

Government Communications Approval Process

Frequently Asked Questions

What is happening to the Government Communications Approval Process?

A new Government Communications Approval Process will commence on Tuesday 1 November 2022 to continue to ensure a strategic, planned, and consistent approach to the government paid marketing communications activities.

The [Quick Reference Guide](#) provides a summary of the new process.

For activities registered in the Communications Approval Portal (CAP) prior to 1 November 2022, you are required to continue to follow the current Government Communications Approval Process.

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.

What are the major changes?

The new approval process is designed to strike a balance between whole-of-government oversight and enabling agencies to act quickly in bringing activities to market.

Key features of the new process include:

- Approval response times from the Chair of the Government Communications Advisory Committee (GCAC) has been reduced from 7 working days to 5 working days (from the date of receipt of the information/documents by the Chair).
- Chief Executive (or equivalent) approval is no longer a policy requirement at the Registration phase.
- The threshold for campaigns that do not require GCAC oversight or approval has increased.
- Final assets submission in the CAP is no longer required for Minor Campaigns.
- For Major Campaigns, only a representative sample of the final creative assets (not all assets) are required to be submitted in the CAP for the Chair of GCAC to approve.

- Attendance at a Committee meeting may not be required for certain campaigns, such as activities that are recurring or where expedience is considered a necessity—these decisions will be made by the Chair.
- The GCAC Chair is now responsible for approving Branding Exemption requests via the CAP, following Chief Executive (or equivalent) approval.

Who are the GCAC members?

A new membership will also be established, and 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

How often will the GCAC meetings be held?

The GCAC meetings will continue to be scheduled every second Thursday.

Sitting dates and submission deadlines for 2022 are available on the [Government Communications Advisory Committee Calendar 2022](#).

These are subject to change and will be kept up to date in the CAP.

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Will there be any changes to the timeframes for submissions and approvals?

Approval response times from the Chair of GCAC has been reduced from 7 working days to 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 9 working days prior to the scheduled GCAC meeting.

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

What process should I follow for current activity registered prior to 1 November 2022?

If you have registered your activity in the CAP prior to 1 November 2022, you are required to continue to follow the current Government Communications Approval Process.

The new Government Communications Approval Process only applies to activities registered from 1 November 2022.

What assets will I need to upload in the CAP?

For Minor Campaigns, you will be no longer required to upload final assets in the CAP.

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.

Following the GCAC meeting, the Chair will confirm which assets are required to be uploaded to the CAP as part of the final assets stage.

Will there be changes to the CAP?

A new and improved CAP is currently being developed.

In the interim, please continue to use the existing CAP for existing and new activity. Minor changes will be made to the existing CAP from 1 November 2022 to better align with the new process. Helpful information and instructions will be available on the CAP.

When will the new CAP be operational?

The new CAP is scheduled to be operational in late 2022.

Information and educational resources about the new portal will be communicated in due course.

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

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