

SA Health

Policy

Communications

Version 2.0

Approval date: 20 November 2023

PDS Reference No: D0353



Government
of South Australia

SA Health

1. Name of Policy

Communications

2. Policy statement

This policy provides the mandatory requirements for planning, developing, implementing and evaluating internal and external communications and marketing activities within SA Health.

3. Applicability

This policy applies to all employees and contracted staff of SA Health; that is all employees and contracted staff of the Department for Health and Wellbeing (DHW), Local Health Networks (LHNs) including statewide services aligned with those Networks and SA Ambulance Service (SAAS).

4. Policy principles

SA Health's approach to communications is underpinned by the following principles:

- > We will ensure that communications plans are used to support proposed, new or existing projects, programs or initiatives within SA Health.
- > We will ensure that all communications and marketing activities being undertaken within SA Health are appropriately planned and implemented in conjunction with the relevant entity's Communications Team.
- > We will ensure that all communications and marketing activities adhere to relevant mandatory Government of South Australia circulars and guidelines.
- > We will ensure that all communications activities are evaluated against set objectives.

5. Policy requirements

- > DHW, LHNs and SAAS must engage with their relevant communications team to ensure that all activities are appropriately researched and planned to effectively target the right audience and achieve the desired outcomes.
- > Communications Teams must ensure that communications and marketing activities across SA Health are coordinated and aligned to SA Health and government objectives.

Planning and management

- > Business units, branches and divisions (the client) must inform the relevant entity's Communications Team when they have a project, program or initiative that requires communications or marketing needs, in the early stages of planning.
- > The client must provide information such as background, governance, budget and timeframe.
- > The client and the Communications Team will agree on the level of communication and marketing planning and services required and a Communications Adviser must be assigned to the project.
- > The Communications Adviser must draft a communications plan in partnership with the client. This must include an agreed strategy, tactics, timelines, responsibilities and budget.
- > The Communications Adviser must work with support functions to coordinate implementation of the plan, such as Media, Creative Services, Online Services and external agencies.

Approvals

- > Communications plans must be approved by the relevant business unit, branch or division's Director and the Manager of the relevant entity's Communications Team.
- > Communications plans with budget for advertising must follow the approval process outlined in the [Advertising Policy](#).
- > Implementation of the plan must only begin following approvals.
- > Communications and marketing materials developed from an approved communications plan must be approved by the relevant business unit, branch or division's Director and the Communications Adviser.

Developing communications or marketing materials

- > The client and the Communications Team must work together to develop communications and marketing materials.
 - The client must ensure the content is factually and technically accurate and that all necessary stakeholders have been consulted with.
 - All communication materials that are targeted towards consumers or the community must be reviewed and endorsed by an appropriate consumer advisory group.
 - The Communications Adviser must ensure materials developed comply with the Branding Policy, unless otherwise agreed in the communications plan.
- > The Communications Team will manage design and production where required.
 - This must include briefing in-house Creative Services, or external agencies when agreed in the communications plan.
 - Clients must not engage external agencies without approval from their Communications Adviser and must use an approved briefing template to do so.
- > The client must seek final approval from the relevant Manager or Director from a content and technical perspective.
- > Where printing or production is required, the Communications Adviser must source quotes for the services.
 - The client must seek approval on the quotes.
 - The client must raise a purchase order for all produced work.

Evaluation

- > An evaluation must be completed to review performance against the agreed objectives.
 - Paid communications must be evaluated in writing and agreed between the Communications Team and the business unit.
 - Campaigns with a budget of \$55,000 must have a formal evaluation submitted on to the Communications Approval Portal, as outlined in the [Advertising Policy](#).

Staffing

- > Divisions, Branches or Business Units within the Department of Health and Wellbeing who require a dedicated communications, media, digital, social media or engagement role outside of the Communications Team a specific requirement must seek approval prior to creating a position for their requirements, via a briefing to the Executive Director, Corporate Communications and the Chief Executive.

6. Mandatory related documents

The following documents must be complied with under this Policy, to the extent that they are relevant:

- > [Government of South Australia Marketing Communications Guidelines](#)
- > [Advertising Policy](#)
- > [PC Circular 048 – Communications Approval Process for the Government of South Australia](#)
- > [Social Media Policy](#)

7. Supporting information

- > [Government of South Australia Communications and Marketing templates](#)

8. Definitions

- > **Advertising:** means, but is not limited to, broadcasting (television, radio), outdoor (bus shelters, billboards, venue ads), print (newspapers, magazines), promotional and digital (social media, online) communications.
- > **Entity:** means the Department for Health and Wellbeing, Local Health Networks (including statewide services aligned with those Networks), and SA Ambulance Service.
- > **External agencies:** means, but is not limited to, advertising, creative, media, and market research agencies.
- > **Statewide services:** means Statewide Clinical Support Services, Prison Health, SA Dental Service, BreastScreen SA and any other statewide services that fall under the governance of the Local Health Networks.

9. Compliance

This policy is binding on those to whom it applies or relates. Implementation at a local level may be subject to audit/assessment. The Domain Custodian must work towards the establishment of systems which demonstrate compliance with this policy, in accordance with the requirements of the [Integrated Compliance Policy](#).

Any instance of non-compliance with this policy must be reported to the Domain Custodian for the Communications Domain and the Domain Custodian for the Risk, Compliance and Audit Policy Domain.

10. Document ownership

Policy owner: Domain Custodian for the Communications Policy Domain.

Title: Communications Policy

Objective reference number: A5331920

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11. Document history

Version	Date approved	Approved by	Amendment notes
1.0	01/08/2012		Original version.
1.1	01/11/2013		Minor update.
1.2	01/04/2014		Minor update.
2.0	20/11/2023	Chief Executive, DHW	Reviewed and updated in line with SA Health Policy Framework. Renamed from 'Communications Protocol Policy Directive'.

12. Appendices

Nil.