

Up to \$49,999 EX GST

DELEGATED TO THE RELEVANT CHIEF EXECUTIVE (OR EQUIVALENT)





















Develop a communications plan

The extent of the plan should be relative to the task - for example an email summary of the campaign may be agequate for limited activity.

Seek internal approval.

Develop creative concepts and a media plan

Ensure you allow adequate lead times and follow your departmental and the Master Media Scheme procurement processes.

Submit the communications plan for internal approval

Include:

- media schedule
- proposed creative research.

Implement your activity

Evaluate your communications

Prepare your evaluation and obtain internal approvals.

Communications closed

Once the evaluation is approved the communications is deemed closed.



\$50.000-\$199,999 EX GST

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



**Develop a communications** plan and gain Chief Executive authorisation

You must have your Chief authorisation for the proposed activity and budget prior to

CAP.

















Executive (or equivalent) registration on the CAP.

### Register your communications on the CAP

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.

It is mandatory to register your communications on the

### **Obtain Chief Executive** and Ministerial approval

Seek approal of communications plan, creative concepts and draft media plan using the Ministerial Approval Form (yellow) generated in the CAP.

Upload approved documents to the CAP for reporting.

### Upload final assets to the CAP

Seek approval of final assets from your Chief Executive and Minister.

Upload final assets to the CAP for reporting.

### Implement your Evaluate vour activity communications

Once the campaign is complete select PROCEED TO EVALUATION.

Seek approval of evaluation from your Chief Executive and Minister.

Upload approved evaluation to the CAP for reporting.

## Communications

Once the evaluation is approved the communications is deemed closed.

closed

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

Revision to an

existing approval

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



\$200,000 EX GST

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



### **Develop a communications** plan and gain Chief Executive authorisation

You must have your Chief Executive (or equivalent) activity and budget prior to registration on the CAP.



authorisation for the proposed

### Register your communications on the CAP

Once registration is approved you can brief your appointed creative and Media Panel supplier to develop creative concepts and draft media plan.

It is mandatory to register vour communications on the CAP.

### GCAC submission

Upload your GCAC submission to the CAP (including final communications plan, research, creative concepts and media plan) and nominate a GCAC meeting

Chief Executive and Ministerial approval is required prior to uploading your submission.

Upload final

for approval

assets to the CAP

It is mandatory to

have approval from

your Chief Executive

and relevant Minister

ASSET APPROVAL

prior to the FINAL

stage.





activity



Implement your





Evaluate your

communications

Once the campaign is

TO EVALUATION.

complete select PROCEED

It is mandatory to evaluate

all communications activities.





closed

Communications

# 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.