

OFFICIAL

Premier and Cabinet Circular

**PC 005 – WHOLE OF GOVERNMENT COMMUNICATIONS, BRANDING
AND ADVERTISING**

Effective from November 2023

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Purpose statement

This circular outlines the policy for:

- approving communications activities undertaken by the government
- the Master Media Scheme for government advertising,
- whole of government websites, and
- common branding for government.

It applies to all government entities including:

- government departments, agencies and operating units
- statutory authorities, public authorities, government enterprises and instrumentalities of the Crown, and
- organisations that are under the direction of a Minister.

Context

South Australian Government communications seek to inform, create dialogue with, and influence citizens to:

- build trust, respect and confidence
- achieve better understanding of policy and service development
- deliver outcomes more consistently, and
- build a stronger society.

Consistent branding, planning, approval and purchasing arrangements across government communications and advertising:

- ensures the public can readily recognise South Australian government activities and services
- improves effectiveness, coordination and transparency of advertising from a whole of government perspective
- delivers value for money with advertising rates being negotiated centrally, and media buying and booking being coordinated to ensure investment is tailored to reach target audiences and associated benefits (such as better advertising placement and bonuses) are secured.

Beyond paid advertising, having centralised sources of online information, supported by social media, makes it easier for citizens to find, access and engage with government information. It also supports coordinated messaging from a whole of government perspective.

Authority and accountability

Under delegation from Cabinet, the Government Communications Advisory Committee (GCAC) is responsible for:

- reviewing and approving government communications, marketing and sponsorship activities, including whole of government campaigns, advertising,

public information, promotional campaigns, branding, commercial sponsorships and public relations

- setting communications and branding policies, guidelines and processes
- overseeing government expenditure on advertising
- Public disclosure of marketing communications activity on the DPC website
- endorsing reports to Cabinet.

Exemptions to common branding are approved by the Chair of GCAC, at their discretion.

GCAC may delegate approval authority for certain activities, as per the Terms of Reference and the Government of South Australia Marketing Communications Guidelines.

The GCAC secretariat is responsible for maintaining the marketing communications guidelines, policies and procedures and is authorised to make minor administrative changes only. Major changes must be approved by the Chair of GCAC.

The Department of the Premier and Cabinet is responsible for:

- developing and maintaining the Branding Guidelines
- negotiating the Master Media Scheme
- media negotiation services
- establishing and maintaining the Media Panel, and
- providing Secretariat support to GCAC.

The DPC Contract Administrator for the Master Media Scheme is the Director Brand and Marketing, DPC.

Chief Executives must ensure their agencies follow all communications policies and approval processes, including seeking exemptions, and use the Media Panel for all media strategy, planning, buying, booking and management services.

Application

Communications Approval Process

The Marketing Communications Guidelines clearly articulates all aspects of the communications approval process.

The Communications Approval Portal (CAP) facilitates the approval process.

The communications approval process will vary depending on the value of the expenditure.

Up to \$54,999 (ex GST)

- For communications activities with a budget allocation of up to \$54,999 ex GST, GCAC delegates approval authority to department Chief Executives (or equivalent).

Minor Campaigns: \$55,000 to \$199,999 (ex GST)

- For Minor Campaigns approval is required by the Chair of GCAC following approval by department Chief Executives (or equivalent) and the responsible Minister.

Major Campaigns: Over \$200,000 (ex GST)

- For Major Campaigns, formal GCAC approval is mandatory.

Functional Advertising Exemptions

- GCAC delegates authority to department Chief Executives (or equivalent).

Common Brand Exemptions

- The GCAC Chair is responsible for approving exemption requests via the CAP, following approval by Chief Executives (or equivalent).

Refer to the Marketing Communications Guidelines published on the DPC website for further information.

Branding

All government entities must adopt the authorised branding outlined in the Government of South Australia Branding Guidelines (the Branding Guidelines). These guidelines clearly articulate all aspects of the common brand and how it can be applied across of range of uses.

Common Branding will apply to:

- all internal and external communications
- marketing and communications activities
- administrative and operational activities.

All entities will adopt the approved layout and design for corporate stationery to maintain a professional corporate identity.

Individual programs, initiatives and committees are not entitled to have their own logo, unless an exemption request is supported by the Chief Executive (or equivalent) and approved by the Chair of GCAC.

The use of supporting graphics to create or support the identity of initiatives, programs and committees is accepted when preparing marketing and communications activities as detailed in the Branding Guidelines.

Master Media Scheme

Government entities must use the Media Panel for all media strategy, planning, buying, placement and management services for Brand and Functional media advertising, including:

- media strategy and planning
- media buying and placement
- digital media services
- media research
- analytical services

- functional advertising services, including booking and production, and
- media negotiation services.

Government entities are not permitted to use any other suppliers for these services.

Annual advertising rates for individual media outlets are based on the total government expenditure for all advertising in that medium for the previous year and potential expenditure for the forthcoming year.

When using the services of the Media Panel, government entities must also adhere to the established Media Panel Rules of Engagement published on the DPC website. The nominated media agency will negotiate other value-added benefits and services with the media on behalf of government.

Brand advertising

Brand advertising typically involves a high creative content, endeavours to change behaviour or attitudes of the general public and is of mid- to long-term appearance.

Brand advertising typically uses emotional imagery that seeks to position the brand.

Government entities regularly use the services of an advertising agency or graphic designer to produce campaign material. Television, radio, print, outdoor and digital media are generally utilised for Brand advertising.

Functional advertising

Functional advertising is typically of a statutory nature, including public notices and recruitment advertising. This advertising has a low creative content, and is generally text based with minimal or no design elements, pictures or images.

Most functional advertising is for immediate and short-term appearance and appears in press and online/digital publications.

Whole of Government websites

Whole of government websites, such as SA.GOV.AU and WeAreSA.au are designed to centralise information and improve access for the public. For example SA.GOV.AU is the central site to access government transactions and services while WeAreSA.au is the central point for whole of government information and news about the work of government and its positive impact on the lives of South Australians.

Sites that are endorsed by the Premier as central, whole of government sites are generally managed by the Department of the Premier and Cabinet. The host agency will coordinate all matters associated with the site and supporting social media, and engage with other agencies to plan and manage content to align with the scope and intent of the site.

All agencies must contribute appropriate content and links to whole of government websites according to guidelines, and proactively promote these whole of government sites via their channels.

Exemptions

Communications Approval Process

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

Branding

Entities may apply to the Chair of GCAC for exemptions from the Common Brand via the CAP. Applications must be assessed and supported by the Chief Executive (or equivalent) before progressing to the Chair of GCAC for approval.

Branding exemptions may be endorsed for specific entities and events to either:

- identify themselves solely by an entity specific logo and are exempt from all cobranding requirements, or
- co-brand service specific logos in conjunction with the Government of South Australia logo.

Exemptions may be granted on an individual basis where a vested commercial, cultural or public welfare interest has been identified.

Master Media Scheme

Any deviation from the Master Media Scheme secondary procurement process, as outlined in the Panel Rules of Engagement, may only be approved by the DPC Contract Administrator, following a written request with the rationale prior to approaching the Media Panel.

Monitoring and compliance

The GCAC Terms of Reference outline the reporting required of the Committee.

Distribution and publication

This Circular will be published on the DPC website. The Department of the Premier and Cabinet will write to all Chief Executives when the Circular is published or updated.

Document Control

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For more information

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