



DEFENCE FOI 086/24/25

STATEMENT OF REASONS UNDER THE FREEDOM OF INFORMATION ACT 1982

1. I refer to the request by s22 (the applicant), dated and received on 26 July 2024 by the Department of Defence (Defence), for access to the following documents under the *Freedom of Information Act 1982* (Cth) (FOI Act):

“I am requesting documents related to the Take a Closer Look advertising campaign. I specifically request the market research undertaken by Hall & Partners and the research report for the campaign.

Timeframe: from date

01/01/2020 - 12:00am

Timeframe: to date

25/07/2024 - 12:00am”.

s22

FOI decision maker

4. I am the authorised officer pursuant to section 23 of the FOI Act to make a decision on this FOI request.

Documents identified

5. I have identified 8 documents as falling within the scope of the request.
6. The decision in relation to each document is detailed in the schedule of documents.

Exclusions

7. Defence has only considered final versions of documents.

Decision

8. I have decided to:
 - a. release one document in full; and

- b. partially release seven documents in accordance with section 22 of the FOI Act on the grounds that the deleted material is irrelevant.

Material taken into account

9. In making my decision, I have had regard to:
 - a. the terms of the request;
 - b. the content of the identified documents in issue;
 - c. relevant provisions of the FOI Act; and
 - d. the Guidelines published by the Office of the Australian Information Commissioner under section 93A of the FOI Act (the Guidelines).

REASONS FOR DECISION

Section 22 – Access to edited copies with exempt or irrelevant matter deleted

10. Section 22 of the FOI Act permits an agency to prepare and provide an edited copy of a document where the agency has decided to refuse access to an exempt document or that to give access to a document would disclose information that would reasonably be regarded as irrelevant to the request for access.
11. The documents identified in the schedule of documents as being released in part contain irrelevant material such as information relating to other recruitment campaigns that fall outside the scope of the request.
12. I am satisfied that it is reasonably practicable to remove the exempt and irrelevant material and release the documents to you in an edited form.

FURTHER INFORMATION

13. Some of the documents matching the scope of this request contained a dissemination limiting marker (DLM). Where documents have been approved for public release, the DLM has been struck through.

s22 [Redacted] Digitally signed by
s22 [Redacted]
Date: 2024.09.27
11:43:53 +10'00'

COMMANDER s22 [Redacted]

Accredited Decision Maker

Defence People Group

Department of Defence