

# Accountable Authority Certification for Government Advertising Campaigns

## ***Instructions for completion:***

This Accountable Authority 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 confirmation that, in the opinion of the Accountable Authority, the campaign fully complies with Principles 1 to 5 of the *Australian Government Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* (Guidelines).

The Accountable Authority should be provided with relevant information to satisfy them appropriate consideration of the Principles was undertaken, including but limited to: compliance advice from within their entity, details of other sources of advice that the Accountable Authority relied upon in taking the decision to certify compliance with the Guidelines (for example, external legal or expert technical advice).

The Certification is to be completed by the Accountable Authority when relevant campaign materials have been finalised.

The signed Accountable Authority 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 Certification should be addressed to the Communications Advice Branch, Department of Finance on (02) 6215 3615.

# Accountable Authority (Chief Executive) Certification for Government Advertising Campaigns

## Certification Statement – Economic Plan, Phase Three

I certify that the third phase of the Economic Plan campaign complies with the *Australian Government Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* (Guidelines).

I consider that the campaign is:

1. Relevant to government responsibilities
2. Presented in an objective, fair and accessible manner
3. Objective and not directed at promoting party political interests
4. Justified and undertaken in an efficient, effective and relevant manner
5. Compliant with legal requirements and procurement policies and procedures.

This certification takes into consideration the compliance advice of the Independent Communications Committee. It also takes into consideration advice and evidence provided by officials within Treasury with responsibility for the design, development and implementation of the second round of creative materials for the third phase of Economic Plan campaign and advice provided by the Treasury's Legal Division.



**Steven Kennedy**  
**Secretary**  
**The Treasury**  
**4 March 2022**