
INDEPENDENT COMMUNICATIONS COMMITTEE

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

Dear Dr Kennedy

COMPLIANCE ADVICE ON THE PROPOSED SUPER REFORMS CAMPAIGN (PHASE 1)

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 23 September 2021, the Committee considered the Super Reforms campaign being developed by 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 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. For this reason, the Committee has concluded that the proposed Super Reforms 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



Andrew Blyth
Chair
Independent Communications Committee

24 September 2021