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## INDEPENDENT COMMUNICATIONS COMMITTEE

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Mr Simon Duggan  
Secretary  
Department of Employment and Workplace Relations  
GPO Box 9828  
CANBERRA ACT 2601

Dear Mr Duggan

### **COMPLIANCE ADVICE ON THE PROPOSED PARENT PATHWAYS PHASE 2 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 February 2026, the Committee considered the Parent Pathways Phase 2 campaign being developed by the Department of Employment and Workplace Relations. As part of its consideration of this campaign, the Committee met with your officers and reviewed the following supporting documentation:

1. communication strategy
2. brand developmental research
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 Parent Pathways Phase 2 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 February 2026