
INDEPENDENT COMMUNICATIONS COMMITTEE

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

Dear Mr Betts

COMPLIANCE ADVICE ON THE PROPOSED ROAD SAFETY BURST TWO (2025-26) 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.

The Committee considered an additional burst of the Road Safety (2025-26) campaign being developed by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts out of session. As part of its consideration of this campaign, the Committee reviewed the following supporting documentation:

1. communication plan
2. evaluation of the previous campaign burst
3. draft media strategy and indicative media plan overview
4. a statement against Principles 1 to 4 of the *Australian Government Guidelines on Advertising and Information 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 Road Safety Burst Two (2025-26) campaign is capable of complying with Principles 1 to 4 of the Guidelines, noting this view has been informed by the performance of Burst One.

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

7 December 2025