

Appendix 4

MCGC GCU processes

Source: Department of the Prime Minister and Cabinet, Submission 5.

The MCGC process



Australian Government
Department of the Prime Minister and Cabinet
Government Communications Unit



- ▶ All campaigns go to MCGC (ie major or sensitive communications activities)
- ▶ Funds are available for campaign
- ▶ Minister has given in principle approval

developmental research

- ▶ Department draft brief
- ▶ GCU comments on brief and provides list of consultants
- ▶ Minister approves brief and consultants
- ▶ MCGC approves
- ▶ Department/GCU selects consultants
- ▶ Research conducted and reported

communications strategy and consultant selection

- ▶ Department drafts communication strategy and communications briefs
- ▶ GCU comments on communication strategy and briefs
- ▶ GCU provides lists of consultants

- ▶ Minister approves communications strategy, briefs, consultant list, draft media strategy and plan
- ▶ MCGC approves communications strategy, briefs, consultant lists and notes draft media plan

advertising production & placement

- ▶ Department evaluates proposals and shortlists two agencies
- ▶ Minister approves shortlist
- ▶ MCGC selects consultants

end of MCGC involvement

 campaign evaluation

- Advertising component**
- ▶ Department prepares campaign media brief for master media planning and placement agency
 - ▶ Master media planning & placement agency prepares media strategy and plan

- Advertising component**
- ▶ Creative presented to Department, GCU & researcher
 - ▶ Researcher tests creative

- Advertising component**
- ▶ Creative materials further refined and researched
 - ▶ MCGC approves materials for production
 - ▶ Materials researched
 - ▶ MCGC approves final materials
 - ▶ Department, creative agency & media planning agency - review and book media plan.
 - ▶ MCGC approves media plan