Professor Zoe Wainer
Director-General
Australian Centre for Disease Control
GPO Box 795
CANBERRA ACT 2601

Dear Professor Wainer

COMPLIANCE ADVICE ON THE PROPOSED SEXUALLY TRANSMISSIBLE INFECTIONS 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 6 October 2026, the Committee considered the Sexually Transmissible Infections 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. developmental 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 Sexually Transmissible Infections 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

6 October 2026