Reference: OBPR23-03906  
Telephone: 6271 6270  
e-mail: [helpdesk-oia@pmc.gov.au](mailto:helpdesk-obpr@pmc.gov.au)

Richard Windeyer  
Deputy Secretary   
Communications & Media Group   
Department of Infrastructure, Transport, Regional Development, Communications and the Arts  
  
Dear Mr Windeyer  
  
**Impact Analysis – Second Pass Final Assessment – Prominence Framework for Connected Television Devices**

Thank you for your letter of 9 November 2023 submitting an Impact Analysis (IA) for formal Second Pass Final Assessment. I note the IA has been formally certified at the Deputy Secretary level consistent with the Australian Government Guide to Policy Impact Analysis.

I appreciate the Department’s constructive engagement on the IA. The Office of Impact Analysis’ (OIA) assessment is that the quality of the analysis in the IA is ‘adequate’.

The IA would have benefitted from delving further on:

* the multiple pathways that the presented option could be implemented, and if at all there could an alternative implementation pathways explored to effectively deliver on the election commitment;
* details of how the consultations helped in shaping the design of the measures under the preferred option and other actions that the Department took in response to consultation feedback and,
* information on transitional arrangements that would need to be required for stakeholders in the framework’s implementation.

**Next steps**

After a final decision has been announced, I ask that your agency work with OIA to finalise this material for public release. This includes providing a copy of the IA in Word and PDF format for web accessibility purposes. The IA must be included in any Explanatory Memorandum or Statement giving effect to the proposals in the IA.

If you have any further queries, please do not hesitate to contact me.

Yours sincerely

A/g James Leslie  
Executive Director  
Office of Impact Analysis  
14 November 2023

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