







Up to \$49,999 EX GST








DELEGATED TO THE RELEVANT CHIEF EXECUTIVE (OR EQUIVALENT)


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| <p>Develop a communications plan</p> <p>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.</p> <p>Seek internal approval.</p> | <p>Develop creative concepts and a media plan</p> <p>Ensure you allow adequate lead times and follow your departmental and the Master Media Scheme procurement processes.</p> | <p>Submit the communications plan for <u>internal</u> approval</p> <p>Include:</p> <ul style="list-style-type: none"> - media schedule - proposed creative - research. | <p>Implement your activity</p> | <p>Evaluate your communications</p> <p>Prepare your evaluation and obtain internal approvals.</p> | <p>Communications closed</p> <p>Once the evaluation is approved the communications is deemed closed.</p> |
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\$50,000- \$199,999 EX GST

OVERSIGHT BY GCAC WITH APPROVAL DELEGATED TO THE RELEVANT CHIEF EXECUTIVE AND MINISTER

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| <p>Develop a communications plan and gain Chief Executive authorisation</p> <p>You must have your Chief Executive (or equivalent) authorisation for the proposed activity and budget prior to registration on the CAP.</p> | <p>Register your communications on the CAP</p> <p>Once the registration is Noted by the Chair of GCAC you can brief your appointed creative and Media Panel supplier to develop creative concepts and draft media plan.</p> <p>It is <u>mandatory</u> to register your communications on the CAP.</p> | <p>Obtain Chief Executive and Ministerial approval</p> <p>Seek approval of communications plan, creative concepts and draft media plan using the Ministerial Approval Form (yellow) generated in the CAP.</p> <p>Upload approved documents to the CAP for reporting.</p> | <p>Upload final assets to the CAP</p> <p>Seek approval of final assets from your Chief Executive and Minister.</p> <p>Upload final assets to the CAP for reporting.</p> | <p>Implement your activity</p> | <p>Evaluate your communications</p> <p>Once the campaign is complete select <i>PROCEED TO EVALUATION</i>.</p> <p>Seek approval of evaluation from your Chief Executive and Minister.</p> <p>Upload approved evaluation to the CAP for reporting.</p> | <p>Communications closed</p> <p>Once the evaluation is approved the communications is deemed closed.</p> |
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Revision to an existing approval

Should there be a significant change in media strategy, creative direction or proposed budget please select *AMENDMENT TO EXISTING SUBMISSION*.


If total expenditure increases beyond a threshold, the approval requirements of the new threshold will apply.

Over \$200,000 EX GST

COMMUNICATIONS ACTIVITIES WITH A BUDGET ALLOCATION IN THIS THRESHOLD REQUIRES GCAC APPROVAL

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| <p>Develop a communications plan and gain Chief Executive authorisation</p> <p>You must have your Chief Executive (or equivalent) authorisation for the proposed activity and budget prior to registration on the CAP.</p> | <p>Register your communications on the CAP</p> <p>Once registration is approved you can brief your appointed creative and Media Panel supplier to develop creative concepts and draft media plan.</p> <p>It is <u>mandatory</u> to register your communications on the CAP.</p> | <p>GCAC submission</p> <p>Upload your GCAC submission to the CAP (including final communications plan, research, creative concepts and media plan) and nominate a GCAC meeting date.</p> <p>Chief Executive and Ministerial approval is required prior to uploading your submission.</p> | <p>Upload final assets to the CAP for approval</p> <p>It is <u>mandatory</u> to have approval from your Chief Executive and relevant Minister prior to the <i>FINAL ASSET APPROVAL</i> stage.</p> | <p>Implement your activity</p> | <p>Evaluate your communications</p> <p>Once the campaign is complete select <i>PROCEED TO EVALUATION</i>.</p> <p>It is <u>mandatory</u> to evaluate all communications activities.</p> | <p>Communications closed</p> |
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Revision to an existing approval

Should there be a significant change in media strategy, creative direction or proposed budget please select *AMENDMENT TO EXISTING SUBMISSION*.

If total expenditure increases beyond a threshold, the approval requirements of the new threshold will apply.

NOTE: The steps outlined in thresholds above \$50,000 are mandatory for the Communications Approval Process. Further detail on all thresholds is found in the Marketing Communications Guidelines.