

Chief Executive Certification for Government Advertising Campaigns

Instructions for completion:

This Chief Executive Certification template relates to advertising campaigns above the value of \$250,000 conducted by non-corporate entities subject to the *Public Governance, Performance and Accountability Act 2013* (PGPA Act). The Certification is a representation that the final form of a proposed campaign, in the opinion of the Chief Executive, fully complies with Principles 1 to 5 of the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* (Guidelines).

The Certification is to be completed by the Chief Executive Officer only once all campaign materials (including the related media plan) have been finalised.

The Certification Statement assumes that Chief Executives have relied upon compliance advice from within their entity, but may be expanded to detail other sources of advice that the Chief Executive relied upon in taking the decision to certify compliance with the Guidelines (for example, external legal or expert technical advice).

The completed and signed Chief Executive certification document (not including these instructions) must be placed on the web site of the entity responsible for the campaign as soon as practicable after it begins appearing in the media.

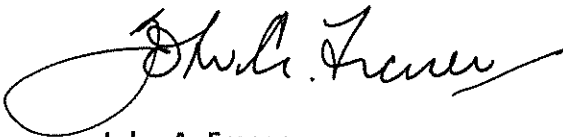
Questions on completion of this template should be addressed to the Communications Advice Branch, Department of Finance on (02) 6215 2677.

Chief Executive Certification for Government Advertising Campaigns

Certification Statement – Tax Integrity Campaign

I certify that the Tax Integrity Campaign complies with the *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* (Guidelines).

This certification takes into consideration the Report of the Independent Communications Committee. It also takes into consideration advice and evidence provided by officers within the Treasury with responsibility for the design, development and implementation of the Tax Integrity Campaign and advice provided by Treasury's Parliamentary and Legal Services Division.



John A. Fraser
Secretary
The Treasury

9 June 2017