



**Australian National
Preventive Health Agency**

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Dr Ian Holland
Secretary
Senate Community Affairs Committee
PO Box 6100
Parliament House
CANBERRA ACT 2600

Dear Dr Holland

REQUEST FOR AMENDMENT TO EVIDENCE PROVIDED AT ADDITIONAL ESTIMATES HEARING, 13 FEBRUARY 2013: OUTCOME 1 POPULATION HEALTH

I am writing to correct statements made at the Additional Estimates Hearing of the Senate Community Affairs Committee on 13 February 2013.

At page 54 of the Committee Hansard the interaction between the NHMRC and ANPHA is discussed and the NHMRC representative is referred to in the text as Professor McMillan. This should be amended to read Professor McCallum.

At page 56, the role of the Independent Communications Committee (ICC) with respect to the Agency's campaign is discussed and it is stated that the ICC approved the Agency's *Swap It, Don't Swap It* campaign.

In making this statement, I wish to clarify that Dr Studdert's response was not intended to indicate that the ICC was doing more than providing compliance advice on the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* to Chief Executives of agencies conducting campaigns. Chief Executives are responsible for certifying that any advertising campaigns developed within their agencies comply with the Guidelines and related Government policies. Ministers are responsible for actually approving the launch of a campaign.

If you have any questions, or should you wish to discuss this matter further, the contact in ANPHA is Ms Roz Lucas, A/g Chief Operations Officer on 02 6289 2824.

Yours sincerely

Louise Sylvan
Chief Executive Officer
29 April 2013