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## INDEPENDENT COMMUNICATIONS COMMITTEE

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Jim Betts  
Secretary  
Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts  
GPO Box 594  
Canberra ACT 2601

Dear Mr Betts

### **COMPLIANCE ADVICE ON THE PROPOSED SOCIAL MEDIA MINIMUM AGE 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 20 August 2025, the Committee considered the Social Media Minimum Age campaign being developed by the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts.

As part of its consideration of this campaign, the Committee met with your officers and reviewed the following supporting documentation:

1. communication strategy
2. 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 has concluded the proposed Social Media Minimum Age 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



Adam Davey  
A/g Chair  
Independent Communications Committee

20 August 2025