

I0.COMMUNICATIONS APPROVALS

This approvals checklist aims to summarise the approval points required in this Policy. It does not replace any other requirements and must be read in conjunction with the other sections of this Policy.

		Agency Communications Managers (or delegate)	Head of Agency (or delegate)	Manager, Communications and Protocol Unit, DPAC (or delegate)	Government Communications Office	State Protocol Officer, DPAC
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.					✓ Approval must be in writing.
Planning	Approve the initiation of all communications procurements for their agency. *	✓ 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.	✓				



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Procurement (see section 7.2 Communications procurement)	Approve communications procurements valued at greater than \$100,000. *	✓	✓ (including approval of the Pre-procurement Local Impact Assessment and Industry Consultation form.) *	✓		
	Approve a tender evaluation report by participating in the tender evaluation panel. (tenders are required for communications procurements over \$250,000)	✓		✓		
Press ads	Approve any routine Government press advertisement being run outside the consolidated format. (Specifically this applies to job ads, public notices and tender advertisements)	✓		✓		



		Agency Communications Managers (or delegate)	Head of Agency (or delegate)	Manager, Communications and Protocol Unit, DPAC (or delegate)	Government Communications Office	State Protocol Officer, DPAC
Campaigns (for a definition of a campaign see section 8.2 Campaigns)	Approve the initiation of a campaign. *	✓	✓			
	Approve campaign specifications as described in procurement documents. *	✓	✓ A relevant board may do this where applicable.	✓	✓	
	Approve the creative concept prior to production and implementation for all campaigns. **	✓			✓ (via Manager, Communications and Protocol 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	✓				
	Approve domain name request and/or request for an exemption from using a .tas.gov.au URL	✓	✓ The delegate may be the communications manager.	✓		



		Agency Communications Managers (or delegate)	Head of Agency (or delegate)	Manager, Communications and Protocol Unit, DPAC (or delegate)	Government Communications Office	State Protocol Officer, DPAC
Sponsorship and partnerships	Give approval to issue or accept a sponsorship agreement, regardless of value.	✓				
	Give approval to issue or accept a sponsorship agreement when the value is over \$10,000	✓	✓			
	Give approval to enter a partnership agreement with communications implications, regardless of value.	✓	✓			
Branding (exemptions from Style Guide)	Exemptions from any mandatory element in the <i>Tasmanian Government Style Guide and Logo Policy</i>	✓		✓		
	Approve the creation of graphic and promotional devices. ***	✓		✓ Must be granted prior to production.		
	Exemptions from the <i>Tasmanian Government Style Guide and Logo Policy</i> for campaigns.	✓		✓ Must be granted prior to production.		
	Approve the initiation of a sub-brand on behalf of the Secretary, Department of Premier and Cabinet.	✓		✓		

* A communications strategy or planning document may be required to approve communications procurement, the initiation of a campaign and campaign specifications.

** The Government Communications Office will require an overview of the creative concept including any briefs to explain the rationale of the creative concept.

***A planning document may be required to assess an application for a [graphic device](#).

