

Premier and Cabinet Circular

PC 048 - COMMUNICATIONS APPROVAL PROCESS FOR THE GOVERNMENT OF SOUTH AUSTRALIA



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PC CIRCULAR 048 - COMMUNICATIONS APPROVAL PROCESS FOR THE GOVERNMENT OF SOUTH AUSTRALIA

This Circular is current from 1 July 2019 and will be reviewed in 24 months.

This Circular outlines the policy for the mandatory approval process for the communications activities undertaken by the Government of South Australia.

Overview

Communications 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.

Under delegation from Cabinet, the Government Communications Advisory Committee (GCAC) maintains operational responsibility for reviewing and approving government communications, marketing and sponsorship activities to ensure a planned, coordinated and strategic approach to the Government's communications strategies and programs.

The GCAC approval process governs whole of government marketing communications, including but not limited to: advertising, public information, promotional campaigns, branding, commercial sponsorships and public relations, and is applicable to Government departments, agencies and operating units, public authorities and instrumentalities of the Crown, and organisations that are under direction of a Minister of the Crown.

The GCAC Terms of Reference defines the roles and responsibilities of the committee and its members. The Department of the Premier and Cabinet is the secretariat of GCAC.

GCAC may delegate authority for approval where applicable. This will be outlined in the GCAC Terms of Reference and the Government of South Australia Marketing Communications Guidelines.

GCAC is responsible for government communications and branding guidelines supporting this policy, and all processes associated with the communications approval process. The Communications Approval Portal (CAP) will facilitate the approval process. The Marketing Communications Guidelines clearly articulates all aspects of the communications approval process.

GCAC maintains oversight of government expenditure on advertising and endorsing reports to Cabinet.

Responsibility and delegations

The new government communications approval process will vary depending on the value of the expenditure as follows:

- Threshold 1: Up to \$49,999 (ex GST)
- Threshold 2: \$50,000 to \$199,999 (ex GST)
- Threshold 3: Over \$200,000 (ex GST)
- Approval for communication activities with a Threshold 1 budget allocation, GCAC will delegate authority to Department Chief Executives (or equivalent).
- Approval for communications activities with a Threshold 2 budget allocation requires oversight by GCAC, with GCAC delegating authority to Department Chief Executives (or equivalent) and the responsible Minister.
- Approval for communication activities with a Threshold 3 budget allocation requires formal GCAC approval.
- For Function Advertising Exemptions, GCAC delegates authority to Chief Executives (or equivalent).
- For Common Brand Exemptions, GCAC delegates authority to Ministers.

Summary

Expenditure ex GST	Mandatory approval levels	Process
Functional Advertising Exemptions	Chief Executive (or equivalent)	<ul style="list-style-type: none"> ● Internal communications process as set by department
Up to \$49,999	Chief Executive (or equivalent)	<ul style="list-style-type: none"> ● Internal communications process as set by department
\$50,000 to \$199,999	GCAC review Chief Executive (or equivalent) and Minister	<ul style="list-style-type: none"> ● Registration of Intent on CAP ● Internal approval process ● Approved submission on CAP
Over \$200,000	GCAC	<ul style="list-style-type: none"> ● Registration of Intent on CAP ● GCAC submission on CAP ● GCAC meeting
Common Brand Exemption	Minister	<ul style="list-style-type: none"> ● Internal departmental approval process ● Approved exemption submission uploaded on CAP

Exemptions from the communications approval process

There are no exemptions from the communications approval process, unless approval explicitly given by the Chair of GCAC.

Reporting

The GCAC Terms of Reference outlines required reporting of the group.

Amendments

Minor administrative changes that do not alter the scope or intent of this Circular are to be approved by the Chair of GCAC. Major changes are to be approved by Cabinet.

Administrative changes to marketing communications guidelines, policies and procedures are the responsibility of the GCAC secretariat. Major changes are to be approved by GCAC.

Document Control

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For more information

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