

Guidelines for the Premier's Communications Advisory Group process



Contents

| | |
|---|-----------|
| <u>Introduction</u> | <u>3</u> |
| <u>Premier's Communications Advisory Group</u> | <u>4</u> |
| <u>Activities that are Subject to the PCAG Approval Process</u> | <u>5</u> |
| <u>PCAG Approval Process Requirements</u> | <u>5</u> |
| <u>Functional advertising approval process</u> | <u>6</u> |
| <u>Communications Campaign approval Process</u> | <u>7</u> |
| <u>Variations to an approved communications campaign</u> | <u>11</u> |
| <u>Common branding exemptions</u> | <u>12</u> |
| <u>Preparing a submission for PCAG</u> | <u>14</u> |

Updated March 2017

Introduction

This document outlines the Premier's Communication Advisory Group (PCAG) approval process and procedures that must be followed by all government agencies when undertaking external marketing communication activities.

In conjunction with these guidelines, reference should be made to the following:

- *Government of South Australia Branding Guidelines*
- *Government of South Australia Marketing Communications Guidelines*
- *Government of South Australia Recruitment Advertising Policy and Guidelines*
- *Government of South Australia Digital Communications Guidelines*
- *Brand South Australia Policy and Guidelines*
- *Government of South Australia Sponsorship Guidelines and Principles*
- *DPC Circular 23: Private Sector Endorsements on Government Public Communications*
- *DPC Circular 009: The Master Media Scheme for Government Advertising*

All documents are available through the Government Communications Advice (GCA) website.

Further information and assistance is available from:

Government Communications Advice (GCA)

Department of the Premier and Cabinet
www.govcommunications.sa.gov.au
Email: govcommunications@sa.gov.au
Phone: 8204 9184

Premier's Communications Advisory Group

The role of PCAG is to ensure a strategic, planned, and coordinated approach to the Government of South Australia's extensive and diverse marketing communications strategies and programs.

The desired outcome is effective communication that achieves the stated objectives and presents all agencies and activities of the Government to the community in a consistent and cohesive manner.

PCAG operates under the delegation of Cabinet and maintains operational responsibility for reviewing proposed advertising and marketing communications activity.

PCAG maintains strategic oversight of marketing communications policies and procedures for the Government of South Australia, along with the provision of specialist communications advice to Ministers.

The PCAG approval process governs whole of government marketing communications activities, and provides advice to enable Ministers to give final approval of activities within their portfolios.

Membership of PCAG

PCAG has 5 members, comprising:

- Chair, Director, Government Communications, DPC
- Premier's delegates (2)
- Communications Consultant, GCA
- Senior Communications Peer
(a senior Government communications professional, 12 month appointment).

Delegations

PCAG has delegated responsibility for the approval of marketing communications activities to:

- **GCA for activities with a total budget up to \$200,000** (inc GST) (including research, creative production and media advertising expenditure)
- **Chief Executives** (or equivalent position in a Statutory Authority/Government Business Enterprise) **for functional advertising exemption requests** (from the functional advertising guidelines outlined in the *Government of South Australia Marketing Communications Guidelines*).

Role of GCA

GCA, within DPC, supports PCAG by:

- Providing advice to agencies developing submissions for PCAG
- Ensuring PCAG determinations are implemented
- Providing strategic advice to the Group
- Providing administrative support including record management and reporting
- Reviewing and initiating policies and guidelines to support the PCAG process
- Approving activity under delegation of PCAG
- Reporting on Government communications activity and expenditure to the Group, including management of the Master Media Agency contracts.

Activities that are subject to the PCAG approval process

All marketing communication, advertising, public information and promotional campaigns (including broadcast, outdoor, print, promotion, digital and web), regardless of the value of the activity, undertaken by:

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

are subject to the PCAG approval process.

PCAG approval process requirements

All communication activities that are subject to the PCAG approval process must:

1. Be strategically sound with clear objectives, suitable media selection to reach the identified target audience(s) and a budget appropriate to achievement of the desired outcomes.
2. Have an appropriate and measurable evaluation methodology developed prior to the launch of the activity.
3. Be consistent with government policy and strategic priorities.
4. Comply with all guidelines and policies.
5. Be approved in writing by PCAG or GCA prior to release into the public domain.

Functional advertising approval process

Functional advertising of a statutory or announcement type and includes recruitment and public notices. Typically the advertisements are for immediate or short-term appearance and seek to impart information in a direct and unembellished manner.

Functional advertising that complies with the guidelines outlined on page 10 of the *Government of South Australian Marketing Communications Guidelines* may proceed without PCAG approval.

If your functional advertising does not comply with the above guidelines, you are required to seek an exemption from your Chief Executive (or an equivalent position in a Statutory Authority/Government Business Enterprise) before proceeding.

Note: PCAG has delegated responsibility for consideration of functional advertising exemption requests to Chief Executives (or an equivalent position in a Statutory Authority/Government Business Enterprise).

PCAG will be monitoring functional advertising expenditure placed by each Department/Statutory Authority/Government Business Enterprise to ensure that Chief Executives responsibly contain functional advertising expenditure on the PCAG's behalf.

Communications campaign approval process

The PCAG approval process for marketing communications varies depending on the total value of the activities:

- Under \$20,000 (inc GST) in total
- \$20,000 to \$200,000 (inc GST) in total
- Over \$200,000 (inc GST).

Campaigns under \$20,000 (inc GST) total value

When implementing a communications campaign with a total value under \$20,000 inc GST (including research, creative production and media advertising expenditure) your submission can be approved by GCA under delegation from PCAG.

The following approval process is to be followed:

1. Develop a written communications plan and submit to GCA for review

When preparing your communications plan, you will need to consider the complexity of the task and the desired outcomes.

Your communications plan should be commensurate with the task – for example, an email summary of the campaign may be appropriate for limited activity. A *Communications Plan* template is available on the GCA website if appropriate.

Once a draft communications plan has been prepared, you will need to submit it to GCA for review and feedback. Please allow a reasonable time for GCA consideration and response.

2. Develop creative concepts and media plan

It is recommended that creative suppliers and the Master Media Agency are briefed at the same time (where practical) to ensure the best outcomes for the planned activities.

Careful planning is also required to ensure adequate creative production and media implementation lead times following GCA approval.

3. Obtain all internal departmental approval/s for your communications plan and associated expenditure

Internal approval should include any proposed creative concepts and media plans, according to your departmental procedures. This is mandatory for your submission to be considered by GCA.

4. Obtain approval from GCA

Your submission can be approved by GCA under delegation from PCAG. You must:

- Submit your final communications plan to GCA (allowing at least four working days for approval). Additional materials should include:
 - Proposed media schedule
 - Proposed creative (concepts or storyboards only)
- Make any amendments following GCA's feedback
- Obtain internal departmental/agency approval – this should be conducted in adherence with your department/agency's communications and approval protocols.

Note: The Director, Government Communications may request that a submission with a total value under \$20,000 inc GST be presented to PCAG for review and approval.

5. Implement your activity

Implement the activity in consultation with GCA to ensure continued compliance with PCAG guidelines. Final creative elements and media plan must be provided to GCA for approval before the materials enter the public domain.

6. Evaluate your campaign

At the completion of your campaign you are required to evaluate its success. You must:

- Submit a *Campaign Evaluation Report* to GCA

The evaluation report should be commensurate with the task undertaken – for example, an email summary would be appropriate for limited activity, ensuring that evidence is provided measuring the GCA approved communications objectives.

A *Campaign Evaluation Report* template is available on the GCA website.

Note: GCA will only approve repeat or extended communications activity where an evaluation report, commensurate with the task, has been provided.

Campaigns \$20,000 to \$200,000 (inc GST) total value

When implementing a communications campaign with a total value between \$20,000 and \$200,000 inc GST (including research, creative production and media advertising expenditure) your submission can be approved by GCA under delegation from PCAG.

The following approval process is to be followed:

1. Develop a written communications plan and submit to GCA for review

When preparing your communications plan, you will need to consider the complexity of the task and the desired outcomes. A *Communications Plan* template is available on the GCA website.

Once a draft communications plan has been prepared, you will need to submit it to GCA for review and feedback. Please allow a reasonable time for GCA consideration and response.

2. Develop creative concepts and media strategy/plan

It is recommended that creative suppliers and the Master Media Agency are briefed at the same time (where practical) to ensure the best outcomes for the planned activities. Careful planning is also required to ensure adequate creative production and media implementation lead times following GCA approval.

3. Obtain all internal departmental approval/s for your communications plan and associated expenditure

Internal approval should include any proposed creative concepts and media plans, according to your departmental procedures. This is mandatory for your submission to be considered by GCA.

4. Obtain approval from GCA

Your submission can be approved by GCA under delegation from PCAG. You must include:

- *A PCAG Submission Communications Campaign Cover Sheet*
- *A Communications Plan* (template)
- Creative concepts (where applicable)
- Media strategy and plan (where applicable)
- Following consideration of your submission, GCA will provide you with documentation of GCA's approval and/or recommendations through a PCAG Response to Submission 'Green' form.
- Make any amendments following GCA's approval – these must be actioned and approved by GCA (where applicable)
- Obtain internal Departmental/Agency approval, including the PCAG Response to Submission 'Green' form, prior to commencing production or booking the media plan.

Please allow at least four working days for GCA approval.

Note: The Director, Government Communications may request that a submission with a total value under \$200,000 inc GST be presented to PCAG for review and approval.

5. Implement your activity

Following the required internal approvals, implement the campaign.

- A copy of the signed PCAG Response to Submission 'Green' form must be provided to GCA prior to the campaign entering the public domain.

6. Evaluate your campaign

At the completion of your campaign you are required to evaluate its success. You must submit a *Campaign Evaluation Report* to GCA. Your submission must include:

- *A PCAG Submission Communications Campaign Evaluation Report Cover Sheet*
- *A Campaign Evaluation Report* (template).

Templates for all coversheets and accompanying briefing papers are available on the GCA website. Note: PCAG/GCA will only approve repeat or extended communications activity where an evaluation report, commensurate with the task, has been provided.

Campaigns over \$200,000 inc GST total value

When implementing a communications campaign with a total value over \$200,000 inc GST (including research, creative production and media advertising expenditure) PCAG approval is required.

The following approval process is to be followed:

1. Develop a written communications plan and submit to GCA for review

When preparing your communications plan, you will need to consider the complexity of the task and the desired outcomes. A *Communications Plan* template is available on the GCA website.

Once a draft communications plan has been prepared, you will need to submit it to GCA for review and feedback. Please allow a reasonable time for GCA consideration and response.

2. Develop creative concepts and media strategy/plan

It is recommended that creative suppliers and the Master Media Agency are briefed at the same time (where practical) to ensure the best outcomes for the planned activities.

Careful planning is also required to ensure adequate creative production and media implementation lead times following PCAG approval.

3. Obtain all internal departmental approval/s for your communications plan and associated expenditure

Internal approval should include any proposed creative concepts and media plans, according to your departmental procedures. This is mandatory for your submission to be considered by PCAG.

4. Obtain approval from PCAG

All communications activities with a total value over \$200,000 inc GST must be submitted to PCAG for approval. You must:

- Submit the PCAG papers to GCA by the submission deadline for the relevant meeting.
- Your submission must include:
 - A completed *PCAG Submission Communications Campaign Cover Sheet*
 - A *Communications Plan* (template)
 - Creative concepts (where applicable)
 - Media strategy and plan (where applicable).
- Attend the PCAG meeting to present your submission - GCA will advise the time and location of the meeting.
- PCAG will approve, comment on or recommend changes at the meeting or may defer a decision to seek additional information.

- Following presentation of your submission, GCA will provide you with documentation of PCAG's approval and/or recommendations:
 - If you are presenting a full PCAG submission, you will receive a *PCAG Response to Submission 'Green'* form. This must be approved by your Minister.
 - If you are seeking PCAG endorsement of a communications strategy/plan, with the intent to submit a full PCAG submission in the future, you will receive a *PCAG Response to Submission 'Yellow'* form. This must be approved by the corresponding Authorising Officer from your submission.
Subsequently, you must present a full submission to PCAG for approval.
- Make any amendments following PCAG's approval – these must be actioned and approved by GCA (where applicable).
- Obtain internal Departmental/Agency and Ministerial approval, including the *PCAG Response to Submission 'Green'* form and the campaign.

5. **Implement your activity**

Following the required internal approvals, implement the campaign.

- A copy of the signed *PCAG Response to Submission 'Green'* form must be provided to GCA prior to the campaign entering the public domain.

6. **Evaluate your campaign**

At the completion of your campaign you are required to evaluate its success. You must submit a *Campaign Evaluation Report* to PCAG.

Your submission must include:

- A *PCAG Submission Campaign Evaluation Report Cover Sheet*
- A *Campaign Evaluation Report* (template)

Templates for all coversheets and accompanying briefing papers are available on the GCA website.

Note: PCAG will only approve repeat or extended communications activity where an evaluation report, commensurate with the task, has been provided.

Variations to an approved communications campaign

Substantial variations to an approved communications campaign will require a further submission to PCAG/GCA for approval. This includes changes to the creative strategy, media strategy/plan or an increase in the proposed budget.

Common branding exemptions

If you are seeking to have your entity identified by a unique logo or you would like to revise a unique logo, you will need to seek an exemption from the Common Branding Policy via PCAG.

There are two types of submissions:

- New common branding exemption – Co-branding or full exemption
- Revision to a logo with an existing common branding exemption

New common branding exemption - co-branding or full exemption

The following approval process is to be followed:

1. Develop a Briefing Paper and submit to GCA for review

When preparing the Briefing Paper, you will need to consider whether your entity has demonstrated a vested commercial, cultural or public welfare interest. A *Common Branding Exemption Briefing Paper* template is available on the GCA website.

Once a draft Briefing Paper has been prepared, you will need to submit it to GCA for review and feedback. Please allow a reasonable time for GCA consideration and response.

2. Obtain internal departmental approval/s

Internal approval should include any proposed expenditure for creative development and implementation costs according to your departmental procedures. This is mandatory for your submission to be considered by PCAG.

3. Obtain endorsement from PCAG and approval from the Premier

You must submit the PCAG papers to GCA by the submission deadline for the relevant meeting.

- Your submission must include:
 - A *PCAG Common Branding Exemption Cover Sheet*
 - A *Common Branding Briefing Paper - New cobranding or full exemption request* (template with blue header).
- PCAG will consider the exemption submission and endorse for the Premier's approval.
- GCA will provide you with documentation of the Premier's approval. Please allow at least two weeks for the Premier's approval.

4. Develop creative concepts

Brief your creative supplier to develop your entity's new logo. Ensure you consider placement of your new logo in conjunction with the Government of South Australia logo.

5. Obtain internal departmental approval/s

Obtain internal approval of the proposed logo concepts according to your departmental procedures. This is mandatory for your submission to be considered by PCAG.

6. **Obtain approval from PCAG of new logo concepts**

You must submit the PCAG papers to GCA by the submission deadline for the relevant meeting.

- Your submission must include a minute seeking approval for the logo concepts
- GCA will provide you with documentation of PCAG's final approval of your logo concepts.

7. **Implement your new logo**

Following the required internal approvals, implement the new logo into your entity's activities.

Revision to a logo with an existing common branding exemption

If you have an existing common branding exemption, and are seeking to redesign your logo, the following approval process is to be followed:

1. **Develop a Briefing Paper and submit to GCA for review**

When preparing the Briefing Paper, you will need to consider whether your entity has sufficiently demonstrated the need to replace the existing logo. A *Common Branding Exemption Briefing Paper* template is available on the GCA website.

Once a draft Briefing Paper has been prepared, you will need to submit it to GCA for review and feedback. Please allow a reasonable time for GCA consideration and response.

2. **Obtain internal departmental approval/s**

Internal approval should include any proposed expenditure for creative development and implementation costs according to your departmental procedures. This is mandatory for your submission to be considered by PCAG.

3. **Obtain PCAG approval**

You must submit the PCAG papers to GCA by the submission deadline for the relevant meeting.

- Your submission must include:
 - A *PCAG Common Branding Exemption Cover Sheet*
 - A *Common Branding Exemption Briefing Paper – Revision to a logo with an existing common brand exemption* (template with orange header)
- GCA will provide you with documentation of PCAG's approval to redevelop the logo.

4. **Develop creative concepts**

Brief your creative supplier to develop your entity's new logo. Ensure you consider placement of your new logo in conjunction with the Government of South Australia logo.

5. **Obtain internal departmental approval/s**

Obtain internal approval of the proposed logo concepts according to your departmental procedures. This is mandatory for your submission to be considered by PCAG.

6. Obtain approval from PCAG

You must submit the PCAG papers to GCA by the submission deadline for the relevant meeting.

- Your submission must include a minute seeking approval for the logo concepts
- GCA will provide you with documentation of PCAG's final approval of your logo concepts.

7. Implement your new logo

Following the required internal approvals, implement the new logo into your entity's activities.

Preparing a submission for PCAG

GCA reviews all submissions for presentation to PCAG and can provide advice and assistance in the development of briefing papers. Early consultation with your GCA Communication's Consultant prior to submission will assist in the approval process.

What must my submission include?

The submission requirements vary depending on the type of submission you are planning to present.

A Communications Campaign submission must include:

- A *PCAG Submission Communications Campaign Cover Sheet*
- A *Communications Plan* (template)
- Creative concepts (where applicable)
- Media strategy and plan (where applicable).

A Campaign Evaluation Report submission must include:

- A *PCAG Submission Communications Campaign Evaluation Report Cover Sheet*
- A *Campaign Evaluation Report* (template)

A Common Branding submission must include:

- A *PCAG Common Branding Exemption Cover Sheet*
- A *Common Branding Briefing Paper* - there are two template options depending on the type of Common Branding submission:
 - *New cobranding or full exemption request* (template with blue header), or
 - *Revision to a logo with an existing common branding exemption* (template with orange header)

Templates for all coversheets and briefing papers are available on the GCA website.

How should I provide my submission?

Your submission must be provided to GCA by close of business on the date of the Papers Submission Date, and include:

- 6 hard copies of your entire submission (including media plan and colour copies of creative concepts), printed double sided, collated, unstapled and two whole punched
- An electronic copy of creative concepts on USB memory stick, DVD or CD (if applicable)
- A soft copy of your entire submission (including media plan and creative concepts) emailed to your GCA communications consultant. Also include the details of the person/people who will be presenting your submission at the PCAG meeting (if applicable, maximum of two presenters).

How should I present to the Group?

Your presentation to PCAG is limited to a maximum of 20 minutes, including questions.

At the meeting you should:

- Assume that PCAG members have read your submission. Therefore you are not required to reiterate the background information already covered in your submission paper. The Group will ask questions if clarification is needed
- Begin your presentation by introducing yourself
- Clearly state the purpose of your presentation. For example, the decision you are seeking from the PCAG at the conclusion of your presentation
- Present only the material on which you are seeking a decision. For example, creative concepts and the media plan
- Use appropriate presentation materials. For example, actual size samples, mock-ups, storyboards or visuals large enough to be seen across a large table. Do not rely on copies submitted in the original papers
- Be brief and succinct.

If you require the use of audio visual as part of your presentation, please advise GCA prior to the meeting.

PCAG meeting dates and submission deadlines are available on the GCA website.