

## ACA Advertising Copy Advice – Process Flow

### Step 1

Submission received by ACA Secretariat



### Step 2

Payment received for Basic Assessment



### Step 3

Preliminary completeness check and turnaround confirmation



### Step 4

Material forwarded for conflict check



### Step 5

If no conflict, review proceeds; if conflict exists, alternative reviewer appointed



### Step 6

Advertising Copy Advice prepared (Basic Assessment or Detailed Opinion)



### Step 7

If a Detailed Opinion is required, payment requested/received



### Step 8

Advice issued to submitter



### Step 9

Service logged for billing and reporting, including:

- capturing the matter/reference number, dates, turnaround time and advice type (Basic Assessment vs Detailed Opinion)
- recording reviewer allocation (including any conflict check outcome/alternative reviewer)
- confirming fees and matching payments received to the service delivered
- raising/closing invoicing and updating internal billing records
- filing the submission, correspondence and final advice to maintain an audit trail