Communications approvals

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| Coat of Arms | Approve the use or reproduction the Coat of Arms, Tasmanian flag, Tasmanian badge, mineral: crocoite or the floral emblem for organisations other than Tasmanian Government bodies. | * State Protocol Officer, DPAC - Approval must be in writing |
| Planning | Approve the initiation of all communications procurements for their agency.  A communications strategy or planning document may be required to approve communications procurement, the initiation of a campaign and campaign specifications. | * Agency Communications Managers (or delegate) - Approval must be given prior to seeking approval from any other person required by this policy. |
| Cabinet Submissions | Approve all Cabinet Communications Strategies for Cabinet Minutes involving policy changes, public announcements, new initiatives and major decisions. | * Agency Communications Managers (or delegate) * Further approvals may be needed depending on your agency requirements. |
| Procurement | Approve communications procurements valued at greater than $100,000 as per [Treasurers Instructions](https://www.treasury.tas.gov.au/budget-and-financial-management/financial-management-act-2016/fma-treasurers-instructions).  A communications strategy or planning document may be required to approve communications procurement, the initiation of a campaign and campaign specifications.  It is best practice to check in with Agency Procurement representatives as agency requirements may differ.  Check in with your Agency Procurement representatives regarding the Pre-procurement Local Impact Assessment and Industry Consultation form requirements in your agency.  To ensure ‘value for money’ when spending government funds:   * Under $100,000 you can direct select a provider. * Between $100,000 and $250,000 you are required to do a Request for Quote (with at least 3 quotes, 2 of which need to be Tasmanian) * $250,000 or over requires a Request for Tender to the open market. | * Agency Communications Managers (or delegate) * Head of Agency (or delegate) * Manager, Communications Unit, DPAC (or delegate) * Agency Procurement representative |
| Approve a tender evaluation report by participating in the tender evaluation panel (tenders are required for communications procurements over $250,000).  Approve an evaluation report for a Request for Quote (between $100,000 and $250,000). Check with your Agency Procurement representatives for agency requirements.  In accordance with the Treasurer’s Instructions, relevant Government Agency’s Procurement Review Committee (PRC) must review the procurement process undertaken, with a value of $250,0000 more \*including when engaging Panel members to do work. Check with Agency Procurement representatives as your agency may have different requirements.  Marketing and Communications Services Panel arrangements: Participating Agencies must adhere to the procurement principles (fair, equitable, open) and may conduct their procurement process in reference to the thresholds, however, it is not required by the Treasurer’s Instructions.  \*relevant to agencies who are ‘Participating Agencies’ of the Tasmanian Government’s Marketing and Communications Services Panel or agencies that have their own Panel of suppliers. | * Agency Communications Managers (or delegate) * Manager, Communications Unit, DPAC (or delegate) * Agency Procurement representative * Procurement Review Committee |
| Press advertisements | Approve any routine government press advertisement being run outside the consolidated format. (Specifically, this applies to job advertisements, public notices and tender advertisements). | * Agency Communications Managers (or delegate) * Manager, Communications Unit, DPAC (or delegate) |
| Campaigns | Approve the initiation of a campaign.  A communications strategy or planning document may be required to approve communications procurement, the initiation of a campaign and campaign specifications. | * Agency Communications Managers (or delegate) * Head of Agency (or delegate) |
| Approve campaign specifications as described in procurement documents.  A communications strategy or planning document may be required to approve communications procurement, the initiation of a campaign and campaign specifications.  When relevant, a cooperative marketing partnerships activity should also be approved. | * Agency Communications Managers (or delegate) * Head of Agency (or delegate) - A relevant board may do this where applicable. * Manager, Communications Unit, DPAC (or delegate) * Government Communications Office |
| Approve the creative concept prior to production and implementation for all campaigns.  The Government Communications Office will require an overview of the creative concept including any briefs to explain the rationale of the creative concept. | * Agency Communications Managers (or delegate) * Government Communications Office (via Manager, Communications Unit, DPAC) |
| Online | Approve all new pages and sites set up to represent the Government on non-Tasmanian Government websites e.g. social media accounts. | * Agency Communications Managers (or delegate) |
| Approve domain name request and/or request for an exemption from using a .tas.gov.au URL. | * Agency Communications Managers (or delegate) * Head of Agency (or delegate) - the delegate may be the Communications Manager. * Manager, Communications Unit, DPAC (or delegate) |
| Approve Tasmanian Government websites, electronic direct mail and social media pages. | * Agency Communications Managers (or delegate) * Head of Agency (or delegate) - the delegate may be the Communications Manager. * Manager, Communications Unit, DPAC (or delegate) |
| Sponsorship and partnerships | Give approval to issue or accept a sponsorship agreement, regardless of value. | * Agency Communications Managers (or delegate) |
| Give approval to issue or accept a sponsorship agreement when the value is over $10,000. | * Agency Communications Managers (or delegate) * Head of Agency (or delegate) |
| Give approval to enter a partnership agreement with communications implications, regardless of value. | * Agency Communications Managers (or delegate) * Head of Agency (or delegate) * Premier |
| Tasmanian Government Branding (exemptions) | Exemptions from any mandatory element in the [*Tasmanian Corporate Brand Identity and Communications Policy*](https://www.tas.gov.au/communications/policy-overview) | * Agency Communications Managers (or delegate) * Manager, Communications Unit, DPAC (or delegate) |
| Approve the creation of graphic and promotional devices.  A planning document may be required to assess an application for a graphic device. | * Agency Communications Managers (or delegate) * Manager, Communications Unit, DPAC (or delegate) - must be granted prior to production. |
| Exemptions from the [*Tasmanian Corporate Brand Identity and Communications Policy*](https://www.tas.gov.au/communications/policy-overview)for campaigns. | * Agency Communications Managers (or delegate) * Manager, Communications Unit, DPAC (or delegate) - must be granted prior to production. |
| Approve the initiation of a sub-brand on behalf of the Secretary, Department of Premier and Cabinet. | * Agency Communications Managers (or delegate) * Manager, Communications Unit, DPAC (or delegate) * Secretary, DPAC |