Government Communications Approval Process

Frequently Asked Questions

Government of South Australia

Why do we need a new process?

Since its introduction, the Government Communications Approval Process has continued to evolve, reflecting the need for government to be agile and responsive to changes in the broader media landscape and the media consumption habits of the community.

Who are the GCAC members?

Membership include the following government and non-government representatives:

Jehad Ali – Director of Brand and Marketing, Department of the Premier and Cabinet (Chair)

Antonia Damianos – Head of Marketing, Communications and Development, HomeStart Finance

Sylvia Rapo Williamson – Executive Director, Consentium / JBS&G

Rik Morris – Chief Executive, Premier's Delivery Unit

Adam Todd – Director of Media and Communications, Office of the Premier

Lauren Mackie – Secretariat, Department of the Premier and Cabinet

The Chair will make the final determination of submissions presented to the Committee as well as final approval of Submissions.

How often will the GCAC meetings be held?

The GCAC meetings are scheduled every second Friday.

Sitting dates and submission deadlines for the current year are available on the Government Communications website page.

These are subject to change and will be kept up to date on the DPC website.

What are the timeframes for submissions and approvals?

Approval response timeframe from the Chair of GCAC is 5 working days (from the date of receipt of the information/documents by the Chair).

For Major Campaigns, your GCAC submission, which includes the final communications plan, creative concepts and draft media plan, is required at least 10 working days prior to the scheduled GCAC meeting.

You are required to submit your Evaluation to Launchpad within 3 months of the activity concluding.

What assets will I need to upload in Launchpad?

For Minor Campaigns, you are not required to upload final assets in Launchpad.

For Major Campaigns, you will be required to upload a representative sample of the final assets that will be featured in marketing communications for the Chair of GCAC to approve.

Who do I contact if I have questions about the process?

For any enquiries about the Government Communications Approval Process, or how to use Launchpad, please contact the GCAC Secretariat at GovCommunications@sa.gov.au.

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