

Chief Executive Certification for Government Advertising Campaigns


Certification Statement—Digital Switchover regional Southern NSW (including Household Assistance Scheme) and regional Northern NSW (including Household Assistance Scheme)—media buys

I certify that the Digital Switchover regional Southern NSW and Northern NSW (including Household Assistance Scheme) media buys and campaign creative materials comply with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (Guidelines).

This certification takes into consideration the Report of the Independent Communications Committee (31 August 2011), which indicates the materials, in their view, comply with Principles 1 to 4 of the Guidelines.

My certification has been informed by advice and evidence of compliance with the Guidelines provided by officers within the Department of Broadband, Communications and the Digital Economy with responsibility for the design, development and implementation of the Digital Switchover Southern NSW and Northern NSW communication campaign and the Southern NSW and Northern NSW Household Assistance Scheme campaign.

I certify compliance with relevant legal and procurement matters relating to the presentation and delivery of the campaigns (Principle 5 of the Guidelines).



Peter Harris
Secretary

Department of Broadband, Communications and the Digital Economy

6 September 2011