

MARKETING

COMMUNICATIONS

GUIDELINES



**Government
of South Australia**

CONTENTS

<u>Introduction</u>	<u>3</u>
<u>Activities subject to the Marketing Communications Guidelines</u>	<u>4</u>
<u>Using public funds</u>	<u>4</u>
<u>Objectives of publicly-funded communications</u>	<u>4</u>
<u>Upholding high standards</u>	<u>5</u>
<u>Government Communications Advisory Committee</u>	<u>5</u>
<u>Government Communications Advisory Committee responsibility</u>	<u>5</u>
<u>Government Master Media Scheme</u>	<u>6</u>
<u>Government of South Australia branding and logo</u>	<u>6</u>
<u>Use of the State Brand</u>	<u>6</u>
<u>Sponsorship</u>	<u>6</u>
<u>Private sector endorsements</u>	<u>7</u>
<u>Digital communications</u>	<u>7</u>
<u>Diversity and accessibility</u>	<u>7</u>
<u>Commercial clearance</u>	<u>8</u>
<u>Complaints</u>	<u>9</u>

Communications approval process guidelines	10
<u>Introduction</u>	<u>10</u>
<u>The purpose of the communications approval process</u>	<u>10</u>
<u>Activities subject to the communications approval process</u>	<u>10</u>
<u>Approval requirements</u>	<u>10</u>
<u>Variations to approved communications</u>	<u>10</u>
<u>Evaluation of communications</u>	<u>11</u>
<u>The Communications Approval Process</u>	<u>12</u>
<u>Communications up to \$49,999 (ex GST) in total value</u>	<u>12</u>
<u>Communications \$50,000 to \$199,999 (ex GST) in total value</u>	<u>12</u>
<u>Communications \$200,000 or above (ex GST) in total value</u>	<u>14</u>
<u>Communications activity approved prior to 1 July 2019</u>	<u>15</u>
<u>Functional advertising</u>	<u>16</u>
<u>Common Branding exemptions</u>	<u>17</u>

For further information:

Government Communications
Department of the Premier and Cabinet

dpc.sa.gov.au/govcommunications

govcommunications@sa.gov.au

EFFECTIVE SEPTEMBER 2020

MARKETING COMMUNICATIONS GUIDELINES

OFFICIAL

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.

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

Activities subject to the Marketing Communications Guidelines

All government marketing communications, including but not limited to, advertising, public information, promotional campaigns, branding, commercial sponsorships and public relations 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 that align to the government's priorities.

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 publicly presented where appropriate
- Be aligned with the government's priorities.

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 caretaker 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 how 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.

Government Communications Advisory Committee (GCAC)

As outlined in *Premier and Cabinet Circular 048*, from 1 July 2019, 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 Department of the Premier and Cabinet Communications Division is the Secretariat of GCAC.

GCAC responsibility

Marketing communications policies and procedures

GCAC maintains strategic oversight of communications policies, guidelines and procedures including but not limited to:

- *Premier and Cabinet Circular 048: Communications Approval Process for the Government of South Australia*
- *Government of South Australia Marketing Communications Guidelines*
- *Premier and Cabinet Circular 025: Common Branding for the Government of South Australia*
- *Government of South Australia Branding Guidelines*
- *Premier and Cabinet Circular 009: The Master Media Scheme for Government Advertising*
- *Recruitment Advertising Policy and Guidelines*
- Other relevant communications circulars, policies and guidelines.

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

Amendments to policies and guidelines

GCAC will manage and approve all changes to policies and guidelines relevant to the communications approval process.

Government communications approvals

All marketing communications, advertising and commercial sponsorship activities are subject to the approval process.

The 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 communications activities with a Threshold 1 budget allocation, GCAC delegates 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 communications activities with a Threshold 3 budget allocation requires formal GCAC approval
 - For Functional Advertising Exemptions, GCAC delegates authority to Chief Executives (or equivalent)
 - For Common Brand Exemptions, GCAC delegates authority to Ministers.

Reporting

GCAC maintains oversight of government expenditure on advertising. Reports on government expenditure will be tabled to GCAC regularly.

GCAC will regularly review delegations to Chief Executives (or equivalent) and Ministers.

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

GCAC reports to Cabinet quarterly on all marketing communications approvals (above \$50,000 ex GST), and advertising media expenditure.

Government Master Media Scheme

The Master Media Scheme (the Scheme) facilitates the effective planning and buying of advertising media for the Government of South Australia. Wavemaker, Carat and Reprise (known as the Media Panel) are the media agencies appointed to the Scheme, who will liaise with various media outlets such as television networks, radio stations, newspapers, digital, outdoor and social media outlets on behalf of government.

To achieve significant savings for government, it is the responsibility of Wavemaker, under the Scheme, to enter into media contracts and negotiate with media outlets for volume discount rates, incentive discounts, community service activity, bonus airtime/space and other value-added services on behalf of government.

The Scheme is mandatory for all government agencies and statutory authorities 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.

Brand advertising

Wavemaker, Carat and Reprise are the appointed brand advertising media agencies that are collectively known as the Media Panel.

Agencies on the Media Panel will provide brand advertising services of media strategy, planning and buying.

A secondary procurement process is required when engaging the Media Panel for brand advertising services. Refer to *Master Media Scheme: Media Panel Rules of Engagement* available on the DPC website for more information.

Functional advertising

Wavemaker has been appointed to provide functional advertising services including production and booking.

Refer to *Master Media Scheme: Media Panel Rules of Engagement* available on the DPC website for more information.

Templates and further information are available at dpc.sa.gov.au/govcommunications.

Social Media boosting

There are two types of social media boosting requirements – Campaign boosting and Functional boosting.

Campaign boosting – This is where social media has been well considered as an effective medium forming part of a campaign media plan. Boosting would be the responsibility of the media agency appointed to the campaign.

Functional boosting – Wavemaker, as the sole supplier for government functional advertising, has developed a process that captures expenditure required for government reporting and allows departments to continue to be responsible for functional social media post setup and boosting (on Facebook, Instagram and Messenger). You must follow the process outlined in the *Master Media Scheme: Media Panel Rules of Engagement*.

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 025: Common Branding Policy*

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

These documents are available at 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:

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

These documents are available at 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 (e.g. 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 (this must be clearly identified)
- 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 Media Panel. Likewise, the Premier's Media Unit should be consulted on any media sponsorships prior to approaching the proposed media organisation.

Commercial sponsorships (where government is sponsoring a third-party event or initiative) require approval as part of the communications approval process. Approval is based on the total value of the sponsorship, either as a stand-alone activity or including leveraging activities (e.g. sponsorship value \$20,000 ex GST and leveraging value \$35,000 ex GST is viewed as a combined total for the activity of \$55,000 ex GST).

More detailed information on the government communications approval process is on page 10.

Acknowledgment of sponsorship, partnership or funding arrangements can be made through logos or words, provided it is clearly identified or easily recognised as such.

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

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 goods and services does not allow free promotional opportunities unless required by law.

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.

The government's Intellectual Property Policy is available on the DPC website dpc.sa.gov.au.

Considerations:

- Only include information and images 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 or link to a non-government entity unless the government has formally agreed to endorse, sponsor or advertise that entity through a sponsorship or commercial agreement, or where it is a government agency's role to provide industry coordination or community information (e.g. South Australian Tourism Commission)
- Government publications/websites that contain paid advertising should carry a disclaimer that the government does not endorse the featured advertisers.

Provisional of editorial comment

Statements from government agencies supplied to private companies for media release or editorial about goods and services provided to government should be factual and contain no statements which could imply endorsement. A private sector company must not make a public announcement or media release about any aspect of an agreement with government without written consent.

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.

Additionally, any functional social media boosting (on Facebook, Instagram and Messenger) undertaken by departments is required to comply with the process outlined in the *Master Media Scheme: Media Panel Rules of Engagement*.

Marketing communications activities that use digital channels (paid and unpaid) as part of an integrated approach must be approved as part of the government communications approval process.

More detailed information on the approval process is available on page 10. This activity must be planned and booked by your appointed Media Panel supplier.

Diversity and accessibility

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 Media Panel 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 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 bca.org.au.

Commercial clearance

Television

Every television commercial must be classified by ClearAds (formerly Commercials Advice Pty Ltd. CAD) before it can be broadcast. ClearAds 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 clearads.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 commercialradio.com.au

Print

Australian Publishers' Bureau publishersbureau.com.au

Outdoor

The Outdoor Media Association oma.org.au

Digital

Mobile Marketing Association mmaglobal.com

Cinema

Val Morgan valmorgan.com

Direct Mail

Australian Direct Mail Association 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 sa.gov.au

Advertising Standards Bureau (ASB)

Information available at adstandards.com.au

The South Australian Ombudsman

Information available at 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 audit.sa.gov.au

COMMUNICATIONS APPROVAL PROCESS GUIDELINES

Introduction

As outlined in *Premier and Cabinet Circular 048* the role of Government Communications Advisory Committee (GCAC) and the 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.

GCAC maintains operational responsibility for reviewing proposed advertising and marketing communications activity, including reporting to Cabinet on approved communications matters.

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 GCAC, or as delegated to Department Chief Executives (or equivalent) 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, but not limited to: 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

As outlined in *Premier and Cabinet Circular 048* the communications approval process for government marketing communications differs depending on the total value of the activities:

EXPENDITURE APPROVAL PROCESS (ex GST)

- 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 communications activities with a Threshold 1 budget allocation, GCAC delegates authority to Department Chief Executives (or equivalent)
 - Approval for communications activities with a Threshold 2 budget allocation requires oversight by GCAC through the Communications Approval Portal (CAP), with GCAC delegating authority to Department Chief Executives (or equivalent) and the responsible Minister
 - Approval for communications activities with a Threshold 3 budget allocation requires formal GCAC approval. GCAC meetings occur fortnightly and submissions are facilitated through the CAP.
 - For Functional Advertising Exemptions, GCAC delegates authority to Chief Executives (or equivalent)
 - For Common Brand Exemptions, GCAC delegates authority to Ministers. Exemptions are facilitated through the CAP.

The above thresholds include commercial sponsorships (the expenditure of the associated sponsorship and the leveraging activities). More detailed information on sponsorship is on page 6.

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 and evaluation plans.

Note: To engage creative, research, event suppliers please follow your departmental procurement process.

The secondary procurement process for the Master Media Scheme must be followed to engage with the Media Panel.

Adequate lead times for procurement and the approval process must be considered when planning communications activities.

Variations to approved communications

Variations to an approved communications activity will require a further approval. These variations include significant changes to the creative, media strategy/plan or an increase in the approved budget regardless of threshold.

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

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 including commercial sponsorships - regardless of extent or budget is mandatory- as part of its commitment to continuous improvement.

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

All agencies submitting communications activity for approval through the CAP must provide measurable evaluation criteria that reflects the objectives.

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

GCAC 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 and should be linked to the outcomes of the communications activity
- 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. Do not include objectives you are not able to measure
- The communications budget should include an appropriate allocation for evaluation
- Evaluation should be conducted in a professional and objective manner with learnings for the future outlined.

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

The Communications Approval Process

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

Under delegation from GCAC marketing communications with a total value up to \$49,999 (ex GST) are to be approved by the 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. Regardless of the value clear, measurable objectives should be set. A Communications Plan template is available at dpc.sa.gov.au/govcommunications.

2. Develop creative concepts and a media plan

Where practical, it is good practice to brief your appointed creative and Media Panel supplier 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

Once approved you can proceed with production, seeking further internal approval prior to the activity entering the public domain.

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

5. Evaluate your communications

When the communications activity is complete, evaluate its effectiveness. The evaluation will determine whether the communications activity has achieved the desired outcomes.

The extent of the evaluation plan should be relative to the communications task. An email summary or a file note, for example, is appropriate for limited activity.

For communications involving a higher spend or of greater strategic importance, the evaluation plan should contain more extensive detail.

You should seek internal approval of the evaluation and keep a record for future reference.

An Evaluation Plan template is available at dpc.sa.gov.au/govcommunications.

GCAC will maintain oversight of this delegation through regular review of media expenditure reports.

Communications \$50,000-\$199,999 (ex GST) in total value

Approval for communications activities with a budget allocation of \$50,000 to \$199,999 (ex GST) requires oversight by GCAC through the Communications Approval Portal (CAP), with GCAC delegating authority to department Chief Executives (or equivalent) and the responsible Minister.

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

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

Prepare a communications plan, which should be relative to the complexity of the task and the desired outcomes.

A Communications Plan template is available at dpc.sa.gov.au/govcommunications.

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

2. Register your communications

To enable GCAC to maintain oversight and report on the threshold delegation it is mandatory that you register your communications activity on the CAP. On registration, your communications will be assigned an identification number and an automatic notification will be sent to the Chair of GCAC.

It is recommended that the communications plan is uploaded at this stage.

The Chair of GCAC will note the registration (within 7 days), request further information upon registration or elevation of the submission to a GCAC meeting. Should further information or elevation be requested please note that the activity should be placed on hold until approval is provided.

3. Chief Executive and Ministerial approval

Once registration is noted you are able to proceed with briefing your appointed creative and Media Panel supplier to develop creative concepts and a draft media plan.

Research may also occur to help inform the strategy or to test concepts. It is recommended that creative concepts are tested to ensure they resonate with the target audience to achieve the set objectives.

To seek approval of your communications plan, creative concepts and draft media plan it is mandatory to use the CAP to generate the Ministerial Approval Form (Yellow). The Ministerial Approval Form will be used to seek approval through the Chief Executive (or equivalent) to the relevant Minister, along with relevant briefing documents.

Once you have received approval please upload all documents (including the signed Ministerial Approval Form, creative concepts, and draft media plan) to the CAP in the assets field.

Please note this stage is mandatory for GCAC reporting of the threshold delegation.

4. Final assets upload

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

Approvals are mandatory prior to the activity entering the public domain.

Once approved it is mandatory to upload the final assets to the CAP to allow GCAC reporting of the threshold delegation.

Please ensure any subsequent amendments to creative or media are approved by the Chief Executive (or equivalent) and relevant Minister and uploaded to the CAP (in the assets field) prior to entering into the public domain.

Do not click *Proceed to Evaluation* until your campaign is complete and you are ready to evaluate.

Should your campaign require additional approvals due to an increase in approved budget, change in media or creative strategy please follow *Step 7 Amendment to an existing submission* prior to evaluation.

5. Evaluate your communications

Once completed, evaluation of the communications is mandatory. The evaluation will determine whether the communications activity has achieved the desired outcomes. You must submit an Evaluation Plan through the CAP.

Your evaluation submission should include:

- Any variation in expenditure from the approved total
- An evaluation against the communications objectives
- An evaluation summary, and future strategy or learnings
- Include any supporting evidence and research outcomes.

An Evaluation Plan template is available at dpc.sa.gov.au/govcommunications.

Seek approval of the evaluation from your Chief Executive (or equivalent) and relevant Minister. Once approved it is mandatory to upload the evaluation to the CAP to allow GCAC reporting of the threshold delegation.

Future communications must not be undertaken without approval of the evaluation plan unless otherwise agreed.

To further improve transparency, the total cost and an evaluation summary for each communications initiative within this threshold will be published on the DPC website. Agencies are responsible for notifying the GCAC Secretariat should this information not be considered appropriate for release. The Chair of GCAC is responsible for endorsing evaluation submissions for release to the public.

6. Communications closed

Once the evaluation has been approved and uploaded to the CAP, the communications is deemed closed.

7. Amendment to an existing submission (if required)

Should the approved communications activity undergo a significant change in media strategy, creative direction or increase in approved budget, further approvals within this threshold are required.

If an amendment is required, click on AMENDMENT TO EXISTING SUBMISSION.

Please enter information, such as amended budget or timing, to generate a Ministerial Approval Revision to Submission Form (Yellow).

This will require approval by the Minister through the Chief Executive (or equivalent). Relevant information such as updated communications plan and amended creative or media plan should be included in the briefing.

Once you have received approval of the Ministerial Approval Revision to Submission Form, and supporting documents please upload all documents (including the signed Ministerial Approval Form) to the CAP in the assets field.

Proceed to implement the activity.

Once the campaign is complete click *Proceed to Evaluation* to proceed to the EVALUATION stage.

Please note this stage is mandatory for GCAC reporting of the threshold delegation. Should the budget increase to \$200,000 or above, GCAC approval is required. Once GCAC approval threshold is activated the evaluation will be required to be presented to GCAC.

Communications \$200,000 or above (ex GST) in total value

Approval for communications activities with a budget allocation of \$200,000 (ex GST) or above requires formal GCAC approval.

GCAC meetings occur fortnightly and submissions are facilitated through the CAP. The GCAC meeting calendar (including submission deadlines) is available at dpc.sa.gov.au/govcommunications.

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

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

Prepare a communications plan, which should be relative to the complexity of the task and the desired outcomes.

A Communications Plan template is available at dpc.sa.gov.au/govcommunications.

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

2. Register your communications

As outlined in *Premier and Cabinet Circular 048* it is mandatory to register your campaign on the CAP. The Registration of Intent provides oversight for GCAC of the intended activity.

On registration, your communications will be assigned an identification number and an automatic notification will be sent to the Chair of GCAC.

It is recommended that the communications plan is uploaded at this stage.

Agencies are not authorised to proceed with the development of the communications activity without this approval.

The Chair of GCAC will approve or not approve the Registration of Intent submission to proceed to a GCAC meeting, within 7 days.

Once registration is approved you are able to proceed with briefing your appointed creative and Media Panel supplier to develop creative concepts and a draft media plan. Research should also occur to help inform the strategy or to test concepts.

Proposed creative concepts and media plan will require approval by the Chief Executive (or equivalent) and Minister prior to submission to GCAC.

3. GCAC submission

When you are ready to submit to GCAC the following steps should be followed:

- Upload your GCAC submission documents to the CAP including final communications or sponsorship plan, research, creative concepts and media plan. These documents will be tabled to GCAC
- Provide all relevant information in the CAP for your submission to GCAC

- Nominate a GCAC meeting date, ensuring the submission due date can be achieved
- Once you click Submit you are confirming documentation is correct and ready to submit to GCAC
- The Secretariat will confirm the GCAC meeting date and advise if representation at the meeting is required.

4. GCAC approval

Following the GCAC meeting you will be notified by email to generate the GCAC Response to Submission Form (Green) in the CAP. There are no further approvals of the GCAC Response to Submission Form required, however GCAC terms of approval must be applied during the production of final assets.

You may progress to the next stage of the approval process FINAL ASSET APPROVAL.

5. Final asset approval

Prepare the final creative assets and media plan and seek approval from your Chief Executive (or equivalent) and relevant Minister according to your departmental procedures.

Once approved please upload final creative and media assets to the CAP in the FINAL ASSET APPROVAL stage for approval.

The Chair of GCAC will review and approve the final assets within 7 days.

Please note this stage is mandatory for GCAC reporting.

If you have received approval from GCAC and there are further phases of the campaign with outstanding creative or media approvals, please select Additional Phase in the assets field. Please upload final assets for approval by the Chair of GCAC prior to entering the public domain.

Do not click *Proceed to Evaluation* until your campaign is complete and you are ready to evaluate.

Should your campaign require additional approvals due to an increase in budget, change in media or creative strategy please follow Step 8 *Amendment to an existing submission* prior to evaluation.

6. Evaluate your communications

Once completed, evaluation of the communications' success is mandatory. The evaluation will determine whether the communications activity has achieved the desired outcomes.

You must submit an Evaluation Plan to be tabled at a GCAC meeting through the CAP.

Your evaluation submission should include:

- Any variation in expenditure from the approved total
- An evaluation against the communications objectives
- An evaluation summary, and future strategy or learnings
- Include any supporting evidence and research outcomes.

An Evaluation Plan template is available at dpc.sa.gov.au/govcommunications.

When you are ready to submit the evaluation to GCAC the following steps should be followed:

- Upload your evaluation plan and any relevant supporting documents to the CAP. These documents will be tabled to GCAC. Do not include full research reports, as these should be summarised in your evaluation plan.
- Provide all relevant information in the CAP for your submission to GCAC
- Nominate a GCAC meeting date, ensuring the submission due date can be achieved
- Once you click Submit you are confirming documentation is correct and ready to submit to GCAC
- The Secretariat will confirm the GCAC meeting date and advise if representation at the meeting is required.

Following the GCAC meeting you will be notified by email of the evaluation approval. If applicable ensure GCAC comments are considered for future activity.

Future communications must not be undertaken without approval of the evaluation plan unless otherwise agreed.

To further improve transparency, the total cost and an evaluation for each communications initiative within this threshold will be published on the DPC website. Agencies are responsible for notifying the GCAC Secretariat should this information not be considered appropriate for release. The Chair of GCAC is responsible for endorsing evaluation submissions for release to the public.

7. Communications closed

Once the evaluation is approved, the communications is deemed closed.

8. Amendment to an existing submission (if required)

Should the approved communications activity undergo a significant change in media strategy, creative direction or increase in approved budget, further GCAC approvals are required.

Chief Executive (or equivalent) and Ministerial approval is required prior to submission to GCAC.

If an amendment is required, click on AMENDMENT TO EXISTING SUBMISSION.

When you are ready to submit to GCAC the following steps should be followed:

- Upload your GCAC submission documents to the CAP including updated communications plan and revised creative or media plan (if applicable). These documents will be tabled to GCAC
- Provide all relevant information in the CAP for your submission to GCAC
- Nominate a GCAC meeting date, ensuring the submission due date can be achieved
- Once you click Submit you are confirming documentation is correct and ready to submit to GCAC
- The Secretariat will confirm the GCAC meeting date and advise if representation at the meeting is required.

Following the GCAC meeting you will be notified by email to generate the GCAC Amendment to Submission Response Form (Green) in the CAP. There are no further approvals of the GCAC Amendment to Submission Response Form required, however GCAC comments must be taken into account (if applicable).

Proceed to implement the activity.

Once the campaign is complete please click *Proceed to Evaluation* to proceed to the EVALUATION stage.

Communications activity approved prior to 1 July 2019

Where communications activities have been approved prior to the new communications approval process, the Chair of GCAC delegates authority to the Director of Communications, DPC for approval of all outstanding actions for campaigns approved prior to 1 July 2019. These will be facilitated through the CAP.

Evaluations for activity prior to 1 July 2019 remain due on the date nominated. They are required to be submitted via the CAP and will be tabled at a GCAC meeting. Following GCAC approval of the evaluation you will be notified by email.

The GCAC Chair is responsible for endorsing publication of the evaluation summary to the DPC website. This maintains transparency and accountability of the approval process. Agencies are responsible for notifying the GCAC Secretariat should this information not be considered appropriate for release.

Functional Advertising Guidelines

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
- Exemptions for functional recruitment advertising can be granted by the Chief Executive (or equivalent) under delegation of the Chair of GCAC.

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

Functional exemptions

Functional advertising that *does not comply* with these guidelines requires an exemption. GCAC delegates the responsibility of exemption requests from the Functional Advertising Guidelines to Chief Executives (or equivalent). Functional advertising must be booked by Wavemaker.

Common Branding Exemptions

All government entities are required to use the Government of South Australia logo as outlined in *Premier and Cabinet Circular 025: Common Branding Policy* and the *Government of South Australia Branding Guidelines*.

However, there is occasion where a Government Entity requires a unique logo. GCAC delegates authority to Ministers for approval of Common Branding Exemption requests.

If your entity requires an exemption from the *Common Branding Policy* to develop a unique logo or needs to revise its existing unique logo (as part of an existing Common Branding Exemption), the Common Branding Exemption approval process is required to be followed.

This process is facilitated online via the CAP as follows:

Seeking approval for a new Common Brand Exemption:

1. Outline the requirements for a new Common Branding Exemption

In order to request a Common Branding Exemption, you should consider:

- The type of exemption sought – Co-branding (a unique logo in conjunction with the Government of South Australia logo), or Full Exemption (a unique logo without government recognition)
- The basis for the exemption
- The proposed methodology for logo development, including planned research or concept testing
- The budget and timeframe for implementing the new logo.

2. Internal approval

Obtain Chief Executive (or equivalent) approval, according to your departmental procedures, for any proposed expenditure on creative development and implementation. This is mandatory prior to submission on the CAP.

3. Obtain approval from the Minister

To seek approval of your exemption it is mandatory to use the Ministerial Approval Common Branding Exemption Form (Yellow) to seek approval through the Chief Executive (or equivalent) to the relevant Minister. Ensure relevant briefing documents are included. This form is generated in the SUBMISSION AND APPROVAL stage in the CAP.

Once approved by the Minister please upload the signed Ministerial Approval Common Branding Exemption Form to the CAP and proceed with final production. This stage is mandatory for GCAC reporting.

4. Final asset upload

Approval of the final assets by the Minister is required prior to entering the public domain. It is mandatory to upload the final creative assets to the CAP to enable GCAC to report on the delegation.

5. Implement your new logo

Integrate your logo into your entity's communications activities.

Seeking approval to revise a logo as part of an existing Common Branding Exemption:

1. Outline the requirements for a new logo

In order to request for a revision to a logo with a current common branding exemption you should consider:

- The basis for developing a new logo
- The proposed methodology for logo development, including planned research or concept testing
- The budget and timeframe for implementing the new logo.

2. Internal approval

Obtain Chief Executive (or equivalent) approval, according to your departmental procedures, for any proposed expenditure on creative development and implementation. This is mandatory prior to submission on the CAP.

3. Obtain approval from the Minister

To seek approval of your new logo submission it is mandatory to use the Ministerial Approval Common Branding Exemption Form (Yellow) to seek approval through the Chief Executive (or equivalent) to the relevant Minister. Ensure relevant briefing documents are included. This form is generated in the SUBMISSION AND APPROVAL stage in the CAP.

Once approved by the Minister please upload the signed Ministerial Approval Common Branding Exemption Form to the CAP and proceed with final production. This stage is mandatory for GCAC reporting.

4. Final asset upload

Approval of the final assets by the Minister is required prior to entering the public domain. It is mandatory to upload the final creative assets to the CAP to enable GCAC to report on the delegation.

5. Implement your new logo

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



**Government
of South Australia**