

# Government Communications Approval Process

The approval process for government marketing and communications activities varies depending on the allocated budget threshold.

For campaigns with an allocated budget of up to \$54,999 ex GST, the Government Communications Advisory Committee (GCAC) delegates authority to the relevant Chief Executive (or equivalent). Obtain Chief Executive (or equivalent) approval, according to your departmental procedures.

For Minor and Major campaigns, the Chair will make the final determination of submissions presented to the Committee as well as final approval of submissions.

Minor Campaigns	Major Campaigns
<div><div><div>\$</div><div>\$55,000–\$199,999 <small>EX GST</small></div></div><div>Approval by the Chair of GCAC through Launchpad is mandatory, following approval by the relevant Chief Executive and Minister</div></div>	<div><div><div>\$</div><div>\$200,000 <small>EX GST</small> and over</div></div><div>Approval by GCAC mandatory</div></div>
<div><div><div>Registration on Launchpad</div><div>Must seek GCAC Chair approval on Launchpad before briefing creative and Media Panel suppliers</div><div>Approval will be provided within 5 working days of the Chair receiving the Registration</div><div>Seek relevant internal approval</div></div></div>	<div><div><div>Registration on Launchpad</div><div>Must seek GCAC Chair approval on Launchpad before briefing creative and Media Panel suppliers</div><div>Approval will be provided within 5 working days of the Chair receiving the Registration</div><div>Seek relevant internal approval</div></div></div>
<div><div><div>GCAC submission</div><div>Submit the following for approval by the Chair of GCAC on Launchpad:</div><div><div>▪ confirmation of Chief Executive (or equivalent) and Ministerial approval</div><div>▪ communications plan</div><div>▪ media plan</div><div>▪ proposed creative concept(s)</div><div>▪ research</div></div></div></div>	<div><div><div>GCAC submission</div><div>Submit the following on Launchpad 10 days prior to attending the GCAC meeting:</div><div><div>▪ confirmation of Chief Executive (or equivalent) and Ministerial approval</div><div>▪ communications plan</div><div>▪ media plan</div><div>▪ proposed creative concept</div><div>▪ research</div></div></div></div>
<div><div><div>Evaluation</div><div>Seek relevant internal approval of your evaluation report prior to submitting to the GCAC Chair for approval on Launchpad, within three months of the activity concluding</div></div></div>	<div><div><div>GCAC approval of assets</div><div>Submit a representative sample of assets to the GCAC Chair for approval on Launchpad, following relevant internal approval according to your departmental procedures</div></div></div> <div><div><div>Evaluation</div><div>Seek relevant internal approval of your evaluation report prior to submitting to the GCAC Chair for approval on Launchpad, within three months of the activity concluding</div></div></div>