



Reference: OBPR23-03906
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Mr 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 submitting an Impact Analysis (IA) for formal Second Pass Final Assessment, which was received on 10 November 2023. I note the IA has been formally certified at the Deputy Secretary level consistent with the *Australian Government Guide to Policy Impact Analysis (The Guide)*.

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 providing quantitative estimates of the likely costs and benefits of the policy. In particular, I note the IA does not include an estimate of regulatory burden consistent with the requirements in the Guide. This was taken into consideration in OIA's assessment of the proposal.

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 handwritten signature in black ink, appearing to read 'J. Leslie'.

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