



Australian Government

Statement by the Special Minister of State, The Hon Ben Morton MP

Approval of Exemption to *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities*

7 January 2022

I inform the Parliament that, in my capacity as Special Minister of State, on 7 January 2022, I agreed to exempt the Department of Health from the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities*. This exemption is for any advertising activities needing to be developed in January 2022 to urgently inform the Australian community about the changes to the public health response to COVID-19. The exemption is on the basis of extreme urgency, and the need to ensure that the Australian public is well informed about how they can protect themselves from COVID-19 in the wake of the Omicron variant.

This exemption means that the campaign will not need to be reviewed by the Independent Communications Committee.

The Minister for Health has indicated that, notwithstanding any exemption, campaign activities in January 2022 will be developed, to the extent practicable, in accordance with the underlying principles of the Guidelines and will adhere to any usual processes for campaign development, such as placing advertising through the Central Advertising System, using appointed suppliers from the Government Communications Campaign Panel, and adherence to sound procurement and administrative processes. Further, consistent with the need for the appropriate use of

Commonwealth resources, the campaign will also be undertaken in an efficient, effective and relevant manner and with regard to relevant broadcasting and electoral laws.