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## INDEPENDENT COMMUNICATIONS COMMITTEE

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Dr Steven Kennedy PSM  
Secretary  
The Treasury  
Langton Crescent  
PARKES ACT 2600

Dear Dr Kennedy

### COMPLIANCE ADVICE ON THE PROPOSED SUPPORTING AUSTRALIANS 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 30 July 2024, the Committee considered the Supporting Australians campaign being developed by the Department of the Treasury. As part of its consideration of this campaign, the Committee met with your officers and reviewed the following supporting documentation:

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

The Committee is satisfied the campaign is relevant to government responsibilities (Principle 1), and the campaign is being developed in line with Principles 2 to 4 of the Guidelines, noting the Committee's expectation that the student debt relief measure advertising, planned to commence from 13 October 2024, will only proceed to placement in the media following the legislation being passed by Parliament. This is to ensure the messages providing detail about the changes are clear to avoid potential audience confusion. The Committee has concluded the proposed Supporting Australians campaign is capable of complying with Principles 1 to 4 of the Guidelines, noting this view has been formed at the communication strategy stage and the Committee has not considered the advertising materials.

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



Meredith Fairweather  
Chair  
Independent Communications Committee

30 July 2024