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Impact Analysis — Statement of Sufficiency

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

I confirm that this Impact Analysis (IA) prepared for **Radio prominence framework for smart speakers** meets the requirements set out in the *Australian Government Impact Analysis Framework*.

I confirm that the level of analysis is proportionate to the policy issue being considered.

I note the IA provides analysis of the impacts of the proposal using the 7 IA questions and:

- costs and benefits and an estimate of the change in the regulatory burden, of the policy options under consideration
- analysis of the policy option against the government's key strategic priorities
- relevant distributional effects and evidence of key stakeholder feedback incorporated into the policy design
- other details required to understand and assess the proposal.

Certified by

Clare Chapple

A/g Deputy Secretary, Communications, Media and Sport Group

Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts

27/8/2026

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