

SENATE ESTIMATES
Community Affairs and Legislation Committee
9.10.25
Medicare campaign and web content approval timelines

Medicare Benefits Campaign approval process

- The Medicare Benefits campaign was developed in accordance with the Australian Government Guidelines on Advertising and Information Campaigns by non-corporate Commonwealth entities and approved in accordance with the requirements of the Government Communication Subcommittee of Cabinet.
- **2 July 2024** - The campaign received authority to commence development.
- **18 September 2024** - The Independent Communication Committee reviewed the campaign. The Committee's compliance advice was published on the Department of Finance website upon the campaign's launch:
<https://www.finance.gov.au/sites/default/files/2024-11/icc-compliance-letter-medicare-benefits-campaign-health.pdf>
- Government approval dates and decisions are cabinet in confidence but the campaign was reviewed in **early September and late October 2024**.
- **10 November 2024** - The campaign launched with advertising
- **11 November 2024** - The Department's Certification by the Accountable Authority was published <https://www.health.gov.au/resources/publications/certification-statement-medicare-benefits-campaign?language=en>
- **21 December 2024** – campaign advertising concluded

Medicare Benefits Campaign web content

- **8 November 2024** - The Medicare Benefits website went live (URL address health.gov.au/stronger-Medicare)
- **28 March 2025** - Content on the website was approved by the responsible SES officer to be changed to 'Strengthening Medicare' following the announcement of the Federal Election.
- Changes were initiated by the department, in accordance with Caretaker Conventions, with campaign related information removed and policy and operational information retained.
- This included changing the title to Strengthening Medicare to reflect how the measures covered by the site were announced at Budget.
- There was no correspondence with the Minister's office regarding these changes.
- **31 March 2025** – these changes were made live.
- **August 2025** - The health.gov.au/stronger-medicare web content was further reviewed as part of the Department's regular review of content. The review found information that was duplicated and available on other health.gov.au webpages or out of date. The Stronger-Medicare URL closed on 27 August 2025.