



## Clearance of Media Releases

The Prime Minister's Office (PMO) has provided instruction that all 'strategic' media releases which relate to the Government's 'key messages' are coordinated through the PMO to ensure consistency.

Releases of a more 'pedestrian' or routine nature do not need to go through the PMO and should be dealt with according to existing processes.

### 'Strategic' / 'Key Message' Releases

There is no strict definition of what constitutes a 'strategic' or 'key message'. The identification of such a release will be a matter of judgement. Examples of 'strategic' and 'key message' releases would include those which may impact on issues such as:

- Climate change
- IR policy
- Education and science reform
- Taxation policy
- National Security
- Health

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To give effect to the PMO's directive, the following process is to be followed:

- All releases that could be considered as 'strategic' and dealing with 'key messages' must be forwarded to DIISR Media and Communications Section (Contact point is Susan Charles 6213 7872 and e-mail: media@industry.gov.au).
- DIISR Media and Communications will then forward the release to the respective Minister's Office.
- The Minister's Office will assess the release, and if it considers necessary, will forward it to the PMO and liaise with PMO regarding possible changes and clearance.
- The Minister's Office will relay the outcome of the PMO review to DIISR Media and Communications who will consult with you regarding required changes.

### Other Releases

Releases of a more routine nature which do not touch on 'key messages' - such as the activity undertaken in relation to administrative function of the policy or agency press releases of a technical nature - **do not** need to be cleared via the PMO.

These releases should be developed, cleared and released according to existing processes. Of course it should be noted that all Ministerial releases are required to be cleared by the Minister's Office and that as a general rule, any Departmental or agency release is offered to the Minister in the first instance.