



# Australian Government

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## Department of Finance

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Ms Lyn Beverley  
Secretary  
Senate Finance and Public Administration Legislation Committee  
Parliament House  
CANBERRA ACT 2600

Dear Ms Beverley

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### **Additional information: Independent Communications Committee's role in reviewing campaigns**

I am writing to provide additional relevant information in regard to evidence provided to the Additional Estimates Hearings of the Senate Finance and Public Administration Legislation Committee, on 28 February 2017.

Page 97 of the proof Hansard references an exchange of questions and answers, which followed the Department of Finance providing detail of 10 advertising campaigns above the value of \$250,000 that were scheduled to appear in the media in the week commencing 26 February 2017:

**Senator FARRELL:** So all of those above \$250,000 have been reviewed?

**Ms Powell:** That is right. It is part of the process of finalising a campaign. Every campaign goes to the ICC for review.

**Senator FARRELL:** So of all those campaigns above \$250,000 there were no exceptions? All of them were reviewed?

**Ms Van Veen:** All of those campaigns had positive compliance reports. All of those reports are on the Finance website. After a campaign launches, the ICC review letters are posted on the Finance website, so you can actually see what has been posted. It is done right after a campaign launches.

*The Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities (Guidelines) require the Independent Communications Committee (ICC) to provide compliance advice on all advertising campaigns above the value of \$250,000 which are undertaken within Australia by non-corporate entities.*

Accordingly, the *No Way (Offshore)* campaign, which is not undertaken in Australia, was not considered by the ICC.

Yours sincerely

Linda Powell  
First Assistant Secretary  
Governance and APS Transformation

22 March 2017