

# Independent Communications Committee

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Dr David Gruen  
Australian Statistician  
Locked Bag 10  
Belconnen ACT 2616

Dear Dr Gruen

## COMPLIANCE ADVICE ON THE PROPOSED CENSUS 2021 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 25 June 2020, the Committee considered the Census 2021 campaign being developed by the Australian Bureau of Statistics. As part of its consideration of this campaign, the Committee met with your officers and reviewed the following supporting documentation:

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

The Committee is satisfied 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. The Committee's view has been formed at the communication strategy stage, and it has not considered the advertising materials which have yet to be developed. For this reason, the Committee has concluded that the Census 2021 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



Chris Faulks  
Acting Chair  
Independent Communications Committee

30 June 2020