

Appendix A:

Submissions and comments

We have consulted with 14 agencies, and we considered their views when reaching our audit conclusions. As required by the *Audit Act 1994*, we gave a draft copy of this report, or relevant extracts, to those agencies and asked for their submissions and comments.

Responsibility for the accuracy, fairness and balance of those comments rests solely with the relevant agency head.

Responses received

Agency	Page
Department of Premier and Cabinet	A-2
Victorian Infrastructure Delivery Authority	A-8
Department of Families, Fairness and Housing	A-12
Department of Government Services	A-14
Department of Health	A-16
Department of Transport and Planning	A-18
Suburban Rail Loop Authority	A-21
Victoria Police	A-24
Department of Education	A-26
Department of Energy, Environment and Climate Action	A-27
Department of Jobs, Skills, Industry and Regions	A-28
Department of Treasury and Finance	A-29



Department of
Premier and Cabinet

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Mr Andrew Greaves
Auditor-General
Level 31, 35 Collins Street
MELBOURNE VIC 3000

BSEC-260900273

Dear Auditor-General

Thank you for sharing VAGO's proposed report on the Government Advertising and Communications performance audit and for providing the Department of Premier and Cabinet (DPC) with the opportunity to provide feedback on VAGO's findings and recommendations.

DPC has carefully considered the recommendations to it in the proposed report, and our action plan in response to the recommendations is attached to this letter. Where DPC has not accepted a recommendation, its position is set out in further detail in the action plan.

As DPC has advised at earlier stages of the audit, it does not agree with several of VAGO's findings and is therefore unable to accept VAGO's recommendations relating to the following matters. DPC's position remains that:

- DPC has no role in managing the Premier's Media Centre website, but will recommend that the Premier's Private Office include a disclaimer on the website to make this clear.

As communicated to VAGO during the course of the audit, this website is not owned, managed or controlled by DPC. The Department of Government Services built and maintains the platform (such as website hosting and domain address), which allows others to manage the content. Neither DPC, DGS nor the rest of the Victorian public service have any role in managing the content on the website or the decision as to what information is published on it.

- The Community Attitude Research Survey does not constitute a 'public sector communication' under the *Public Administration Act 2004*.

DPC has previously advised VAGO of its view that the survey does not fall within the scope of the legislation relating to public sector communications. There are multiple reasons for DPC's position summarised below.

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The survey was not 'published' (as the PAA definition requires). It was disseminated only to a restricted subset of the community for research purposes and not to the public generally. The survey was an evidence-gathering exercise to inform policy development, service delivery and communications planning, and, as research, it was not a communication or advertising activity intended to convey a public message or influence opinion. The survey questions were evaluative and designed to obtain neutral feedback on the effectiveness of government supports, community awareness of available services and the effectiveness of related communications.

- The Victoria Police and Victorian Infrastructure Delivery Authority advertising campaigns referred to in the proposed report legitimately included television advertising for purposes permitted under section 97D of the Public Administration Act. The permitted purposes under section 97D include advertising to promote public safety, personal security or behavioural change.

More broadly, DPC will continue to review advertising and communications requirements and guidance, and develop targeted guidance to address any identified gaps, particularly in relation to new and emerging advertising channels. As noted by VAGO, DPC developed and published comprehensive new *Influencer and Content Creator Guidelines* for the Victorian Government in August 2026.

Yours sincerely



Chris Barrett
Secretary

28 / 9 / 2026



Department of Premier and Cabinet

Action plan to address recommendations included in the Auditor-General report –
Government Advertising and Communications

No.	VAGO recommendation (for DPC only)	Acceptance (Yes/No/In part/In principle)	Agreed management actions	Target completion date
1.	In consultation with the Victorian Public Sector Commission, review and update guidance to: - clarify what constitutes public sector communication, consistent with the definition of the <i>Public Administration Act 2004</i>, including communications produced using public resources and by public sector employees - provide clearer guidance and examples to help agencies identify and manage risks associated with politically sensitive language, messaging and content that may create a perception of political advocacy - clarify agencies' responsibilities when preparing, adapting or sharing communications for ministers, MPs or other third parties using public resources (see Section 3)	a) No. DPC does not agree that the Premier's Media Centre and the Community Attitudes Survey are examples of public sector communications that prove the need for updated guidance. However, as per Management Action 1, DPC will develop a disclaimer for publishing on the Premier's Media Centre. b) No. DPC considers its existing public guidance that government advertising and communication must be apolitical, under the <i>Public Administration Act 2004</i> and Public Sector Communications Regulations, is adequate. c) Yes.	- DPC will develop a disclaimer to be shared with the Premier's Private Office which clarifies that content on the Premier's website differs from content on Victorian Government department and agency websites. - DPC will consider the findings and recommendations of VAGO's final audit report and consider whether DPC should develop additional WoVG guidance to address the finding (Section 3) that "Agencies should not develop content for ministers' social media platforms."	- October 2026 - June 2027

dpc.vic.gov.au



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No.	VAGO recommendation (for DPC only)	Acceptance (Yes/No/In part/In principle)	Agreed management actions	Target completion date
2.	(With DGS) Review and strengthen governance and compliance arrangements to ensure content published on Victorian Government websites and using Victorian Government branding complies with the apolitical requirements of the <i>Public Administration Act 2004</i> .	No. DPC does not consider this recommendation applies to content published on the Premier's Media Centre, as this content is not a public sector communication and is not required to comply with the <i>Public Administration Act 2004</i> . DPC reiterates that it has no role in managing the Premier's Media Centre website.	As per DPC's response to Recommendation 1, above, DPC will Recommend options, such as a Disclaimer, to distinguish content generated by the Premier's Office, from public sector communications generated by Victorian Government entities.	October 2026
4.	Review existing government advertising and communications framework to: a. assess whether it appropriately addresses the risks associated with contemporary use of digital and social media channels b. identify gaps relating to attribution, content reuse or disclosure requirements c. consider the roles of legislative, policy and guidance in managing these risks d. advise government on any recommended regulatory, policy or guidance changes.	a) No. DPC considers the existing overarching requirements for government advertising and communication under the under the <i>Public Administration Act 2004</i> (the Act) and the Public Sector Communications Regulations are comprehensive and apply to both digital and social media channels, as well as other non-digital channels such as radio, television and print. b) Yes. c) No. As above, DPC considers the existing requirements for government advertising and communication under the Act and the Regulations are comprehensive. d) No. As above.	DPC will continue to review advertising and communications requirements and guidance. Where it identifies specific gaps in guidance (such as disclosure of partnerships with social media content creators), DPC will address these with targeted guidance, such as DPC's <i>WoVG Influencer and Content Creator Guidelines</i> , which were published on 20 August 2026.	Ongoing

No.	VAGO recommendation (for DPC only)	Acceptance (Yes/No/In part/In principle)	Agreed management actions	Target completion date
5.	Update and periodically review its guidance for communicating and advertising on digital channels and social media, while the broader framework review (Recommendation 4) is underway. This guidance should address influencer engagement, sponsorship disclosure, branding, attribution requirements and content reuse controls to reduce the risk of misuse. (see Section 4).	Yes.	As per DPC's response to Recommendation 4b , DPC will monitor government advertising and communications and address specific gaps in guidance for government.	Ongoing
6.	Strengthen government advertising oversight by: a. identifying high-risk campaigns for legal review using defined criteria, such as cost, content, media channel and timing, and supported by documented risk assessment b. improving conflict-of-interest management in its campaign approval process c. reviewing past use of integrated segments and updating guidance to address risks around integrated segments for advertising d. clarifying the permitted purposes for television advertising (see Section 5)	a) Yes. b) No. DPC considers the existing conflict-of-interest management arrangements for the Advertising Approvals Group are adequate. c) Yes. d) No. DPC considers the Victoria Police and Victorian Infrastructure Delivery Authority television advertising campaigns included in this audit report were legitimately for specified purposes permitted by section 97D of the <i>Public Administration Act 2004</i>, which include to "Promote public safety, personal security or behavioural change"	1. DPC will review whether the current definition of 'high-risk' or 'sensitive' campaigns needs to be expanded or more detailed and will share any revised definition with all government agencies. 2. As per DPC's response to Recommendation 4, DPC will continue to review advertising and communications requirements and guidance and, where it identifies specific gaps in guidance (such as risks around integrated television segments) DPC will address these with targeted guidance.	1. June 2027 2. Ongoing

No.	VAGO recommendation (for DPC only)	Acceptance (Yes/No/In part/In principle) a) Yes. b) Yes.	Agreed management actions	Target completion date
7.	Strengthen its whole-of-government reporting by: a. committing to publish its government advertising reports within a defined timeframe for transparency b. reviewing and updating its Budget Paper performance output measure to accurately reflect government compliance on communications and advertising (see Section 5).		1. DPC will establish a defined timeframe for publishing annual Victorian Government advertising spending reports. The publication timelines will balance timely reporting with the need to ensure the accuracy and completeness of expenditure data sourced from various suppliers. 2. DPC will explore options for developing a new Budget Paper output measure related to government communications/advertising.	1. Reports to be published by 31 December each calendar year (ongoing) 2. June 2027

We acknowledge the Traditional Owners of Country throughout Victoria and pay our respect to them, their culture, and their Elders past and present.

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Department of Premier and Cabinet

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Government Advertising and Communications – Proposed Report – VIDA Response and Action Plan

Thank you for your letter dated 14 September 2026 enclosing the proposed report (Report) relating to the Government Advertising and Communications performance engagement.

Background

The Victorian Infrastructure Delivery Authority (VIDA) is responsible for delivering major infrastructure projects including transport, health and community safety that improve the lives of Victorians. The extensive infrastructure program includes removing 110 level crossings, with 96 now removed, upgrading rail lines and major roads to improve safety and reduce travel times and building critical health and community safety projects.

Over the past 12 months, two of the largest transport projects in Victoria's history, the West Gate Tunnel and the Metro Tunnel, have opened. The Metro Tunnel represents the biggest change to the public transport network in 40 years, redirecting two of our busiest train lines and introducing a new timetable to the entire network in two phases (Summer Start in November 2025 and The Big Switch in February 2026). The opening of the West Gate Tunnel in December 2025 now provides an alternative to the West Gate Bridge, and includes twin road tunnels, significant enhancements to the West Gate Freeway and a 2.5km veloway.

This significant program of works benefits communities across the state. VIDA has the responsibility to communicate the disruption impacts and travel changes which result from these infrastructure projects both during construction and in the lead up to, and following, completion and opening. Our advertising campaigns effectively deliver key information, build awareness and educate people about network changes and help the public plan ahead.

Victoria's Big Build disruptions campaign has been successful in ensuring nearly 90 per cent of impacted Victorians are aware of disruptions before starting their journey.

The 'More Ways to Move' campaign for the opening of the Metro Tunnel and West Gate Tunnel helped people familiarise themselves with the new transport arrangements so they could understand changes to the network, feel confident using the new tunnels and plan their travel.



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Response to Report's recommendations

VIDA accepts the Report's recommendation that is directed to VIDA (Recommendation 8) and has enclosed its Action Plan in response. VIDA already has clear guidance in place regarding the assessment of advertising and communications to ensure compliance with the *Public Administration Act 2004* (PAA). However, VIDA will, in accepting this recommendation, update its guidance in the spirit of continuous improvement and reflecting VIDA's commitment to its legislative and regulatory obligations.

Further comments

VIDA also provides the following comments in response to some of the conclusions contained within the Report:

- While a large portion of the Report focusses on the Metro Tunnel 7News integrated segment, this was a small part of the overall Metro Tunnel opening campaign which was otherwise assessed as compliant with relevant legislation and guidelines. The Metro Tunnel opening campaign materials underwent legal review against the requirements of the PAA, were approved by the Director-General in accordance with VIDA's internal guidelines for high-risk campaigns and were approved in accordance with DPC's annual advertising planning (AAP) requirements.
- Notwithstanding extensive consultation between VIDA and VAGO, VIDA considers that the Report's characterisation of the integrated segment remains inaccurate and misleading. VIDA did not fund the entire 60-minute news broadcast and it is impractical to suggest that VIDA can exercise control or approval rights over 7News editorial content. However, VIDA does accept that integrated segments are a complex and innovative form of communication and notes the Report's recommendation that the Department of Premier and Cabinet (DPC) update guidance regarding integrated segments (Recommendation 6).
- VIDA does not accept the Report's conclusion that the 7News integrated segment did not comply with the PAA or DPC Guidelines.
 - PAA: VIDA maintains that the dominant purpose of the 7News integrated segment was "behavioural change" as permitted by section 97D(1)(a) of the PAA. The purpose of the integrated segment was to communicate information necessary to enable the travelling public to materially change their travel behaviours in response to the Metro Tunnel opening and associated network and timetable changes.
 - DPC Guidelines: The Metro Tunnel 7News integrated segment included a 10-second billboard stating that "7News is brought to you by Metro Tunnel" which was accompanied by the Big Build logo and website reference. This clearly conveyed to viewers that elements of the 7News broadcast were paid government content, though VIDA accepts that the billboard did not adopt the specific formatting and wording recommended by the DPC Guidelines. VIDA does not agree with the Report's implication that VIDA has compromised the transparency of government advertising for the same reasons.
- VIDA provided clear evidence regarding the alignment between the contracted and published content. VIDA provided VAGO with documentation regarding its contractual arrangement with Channel 7, which itemised the deliverables, and a description of how those deliverables presented in the published content. The deliverables included, for example, the *hosting* of the 4pm news from a Metro Tunnel location (not the *broadcast* of the entire 60-minute news bulletin).



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VIDA remains committed to informing the public about major projects that will impact and change their journeys and using communications strategies that are both effective and compliant with legislation and government guidelines. VIDA has existing guidelines and processes in place to ensure that its advertising and communications comply with the PAA and other government requirements. VIDA will review these guidelines and processes in response to Recommendation 8 and any other Whole-of-Victorian-Government changes that are implemented in response to the Report.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Duncan Elliott'.

Duncan Elliott
Interim Director-General

29 / 09 / 2026

Encl. Recommendation 8 – VIDA Action Plan



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Victorian Infrastructure Delivery Authority action plan to address recommendations from *Government Advertising and Communications*

No.	VAGO recommendation	Acceptance	Agreed management actions	Target completion date
8	Update internal guidance to strengthen its advertising and communications assessment to ensure compliance with the <i>Public Administration Act 2004</i> , particularly television advertising requirements (see Section 5).	☒ Yes ☐ No ☐ In part ☐ In principle	VIDA agrees to update its internal guidance to further strengthen compliance with the Public Administration Act 2004 and Department of Premier and Cabinet (DPC) guidance on government advertising. VIDA's internal guidance will reflect any changes to DPC guidance made in response to VAGO's recommendations on the use of integrated television segments and clarifications on the permitted purpose of television advertising.	30 September 2027

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Secretary

Department of Families, Fairness and Housing

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EOB-260900036

Andrew Greaves
Auditor-General
Victorian Auditor-General's Office
Level 31/35 Collins Street
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Dear Auditor-General

Proposed Parliamentary report: Government advertising and communications

Thank you for your letter dated 14 September 2026, providing the Proposed Parliamentary report: Government advertising and communications.

I welcome the opportunity to provide the Department of Families, Fairness and Housing's (the department) response to your recommendation.

The department works to make Victoria a safer, fairer and more inclusive and resilient place. Our advertising and communications play an essential role in helping to deliver this objective.

The department accepts the findings and recommendation in full.

I note VAGO's commentary around gaps in documentation and reporting processes and am pleased to advise the department has addressed this. The attached action plan details how the recommendation relating to our department has been addressed, which I enclose for your attention (Attachment 1).

It also reflects our commitment to the delivery of best-practice advertising and communications to drive better outcomes for Victorians and to ensure they receive the right information when, where and how they need it.

Yours sincerely

Peta McCammon PSM
Secretary

28/09/2026



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Department of Families, Fairness and Housing action plan to address recommendations from *Government Advertising and Communications*

No.	VAGO recommendation	Acceptance	Agreed management actions	Target completion date
9	Strengthen record-keeping and governance for campaign advertising disclosures to improve compliance with Financial Reporting Direction 22 and reporting accuracy (see Section 5).	☒ Yes ☐ No ☐ In part ☐ In principle	DFFH completed the recommendation and acquitted all requested improvements during the audit. DFFH updated their 2025-26 Annual Report campaign reporting and templates to include the 'approved' spend for each campaign over \$100,000. DFFH now files all post-campaign data for the department and its agencies, centrally. We meet with the whole-of-Victorian Government media buying agency to discuss the reports and their findings.	Completed

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Department of Government Services

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By email: enquiries@audit.vic.gov.au

Dear [REDACTED]

GOVERNMENT ADVERTISING & COMMUNICATION REPORT

Thank you for your letter dated 14 September 2026 enclosing the proposed report *Government Advertising and Communications* for consideration and comment.

The Department of Government Services acknowledges VAGO's findings and recommendations relevant to DGS.

DGS is committed to supporting transparent and apolitical government communications. DGS will work with the Department of Premier and Cabinet to strengthen platform governance, publishing workflows and escalation pathways relevant to DGS's remit, while content-owning agencies remain responsible for approving and ensuring the compliance of their content.

DGS welcomes the report's recommendations relevant to its remit and will support their implementation.

Yours sincerely

Jo de Morton
Secretary

29/09/2026

Enc. DGS action plan – Government Advertising and Communications

Your details will be dealt with in accordance with the *Public Records Act 1973* and the *Privacy and Data Protection Act 2014*. Should you have any queries or wish to gain access to your personal information held by this department please contact our Privacy Officer at the above address.



OFFICIAL: Sensitive

Department of Government Services action plan to address recommendations from *Government Advertising and Communications*

No.	VAGO recommendation	Acceptance	Agreed management actions	Target completion date
2	Review and strengthen governance and compliance arrangements to ensure content published on Victorian Government websites and using Victorian Government branding complies with the apolitical requirements of the <i>Public Administration Act 2004</i> (see Section 3).	☐ Yes ☐ No ☒ In part ☐ In principle	DGS will review and strengthen platform governance, publishing workflows and escalation pathways relevant to its role in supporting Victorian Government websites and digital platforms, including clarifying responsibilities between DGS as platform manager and agencies as content owners. Responsibility for approving published content and ensuring its compliance remains with the relevant content-owning agency.	30 June 2027
9	Strengthen record-keeping and governance for campaign advertising disclosures to improve compliance with Financial Reporting Direction 22 and reporting accuracy. (see Section 5).	☒ Yes ☐ No ☐ In part ☐ In principle	DGS will publish campaign spends of more than \$100,000 in future annual reports.	October 2026

OFFICIAL: Sensitive



Secretary

Department of Health

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SCO-260900025

Mr Andrew Greaves
Auditor General
Victorian Auditor General's Office

Via e-mail: [REDACTED]

Dear Mr Greaves

VAGO Report: Government Advertising Communications

Thank you for your letter of 14 September 2026 providing the proposed report for the Government Advertising and Communications audit.

I welcome the findings and recommendations in the proposed report including the identified opportunities to strengthen record-keeping and governance for campaign advertising disclosures to improve compliance with Financial Reporting Direction 22 and reporting accuracy.

I am pleased to provide you with my department's action plan in response to the relevant audit report recommendation enclosed with this letter as **Attachment 1**.

I would like to thank your staff for their collaborative approach to conducting this audit alongside my department.

If you require further information please contact Simone Williams, Chief Communications Officer via e-mail at [REDACTED]

Yours sincerely,

Jenny Atta PSM
Secretary
27/09/2026

Attachment 1: DH Action Plan



Department of Health action plan to address recommendations from *Government Advertising and Communications*

No.	VAGO recommendation	Acceptance	Agreed management actions	Target completion date
9	Strengthen record-keeping and governance for campaign advertising disclosures to improve compliance with Financial Reporting Direction 22 and reporting accuracy. (see Section 5).	☒ Yes ☐ No ☐ In part ☐ In principle	The Department of Health agrees with this recommendation and notes that improvements have already been implemented to strengthen record-keeping, governance and reporting processes for government advertising disclosures. As part of the 2025–26 Annual Report preparation, the department has reviewed and updated its Financial Reporting Direction 22 (FRD 22) advertising disclosure template to improve compliance and reporting accuracy. The revised template now captures and reports both approved budget and actual expenditure across all advertising categories, providing greater transparency, consistency and alignment with FRD 22 requirements.	31 October 2026

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Department of Transport and Planning

GPO Box 2392
Melbourne, Victoria 3001 Australia

Ref: BSEC-1-26-4456

Mr Andrew Greaves
Auditor-General of Victoria
Victorian Auditor-General's Office
Level 31, 35 Collins Street
MELBOURNE VIC 3000

Dear Mr Greaves

Victorian Auditor-General's Office - Government advertising and communications - Proposed report

Thank you for your letter of 14 September 2026 inviting the Department of Transport and Planning (the Department) to respond to the *Government advertising and communications* proposed report (the Report).

The Department does not agree with the Report's observation that its former guidance directed staff to prepare content for Ministers' social media platforms. Rather, it provided direction on the appropriate escalation process where requests relating to Ministerial communications were received.

The Department's Communications and Customer Experience division operates in accordance with Part 5A of the *Public Administration Act 2004* and Victorian Government requirements and relevant Victorian Government communications policies for the development, approval and distribution of communication and social media content. Furthermore, there is a comprehensive communications governance framework supported by established approval processes, controls and guidance materials, including governance arrangements relating to Ministerial communications.

Notwithstanding its disagreement with aspects of the Report, the Department is committed to continuous improvement and will continue to review its guidance materials and governance processes to ensure they remain clear, contemporary and aligned with best practice in an evolving media environment. This includes identifying opportunities to provide more explicit direction regarding social media content and communication activities.

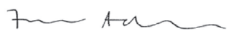
The Department welcomes the updated *Influencer and Content Creator Guidelines* released by the Department of Premier and Cabinet in August 2026. These guidelines will complement the Department's existing procedures and support continued best-practice engagement with content creators and publication of content.

The Department will continue to operate in accordance with the *Victorian Government Sponsorship Policy* across all partnership activities and will continue to strengthen guidance relating to disclosure requirements and transparency obligations. An action plan in response to the Report's recommendation is enclosed with this letter.

Thank you for the opportunity to comment on the Report.



Yours sincerely



Fiona Adamson
Secretary

28 September 2026

Enc: Government advertising and communications - DTP action plan

DTP action plan

Government advertising and communications



The Department of Transport and Planning (DTP) action plan to address the recommendation from the Victorian Auditor-General's Office *Government advertising and communications* report:

No	VAGO recommendation	DTP response	Due date
3	Review and strengthen internal guidance to ensure public sector employees and resources are not used to develop content for ministers' personal communication channels, consistent with the <i>Public Administration Act</i> requirements and the Victorian Public Sector Commission's <i>Code of Conduct for Victorian Public Sector Employees</i> .	Accepted DTP maintains a comprehensive guidance note on best practice communications and engagement aligned with Part 5A of the <i>Public Administration Act 2004</i> (PAA) for all staff to access and reference. This includes established guidance relating to Ministerial communications. DTP will continue to ensure its employees reference and operate in accordance with PAA requirements and will look for opportunities to further optimise the clarity of guidance materials.	31 December 2026

OFFICIAL: Sensitive



UID: BORG-1-26-4781

Mr Andrew Greaves
Auditor-General
Victorian Auditor-General's Office
Level 31, 35 Collins Street
MELBOURNE VIC 3000

By email: [REDACTED]

Dear Mr Greaves

PROPOSED REPORT: GOVERNMENT ADVERTISING AND COMMUNICATIONS

Thank you for the Proposed Report: Government Advertising and Communications (the Report) provided on 14 September 2026 to Suburban Rail Loop Authority (SRLA), which details the results of the Victorian Auditor General's Office (VAGO) engagement.

One recommendation is addressed to SRLA in relation to *Finding 1 - Government communications and conduct do not always meet legislative requirements to be apolitical*. While SRLA supports the intent of the recommendation, it does not agree it has acted inconsistently with the apolitical requirements of the *Public Administration Act 2004* (the PAA).

SRLA has an obligation under the PAA and the *Suburban Rail Loop Act 2021* to provide timely, accurate and professional support to the Minister in relation to matters within the Minister's portfolio responsibilities.

While SRLA accepts the importance of maintaining a clear separation between public sector communications and ministerial personal communications, it does not agree that the conduct identified by VAGO supports a conclusion that SRLA acted inconsistently with the apolitical requirements of the PAA.

The finding appears to be based on SRLA adapting an existing SRLA social media post by changing first person references used in SRLA's original communication to third person references and providing that content to the Minister's office for use at the Minister's discretion. The content was apolitical, factual project information already published by SRLA.

SRLA does not consider that such limited adaptation of existing, apolitical project communications is sufficient to demonstrate political influence, political bias or partisan advocacy, or to support a conclusion that the SRLA acted inconsistently with the apolitical requirements of the PAA.



OFFICIAL: Sensitive

To respond to the recommendation, SRLA has amended its internal social media guide to clarify for the avoidance of doubt that no SRLA communications should be tailored for use on Ministerial personal communications channels.

Yours sincerely



Kevin Devlin
Interim Chief Executive Officer
Suburban Rail Loop Authority
29/09/2026



OFFICIAL: Sensitive

Suburban Rail Loop Authority action plan to address recommendations from *Government Advertising and Communications*

No.	VAGO recommendation	Acceptance	Agreed management actions	Target completion date
3	Review and strengthen internal guidance to ensure public sector employees and resources are not used to develop content for ministers' personal communication channels, consistent with the Public Administration Act requirements and the Victorian Public Sector Commission's <i>Code of Conduct for Victorian Public Sector Employees</i> (see Section 3).	☒ Yes ☐ No ☐ In part ☐ In principle	SRLA has reviewed and updated relevant internal guidance, to clarify requirements for supporting ministerial communications.	Complete



VICTORIA POLICE

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Chief Commissioner of Police

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Mr Andrew Greaves
Victorian Auditor-General
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Dear Mr Greaves,

Response to the Provisional Report: Government advertising and communications

Thank you for the opportunity to provide a response to the provisional report: Government advertising and communications, dated 14 September 2026.

As identified during the audit process, the *Made for More* campaign was developed in response to a significant workforce challenge, requiring the need for additional police officers to support the delivery of policing services, to improve public safety outcomes across Victoria. The campaign was informed by research, used best communications practice and was designed to reach a broad and diverse audience.

The campaign progressed through established whole-of-government approval processes, including endorsement by the Advertising Approvals Group and was subsequently subject to a comprehensive post-campaign evaluation which found it to be an effective mechanism for contributing to Victoria Police's public safety goals.

While Victoria Police notes that the matters identified in the audit relate to the interpretation and application of the broader legislative and policy framework governing television advertising, Victoria Police accept Recommendation 8 in principle and as outlined in the attached Action Plan, will update its internal guidance documentation to align with the objectives under s97D of the *Public Administration Act 2004*.

Yours sincerely,

Mike Bush CNZM
Chief Commissioner

02 / 10 / 2026

Attachment: Victoria Police Action Plan

Victoria Police action plan to address recommendations from *Government Advertising and Communications*

No.	VAGO recommendation	Acceptance	Agreed management actions	Target completion date
8	Update internal guidance to strengthen its advertising and communications assessment to ensure compliance with the <i>Public Administration Act 2004</i> , particularly television advertising requirements (see Section 5).	☐ Yes ☐ No ☐ In part ☒ In principle	1. Review and update Victoria Police's internal government advertising and communications guidance and procedures to reflect the public interest purposes permitted under s97D of the <i>Public Administration Act 2004</i> .	1 March 2027

OFFICIAL Sensitive



Department of Education

Secretary

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COR-260906744

Mr Andrew Greaves
Auditor-General
Victorian Auditor-General's Office
[REDACTED]

Dear Mr Greaves *Andrew,*

Proposed report: Government Advertising and Communications

Thank you for the Assistant Auditor-General's letter on 14 September 2026 and the opportunity to comment on the proposed report for this performance audit.

The department is committed to complying with the relevant acts and regulations governing advertising and communications and will continue to maintain its stringent processes in conducting its campaigns. I am pleased to note that the department's positive practices are acknowledged in the report. The department has reviewed the proposed report and dashboard and has no feedback.

Should your team wish to discuss the department's response, please contact Shamiso Mtenje, Executive Director, Assurance, Knowledge and Executive Services on [REDACTED] or [REDACTED]

Yours sincerely

David Howes PSM
Secretary
29 / 9 / 2026

Your details will be dealt with in accordance with the *Public Records Act 1973* and the *Privacy and Data Protection Act 2014*.





Department of Energy, Environment
and Climate Action

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Dear Auditor-General

Proposed report - *Government Advertising and Communications*

Thank you for your invitation to comment on the Victorian Auditor-General's Office's proposed report for the performance engagement - *Government Advertising and Communication* received 14 September 2026.

The Department of Energy, Environment and Climate Action notes the findings outlined in the report and supports the strengthening of governance and accountability across government advertising and communications.

I thank your staff for their work and look forward to a continued productive relationship with your office.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'KH'.

Kate Houghton PSM

Secretary

23/09/2026



Official - Sensitive

OFFICIAL



Department of Jobs, Skills, Industry and Regions

GPO Box 4509
Melbourne, Victoria 3001 Australia
Telephone: +61 3 9651 9999

Ref: CSEC-2-26-29268

[REDACTED]
[REDACTED]
Victorian Auditor-General's Office
Level 31, 35 Collins Street
MELBOURNE VICTORIA 3000

Dear [REDACTED]

PROPOSED REPORT – GOVERNMENT ADVERTISING AND COMMUNICATIONS

Thank you for your letter dated 14 September 2026 regarding the proposed report for the Government advertising and communications reasonable assurance performance audit engagement.

The Department of Jobs, Skills, Industry and Regions (the department) has reviewed and has no feedback on the report.

I would like to take this opportunity to thank your team for its constructive engagement and collaborative efforts with the department throughout this engagement.

If you require further information, please contact Dean Hosking, Chief Audit Officer:

Yours sincerely

Matt Carrick
Secretary

Date: 28/09/2026





Department of Treasury and Finance

1 Treasury Place
Melbourne Victoria 3002 Australia
Telephone: +61 3 9651 5111
dtf.vic.gov.au

CSEC-260900122

Mr Andrew Greaves
Auditor-General
Victorian Auditor-General's Office
Level 31, 35 Collins Street
MELBOURNE VIC 3000

Dear Mr Greaves

GOVERNMENT ADVERTISING AND COMMUNICATIONS AUDIT REPORT

Thank you for your letter dated 14 September 2026, inviting the Department of Treasury and Finance to respond to the proposed audit report on *Government advertising communications*.

DTF has reviewed the proposed report and has no comments.

Thank you for the opportunity to comment on the proposed report.

Yours sincerely

A handwritten signature in black ink, appearing to be 'Camille Kingston'.

Camille Kingston
Secretary

18/9/2026



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