Mr Blair Comley PSM
Secretary
Department of Health, Disability and Ageing
GPO Box 9848
CANBERRA ACT 2601

Dear Mr Comley

COMPLIANCE ADVICE ON THE PROPOSED MEDICARE SERVICES 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 15 September 2026, the Committee considered the Medicare Services campaign being developed by the Department of Health, Disability and Ageing. 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 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 Medicare Services 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

15 September 2026