the approval process. This includes broadcasting, outdoor, print, promotional and digital communications undertaken by:

- Government departments, agencies and operating units
- Public authorities and instrumentalities of the Crown
- Organisations that are under the direction of a Minister of the Crown.

Using public funds

The Government of South Australia can use public funds to communicate matters outlined in the South Australian Government Communications Plan, which coordinates across Government marketing communications activities within key priority areas.

The *South Australian Government Communications Plan* is available at www.dpc.sa.gov.au/govcommunications

All communications should:

- Provide equal access to information for all South Australians
- Not be used for party political purposes
- Be produced and distributed efficiently, cost effectively and in a manner that is relevant to the target audience
- Be evaluated with results and costs being publically presented where appropriate.

Objectives of publicly-funded communications

Communications using public funds must aim to achieve one or more of the following objectives:

- Be compliant with the law
- Achieve awareness of a new or amended law
- Raise awareness of a planned or impending initiative
- Ensure public safety, personal security or encourage responsible behaviour
- Help maintain order in the event of a crisis or emergency
- Promote awareness of rights, responsibilities, duties or entitlements
- Encourage awareness of, or the use of, Government products or services
- Enhance state pride, investment, tourism or migration by promoting the State
- Generate economic activity or raise revenue for the State.

Public funds cannot be used for paid advertising when:

- Members of the Government are named, depicted and promoted in a way that could be seen as excessive or gratuitous
- The method or medium of communication is excessive or extravagant in relation to the objective being pursued
- There is no clear line of accountability, appropriate audit procedure or suitable purchasing process.
- It can be interpreted as political.

Paid advertising is considered political when:

- A politician's voice or image is included within the paid advertising. (A politician is defined as a Member of Parliament or a candidate nominated for election to Parliament)
- The political party in Government is mentioned by name, party images and slogans are included, or reference is made to the websites of politicians or political parties
- The message could be misinterpreted by a reasonable person as being made on behalf of a political party or other group, or is designed to influence support for a political party, candidate or Member of Parliament
- A political party or other group is disparaged or ridiculed.

Note: When the Government is in care taker prior to an election, additional requirements and restrictions apply. The Department of the Premier and Cabinet (DPC) will distribute further advice prior to the Government entering the caretaker period.

Upholding high standards

It's vital that all Government communications comply with the highest standards of fairness, equity, probity, transparency and public responsibility. In particular communications should:

- Comply with all relevant state and federal privacy, electoral, broadcasting and media laws
- Be clearly identifiable as Government messages and distinguishable from party-political messages
- Be accurate and objective when presenting facts, statistics, comparisons and other arguments. Identify all data sources and ensure all claims can be substantiated
- Comply with all relevant Government purchasing policies
- Be sensitive to cultural needs and issues when communicating with diverse ethnic or religious backgrounds
- Consider the special communication needs of the disabled
- Ensure decency and good taste when portraying gender and sexuality
- Respect all people regardless of social standing, employment status, educational attainment, age, gender and sexuality
- Portray all people in an appropriate manner, and contribute positively to the elimination of discrimination based on race, physical or intellectual impairment, gender, age, marital status and sexuality.
- Consider the disadvantaged or disenfranchised - by location, language or economic factors - can access the communications
- Use simple English so that the issue is universally understood
- Communicate in the most appropriate and environmentally responsible way, taking into account the characteristics, location and size of the intended target audience
- Ensure contacts are provided for complaints, feedback or further information.

The Head of Profession

The Head of Profession (HOP), ensures the ongoing quality, value, effectiveness, integration, transparency and consistency of Government communications.

Located in DPC, the HOP reports directly to the Chief Executive of DPC and is also the Chair of the Directors of Communications Committee (DCC), the peak decision-making and consulting body on government communications.

The Head of Profession's responsibilities

Marketing communications policies and procedures

The HOP maintains strategic oversight of communications policies, guidelines and procedures including:

- *South Australia Government Communications Plan*
- *Marketing Communications Guidelines*
- *Government of South Australia Branding Guidelines and Common Branding Policy*
- *Brand South Australia Policy and Guidelines*
- *Sponsorship Guidelines*
- *Policy for the Master Media Agency (MMA) Scheme for Government Advertising.*

Amendments to policies and guidelines

The HOP will manage and approve minor administrative changes not affecting the scope or intent of policies and guidelines. The HOP also endorses amendments which alter the scope or intent of policies guidelines and then presents them to the Premier for consideration and approval.

Oversight of media advertising expenditure

The HOP will be responsible for the approval of annual media advertising rates, negotiated by the Master Media Agency, on behalf of Government.

Additionally, the HOP maintains oversight of Government expenditure on advertising.

Government Communications Approvals

The HOP oversees, assesses and approves Government brand marketing communications and commercial sponsorship activities above \$50,000 (ex GST) including creative production and media advertising expenditure.

The HOP may delegate their authority to approve Government brand marketing communications to a senior government professional as required.

Delegation of approval of functional advertising exemptions

The HOP delegates the approval of functional advertising exemption requests from the functional advertising guidelines (on page 16) to Chief Executives (or equivalent).

Reporting

The HOP reports to Cabinet quarterly on all brand marketing communications activities (above \$50,000 ex GST) including evaluation outcomes, and functional advertising expenditure.

Likewise, the HOP will update Cabinet on the establishment of new policies and guidelines.

To further improve transparency, the total cost and an evaluation for each brand communications initiative (above \$50,000 ex GST) will be published on the DPC website. Agencies are responsible for notifying the HOP should this information not be considered appropriate for release.

Government Master Media Agency

The Government of South Australia has appointed Wavemaker as the Master Media Agency (MMA) for brand and functional advertising.

To achieve significant savings across Government, all media bookings for advertising from Government agencies and statutory authorities must go through the MMA.

The MMA enters into media contracts on behalf of the Government of South Australia and it is their responsibility to negotiate with the print and electronic media for volume discount rates, incentive discounts, community service activity, bonus airtime/space and other value-added services on behalf of Government.

This scheme is mandatory as outlined in *Premier and Cabinet Circular 009: The Master Media Scheme for Government Advertising*. No Government agency or statutory authority is permitted to place advertisements directly with any media.

Government agencies are also required to use the MMA to undertake media strategy development and media planning for all brand advertising.

For functional advertising, Wavemaker has a sub-contracting arrangement with Blaze Advertising. For the Master Media Agency Advertising Guide as well as the process for briefing Wavemaker or Blaze Advertising contact Wavemaker on 8366 4744 or Blaze Advertising on 8130 1900.

Government of South Australia branding and logo

All external marketing communications activities must identify the Government of South Australia through clear and consistent branding.

Use of the Government of South Australia branding must comply with the requirements set out in the following:

- *Government of South Australia Branding Guidelines*
- *Premier and Cabinet Circular 25: Common Branding Policy*

There are specific requirements that apply to visual media/ printed communications and to audio visual communications.

These documents are available at www.dpc.sa.gov.au/govcommunications

Logo files are available on the Communications Approval Portal (CAP), please see your Director of Communications (or equivalent) for access.

Use of the State Brand

When Government marketing communications involve positioning or promoting South Australia as a destination for further education, investment, migration, trade, export or tourism, the State Brand must be included. Use of the State Brand should comply with the requirements set out in the following:

- *Brand South Australia Policy*
- *Brand South Australia Branding Guidelines*

These documents are available at www.dpc.sa.gov.au/govcommunications

Logo files are available on the CAP, please see your Director of Communications (or equivalent) for access.

Sponsorship

The decision to enter into a sponsorship agreement must be driven by sound business principles and all Government sponsorship agreements must be able to withstand public scrutiny.

A Government agency may not offer the following for sponsorship:

- Their corporate entity (i.e. the organisation)
- Core services of the organisation
- Corporate stationery, forms or documents
- Websites or content pages, except for specific web pages devoted to a sponsored project or event
- Corporate uniforms, except for event specific promotional clothing
- External corporate signage
- Fleet vehicles, except for advertising on public transport or promotional vehicles for sponsored events for projects.

All media sponsorships are to be negotiated in conjunction with the Master Media Agency. Likewise, the Premier's Media Unit should be consulted on any media sponsorships prior to approaching the proposed media organisation.

Further information can be found in the *Sponsorship Guidelines* available at www.dpc.sa.gov.au/govcommunications

Commercial sponsorships (the expenditure of the associated sponsorship and the leveraging activities) over \$50,000 (ex GST) require approval by the HOP. This approval process is facilitated through the CAP. More detailed information on the government communications approval process is on page 10.

Where Government branding is included, it must comply with the requirements set out in the *Government of South Australia Branding Guidelines* available at www.dpc.sa.gov.au/govcommunications

Digital communications

If you are planning to establish a presence on a digital channel or a social media platform as part of your day-to-day public relations, marketing or media relations, a social media strategy should be developed to guide this activity. Departmental approval will be required prior to implementation.

Marketing communications activities that use digital channels (paid and unpaid) as part of an integrated approach must be approved by the HOP as part of the government communications approval process. More detailed information on the approval process is available on page 10.

Private sector endorsements

As part of the commitment to ensuring impartiality and transparency of Government, it is imperative that there is no perceived or implied conflict of interest, favoured treatment or endorsement of a private sector organisations' products or services by a Government agency.

Government agencies must make it very clear to private sector contractors that their provision of services does not allow free promotional opportunities.

Agencies should also consider intellectual property and copyright issues before commissioning work, consult with their Accredited Purchasing Units, and seek legal advice when entering into legally binding agreements with private sector companies. Considerations:

- Only include information and images that the Government has formally endorsed or approved
- Commercial banner advertisements are not permitted on Government websites unless they promote and link to other Government websites
- Do not identify a non-Government entity unless the Government has formally agreed to endorse, sponsor or advertise that entity through a sponsorship or commercial agreement
- Where it is a Government agency's role to provide industry coordination or community information (e.g. South Australian Tourism Commission), links to related external websites are permitted.

Government publications/websites that contain paid advertising should carry a disclaimer that the Government does not endorse the featured advertisers.

Further information is available in Premier and *Cabinet Circular 23: Public Sector Endorsements* available at www.dpc.sa.gov.au/govcommunications

Ethno-specific media and communication with non-English speaking and Aboriginal and Torres Strait Islander groups

The Government of South Australia requires its agencies to use ethnic and non-English speaking language media to communicate essential services and programs.

Communication strategies should address the special needs of people whose first language is not English, as well as those of Aboriginal or Torres Strait Island descent.

The use of ethnic media and other forms of communication with people from diverse cultural and linguistic backgrounds should be included when briefing creative agencies, the Master Media Agency and market researchers.

Access for hearing impaired

The Government of South Australia is committed to ensuring the hearing impaired have equal access to Government information and services. To enable this:

Closed captions are recommended to be included in Government television commercials. (Closed captions are encoded in audio-visual material and can be viewed on the screen using a teletext television or a decoder for video viewing).

Open captions are recommended to be included in videos produced for public information. (Open captions appear as superimposed text and do not require special equipment).

The following do not require captions:

- TV advertising of a commercial marketing nature or produced by agencies involved in competitive commercial environments, or
- Material that already conveys the required information in text or other visual form, or
- Material relating to public emergency or disaster produced in a timeframe which precludes the opportunity for captioning.

More information on captioning is available through Media Access Australia at www.mediaaccess.org.au

Access for sight and print impaired

The Government of South Australia is committed to ensuring that the sight impaired (including those who are blind, partially-sighted, colour blind or who have other disabilities which restrict their access to standard printed materials) have equal access to Government information and services. This is particularly important when members of these groups form a large part of the target audience (such as when communicating with the elderly).

To improve your communication's access for these people it is recommended to:

- Use large type, legible fonts and maximise the contrast between the background and the type
- Choose accessible media, e.g. radio
- Use audio to reinforce visual images in television advertising
- Voice the numbers, addresses and dates that are visually displayed
- Use more than one medium and ensure at least one provides audio support
- Use radio commercials to advise where more information can be found
- In print advertising, advise how to access information in alternative formats
- Allow people to respond by phone and online as well as through visual media e.g. printed forms
- Ensure that emergency announcements are provided in spoken form on radio, and not solely displayed in text on television or in print media.

When it is appropriate to specifically target information to people with vision or print disabilities, or to supplement the information provided in mainstream media, use media specifically intended for these groups such as:

- Radio including Radio for the Print Handicapped
- Internet mailing lists, websites and email
- Audio files, instead of printed brochures and flyers
- Newsletters and Braille publications issued specifically to reach the sight impaired.

Blind Citizens Australia provides information and resources at www.bca.org.au

Commercial clearance

Television

Every television commercial must be classified by Commercials Advice Pty Limited (CAD) before it can be broadcast. CAD classify commercials under the Commercial Television Industry Code of Practice on behalf of television broadcasters that are members of Free TV Australia.

Once classified, an advice number is issued. Television stations will not accept a commercial for broadcast unless it has a current advice number.

A general overview of the main legislative and regulatory requirements relevant to television commercials (including end tag specifications) is available at www.freetv.com.au

Radio, print, outdoor, cinema and digital

While radio, print, outdoor, digital and direct mail organisations do not require classification, they do subscribe to guidelines and codes for their own conduct.

Further information is available from:

Radio

Commercial Radio Australia www.commercialradio.com.au

Print

Australian Publishers' Bureau www.publishersbureau.com.au

Outdoor

The Outdoor Media Association www.oma.org.au

Digital

Mobile Marketing Association www.mmaglobal.com

Cinema

Val Morgan www.valmorgan.com

Direct Mail

Australian Direct Mail Association www.adma.com.au

Complaints regarding South Australian Government marketing communications

If a member of the public has a complaint regarding South Australian Government marketing communications refer to the Complaint Policy of the Government agency that has produced the communications. In addition, there are several avenues where complaints can be addressed, including:

The Chief Executive Officer of the relevant Government Department

Contact details can be found at www.sa.gov.au

Advertising Standards Bureau (ASB)

Information available at www.adstandards.com.au

The South Australian Ombudsman

Information available at www.ombudsman.sa.gov.au

The South Australian Auditor-General's Department

Email: audgensa@audit.sa.gov.au

State Administration Centre
200 Victoria Square, Adelaide
South Australia 5000

Information available at www.audit.sa.gov.au

Periodic review

These guidelines will be reviewed no later than two years following the date published.

COMMUNICATIONS APPROVAL PROCESS GUIDELINES

Introduction

The role of the Communications Approval Process is to ensure that the Government's extensive and diverse marketing communications are strategically sound, well planned, consistent, and have a coordinated approach.

The HOP operates under the delegation of Cabinet and maintains operational responsibility for reviewing proposed advertising and marketing communications activity, including reporting to Cabinet on approved campaigns and matters quarterly.

These guidelines outline the approval process all agencies must undertake for their external marketing communications.

The purpose of the communications approval process

The communications approval process ensures that all Government communications:

- Are using tax payers funds prudently
- Are strategically sound and have clear objectives
- Utilise mediums that can reach the target audience efficiently
- Have adequate budgets that can achieve the desired outcomes
- Have appropriate and measurable evaluation methods in place, prior to activity launch
- Are consistent with government policy and strategic priorities
- Comply with all guidelines and policies
- Are approved by the HOP, Department Chief Executives and Ministers prior to release into the public domain.

Activities subject to the communications approval process

All Government marketing communication, advertising, public information and promotional campaigns, and commercial sponsorships are subject to the approval process. This includes broadcasting, outdoor, print, promotional and digital communications undertaken by:

- Government departments, agencies and operating units
- Public authorities and instrumentalities of the Crown
- Organisations that are under the direction of a Minister of the Crown.

Approval requirements

The communications approval process for Government marketing communications differs depending on the total value of the activities:

EXPENDITURE (EX GST)	APPROVAL	PROCESS
Up to \$49,999	Department Chief Executives (CE)	Internal
\$50,000-\$199,999	HOP and CE	CAP
+ \$200,000	HOP, CE and Minister	CAP

Campaigns with a total value under \$50,000 (ex GST) are the responsibility of Departmental Chief Executives (or equivalent).

Campaigns with a total value over \$50,000 (ex GST) are approved by the HOP, through the online portal, known as the Communications Approval Portal (CAP).

This includes commercial sponsorships (the expenditure of the associated sponsorship and the leveraging activities).

Unexpected costs often arise as you are developing your communications, so it is always wise to include a contingency amount in your budget when seeking approval.

To deliver efficiencies, the marketing communications approval process is facilitated through the online CAP. The Director of Communications (equivalent or their delegate) is responsible for approving access to the CAP.

While the CAP streamlines the approval process, Government communications staff are still expected to follow best practice processes when undertaking their communications planning – including the development of communications plans.

Variations to approved communications campaigns

Variations to an approved communications campaign will require a further approval. These variations includes changes to the creative, media strategy/plan or an increase in the proposed budget.

If total expenditure increases after approval has been granted, a subsequent approval will be required. If total expenditure increases beyond a threshold, the approval requirements of the new threshold will apply.

Evaluation of communications campaigns

Evaluation can determine the effectiveness of the communication, to what extent it has achieved the desired outcomes, and why.

The communications approval process requires the evaluation of all marketing communications - regardless of extent or budget – as part of its commitment to continuous improvement.

In addition, Government agencies must be accountable for their expenditure of public funds, so setting objectives, then measuring and publically reporting results is vital. Evaluation also helps refine and improve the effectiveness of communications.

All agencies submitting a campaign through the CAP must provide measurable evaluation criteria that reflects the objectives of the campaign.

Departments will need to provide a deadline for their evaluation to be submitted through the CAP.

The HOP may, at their discretion, not approve new communications activities if a Department has outstanding evaluations beyond the established deadline.

Evaluation guidelines:

- Evaluation should be considered as soon as you start planning communications
- Clearly define the objectives of the communications. These may be different to the overall marketing or business objectives of the project
- Make sure the objectives are measurable and achievable
- Evaluation should directly address the communications objectives. Measurements can be taken prior to communications commencing in order to provide comparison benchmarks
- The communications budget should include an appropriate allocation for evaluation
- Evaluation should be conducted in a professional and objective manner.

The communications approval process

Campaigns up to \$49,999 (ex GST) in total value

Under delegation from the HOP, marketing communications campaigns with a total value up to \$49,999 (ex GST) are to be approved by Department Chief Executive (or equivalent). The following approval process is to be followed:

1. Develop a written communications plan

Prepare a communications plan based on the tasks required and the desired outcomes. The extent of the plan should be relative to the task – for example, an email summary of the campaign may be adequate for limited activity. A Communications Plan template is available at www.dpc.sa.gov.au/govcommunications

2. Develop creative concepts and a media plan

Where practical, it is good practice to brief creative suppliers and the Master Media Agency at the same time to ensure the best outcome for your planned activities. It is also important to ensure that your media strategy informs your creative communication approach. Be sure to allow adequate lead times for creative production and media implementation.

3. Submit the final communications plan for internal approval

Provide your final communications plan, along with any relevant supporting material to the Chief Executive (or equivalent) for their feedback and approval, allowing reasonable time for response. Your submission could include:

- Communications plan
- Media schedule and creative elements
- Proposed creative (concepts or storyboards only)
- Research

4. Implement your activity

Implement the activity according to the *Government of South Australian Marketing Communications Guidelines*.

5. Evaluate your campaign

When the campaign is complete, evaluate its effectiveness. This evaluation will determine whether the communications activity has worked, to what extent it has achieved the desired outcomes, and why.

The extent of the evaluation report should be relative to the campaign task. An email summary or a file note, for example, is appropriate for limited activity. For campaigns involving a higher spend or of greater strategic importance, the report should contain more extensive detail. For all activities, you should keep a record for future reference.

An evaluation template is available at www.dpc.sa.gov.au/govcommunications

Campaigns over \$50,000 (ex GST) in total value

Approval by the HOP is required for all marketing communications with a total value over \$50,000 (ex GST). The approval process is facilitated online via the CAP as follows:

1. Develop a written communications plan and gain Chief Executive authorisation

Prepare your communications plan, which should be relative to the complexity of the task and the desired outcomes. A Communications Plan template is available at www.dpc.sa.gov.au/govcommunications. You must have your Chief Executive (or equivalent) review and authorise the communications plan and its budget.

2. Register your campaign

Register your campaign on the CAP. On registration, your campaign will be assigned an identification number and an automatic notification will be sent to the HOP to consider the campaign registration for approval within 7 days.

Agencies are not authorised to proceed with the development of the campaign without this approval. On registration, the Master Media Agency will also receive notification of the campaign.

3. Concept Phase

Once registration is approved by the HOP to proceed, brief the creative suppliers and the Master Media Agency.

It is not mandatory to present the proposed creative communication and research at the Concept Phase of the approval process, but it is strongly recommended to avoid delays.

While it is not mandatory you are still required to progress through the approval process via the Concept Phase, and explain why concepts and research has not been submitted.

Depending on the nature of the communications activities, the HOP may request for concepts to be developed and research to be undertaken.

Importantly, the Concept Phase allows you to submit your creative concepts through the CAP to the HOP for feedback. You may wish to present the HOP with a draft media plan or other related elements, such as research insights that may support the concepts presented.

The HOP will review and provide feedback on the concepts within 7 days.

4. Final creative and media strategy/plan

Prepare the final creative assets and final media plan, then seek approval from your Chief Executive (or equivalent) according to your Departmental procedures.

For your submission to be considered by the HOP, the Chief Executive's approval is mandatory.

5. Obtain approval from the HOP

Upload your final assets to the CAP for the HOP's approval. Your submission must include:

- Final creative (concepts will not be accepted)
- Final media strategy and plan

You will need to confirm (via a check box) that your Chief Executive (or equivalent) has approved the final campaign assets.

The provision of the full communications plan is optional or may be requested by the HOP. You will also be required to confirm the communications budget.

The HOP will approve or recommend changes within 7 days.

For campaigns under \$199,999 (ex GST) in total:

Upon approval by the HOP, proceed to implement the campaign.

For campaigns over \$200,000 (ex GST) in total:

Upon approval by the HOP, you will need to obtain Ministerial approval of your campaign by issuing a 'Green' via the CAP. Agencies must upload a signed copy of their Ministerial approval to the CAP before the campaign enters the public domain.

The HOP may, at their discretion, not approve new communications activities if a Department has outstanding 'Greens'.

6. Implement your campaign

Implement your communications campaign in accordance with any recommendations from the HOP (outlined on the Ministerial Approval 'Green'), and the Minister.

7. Evaluate your campaign

Once completed, evaluation of the campaign's success is required. You must submit a Campaign Evaluation through the CAP.

Depending on the length of the campaign, the HOP will confirm when the evaluation is required, for example in 3, 6, 9, 12 or 15 months time from the start of the campaign.

An interim evaluation may also be required. Your Department representative will receive notification of the evaluation due date.

Your evaluation submission should include:

- Any variation in expenditure from the approved total
- An evaluation against the campaign's objectives
- An evaluation summary, and future strategy or learnings
- A copy of any supporting evidence or research report

The HOP may, at their discretion, not approve new communications activities if a Department has outstanding evaluations beyond the established deadline.

An evaluation template is available at www.dpc.sa.gov.au/govcommunications

8. Campaign Closed

Once an evaluation is provided and approved, the campaign is deemed closed.

Functional advertising

Functional advertising gives specific information in a simple format for immediate or short term appearance. Generally it will have minimal creative content and can be used to give information about:

- Attending an event
- Public health and safety notices
- Road and public transport interruptions
- Emergency or legal notices
- Recruitment
- Auctions and sales of goods and property
- Courses at tertiary educational institutions.

Guidelines for functional advertising

Functional advertising is permitted in digital publications and online, industry publications and newsletters, and in local and community publications relevant to the audience and the message. Additionally:

For Public Notices:

- Public notice advertising is only permitted when it is required by law to be published in a local newspaper.

For Tenders /Expressions of Interest:

- Tender/Expressions of Interest advertising is not permitted, except in regional newspapers relevant to the location of the requirement.

For Recruitment:

Recruitment vacancy advertising is only permitted:

- On online recruitment sites, industry publications and electronic bulletins
- In the standard Government or Health composite advertisement appearing in The Advertiser – Careers lift out, Positions Vacant on Saturday
- For executive positions of an ASO8 level or higher when advertised online and/or in the Government composite appearing in The Advertiser – Executive, Professional and Management pages
- In community/regional newspapers serving the location of the role.

Recruitment vacancy advertising is not permitted in interstate or national print media.

For more information refer to the Recruitment Advertising Policy and Guidelines available at www.dpc.sa.gov.au/govcommunications

Functional exemptions

Functional advertising that does not comply with these guidelines requires an exemption. The HOP delegates the responsibility of exemption requests to Chief Executives (or equivalent).

Common Branding exemptions

All Government Entities are required to use the Government of South Australia logo as outlined in the *Government of South Australia Common Branding Guidelines*. However, there is occasion where a Government Entity requires a unique logo.

If your Entity requires an exemption from the *Common Branding Policy* to develop a unique logo or if you need to revise an existing unique logo, a Common Branding exemption is required.

The Common Branding exemption approval process is facilitated online via the CAP as follows:

1. Outline the requirements for a Common Branding exemption

In order to register your common branding exemption on the CAP you should consider:

- The basis for the exemption
- The proposed logo development selection method
- The time frame for implementing the new logo
- Where you require a revision to a logo with an existing Common Branding exemption you will need to provide background on the logo's historical use.

2. Obtain internal departmental approval

Obtain internal approval, according to your departmental procedures, for any proposed expenditure on creative development and implementation. This is mandatory for your submission to be considered by the HOP.

3. Obtain endorsement from the HOP

Submit your Common Branding exemption request via the CAP, the HOP will consider the exemption submission within 7 days.

4. Develop creative concepts

Upon exemption approval, brief your creative supplier to develop your entity's new logo. Refer to the *Government of South Australia Branding Guidelines* to ensure placement of your new logo is considered in relation to the Government of South Australia logo.

5. Obtain internal departmental approval

Obtain internal approval of the proposed logo, according to your departmental procedures. The HOP will not consider your submission without this approval.

6. Obtain endorsement from the HOP and approval by the Premier

Submit the proposed logo via the CAP. Once the HOP has endorsed the logo, approval of the Premier is required. DPC will seek the Premier's approval on your behalf and you will receive notification via the CAP.

7. Implement your new logo

Integrate your new logo into your entity's communications activities.



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