

Chief Executive Certification for Government Advertising Campaigns

Certification Statement – Digital Switchover Communication Campaign
– Multiregional (Timeline execution)

I certify that the Digital Switchover Communication Campaign multiregional advertising (Timeline execution) complies 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 (16 December 2010), 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 Communication Campaign.

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



Peter Harris
Secretary

Department of Broadband, Communications and the Digital Economy
20 December 2010