

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.

Minor Campaigns

\$55,000–\$199,999 EX GST

Approval delegated to the relevant Chief Executive and Minister, with GCAC oversight mandatory



Registration on the CAP

Must seek GCAC Chair approval via the CAP before briefing creative and Media Panel suppliers

Approval will be provided within 5 working days of the Chair receiving the Registration



GCAC submission

Submit the following for approval by the Chair of GCAC via the CAP:

- confirmation of Chief Executive (or equivalent) and Ministerial approval
- communications plan
- media plan
- proposed creative concept
- research



Evaluation

Seek relevant internal approval of your evaluation report prior to submitting to the GCAC Chair for approval via the CAP

Major Campaigns

\$200,000 EX GST **and over**

Approval by GCAC mandatory



Registration on the CAP

Must seek GCAC Chair approval via the CAP before briefing creative and Media Panel suppliers

Approval will be provided within 5 working days of the Chair receiving the Registration



GCAC submission

Submit the following for approval by the Chair of GCAC via the CAP prior to attending the GCAC meeting:

- confirmation of Chief Executive (or equivalent) and Ministerial approval
- communications plan
- media plan
- proposed creative concept
- research



GCAC approval of assets

Submit a representative sample of assets to the GCAC Chair for approval via the CAP



Evaluation

Seek relevant internal approval of your evaluation report prior to submitting to the GCAC Chair for approval via the CAP

As at 1 November 2022

Refer to the [Government Communications website page](#) for further information. For enquiries GovCommunications@sa.gov.au



Government of
South Australia