

# 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

 **\$55,000–\$199,999** EX GST

Approval by the Chair of GCAC through the CAP is mandatory, following approval by the relevant Chief Executive and Minister



### 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(s)
- research



### Evaluation

Seek relevant internal approval of your evaluation report prior to submitting to the GCAC Chair for approval via the CAP, within three months of the activity concluding

## 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 via the CAP 10 days 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, within three months of the activity concluding