

Independent Communications Committee

Mr Michael Pezzullo
Secretary
Department of Home Affairs
PO Box 25
Belconnen ACT 2616

Dear Mr Pezzullo

COMPLIANCE ADVICE ON THE PROPOSED STRENGTHENING SOCIAL COHESION INFORMATION CAMPAIGN

The Independent Communications Committee (the Committee) considers proposed advertising campaigns with expenditure expected to be \$250,000 or more, and provides independent advice to the relevant Chief Executive.

On 21 May 2020, the Committee considered the Strengthening Social Cohesion Information Campaign being developed by Department of Home Affairs. As part of its consideration of this campaign, the Committee met with your officers and reviewed the following supporting documentation:

1. communication strategy
2. informative research
3. draft media strategy and indicative media plan overview
4. a statement against Principles 1 to 4 of the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* (Guidelines).

The Committee determined that the campaign is relevant to government responsibilities (Principle 1), and that the campaign is being developed in line with Principles 2 to 4 of the Guidelines. However, the Committee was not convinced that the design of the campaign is yet consistent with one of its objectives, which related to uniting all Australians. In forming this view, the Committee had regard to the relatively modest communications budget and the use of limited paid advertising channels, which are unlikely to result in a broad reach among the entire Australian community. Noting this, the Committee was satisfied that all of the other campaign objectives are capable of being achieved, and is supportive of efforts to improve social cohesion within the community.

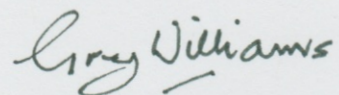
The Committee's view has been formed at the communication strategy stage, and it has not considered the advertising materials. For this reason, the Committee has concluded that the proposed Strengthening Social Cohesion Information Campaign is capable of complying with Principles 1 to 4 of the Guidelines.

As legal and procurement matters relating to the campaign are not considered by this Committee, you will need to seek advice and assurance from your entity with respect to compliance with Principle 5 of the Guidelines.

This letter will be published on the Department of Finance website after the campaign is launched.

Any additional phases of the campaign will require separate consideration by the Committee.

Yours sincerely



Greg Williams
Chair
Independent Communications Committee

27 May 2020