
INDEPENDENT COMMUNICATIONS COMMITTEE

Daniel Boyer
A/Chief Executive Officer
Australian Trade and Investment Commission (Austrade)
GPO Box 5301
SYDNEY NSW 2001

Dear Mr Boyer

COMPLIANCE ADVICE ON THE PROPOSED GO GLOBAL TOOLKIT 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 13 November 2024, the Committee considered the Go Global Toolkit campaign being developed by Austrade. As part of its consideration of this campaign, the Committee met with your officers and reviewed the following supporting documentation:

1. communication strategy
2. research used to inform the campaign
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 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 has concluded the proposed Go Global Toolkit 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

13 November 2024