

CONFIDENTIAL
Sensitive



Australian Government
Department of Education

Minute to the Secretary

To:	Lisa Paul	Deadline for response and reason:	Tuesday 25 November to allow activity to commence
From:	Jessie Borthwick	Contact officer:	Jackie Gleeson
Date:	25/11/2014	Phone:	6240 6823
Copy to:	Suzi Hewlett Michelle Cornish Jackie Gleeson Melissa Reardon	Location:	C50MA11

Purpose: to seek your certification of phase one advertising material for the 2014 Higher education communication campaign.

Recommendation: that you sign the Chief Executive Officer Certification for Government Advertising Campaigns at (**Attachment A**) as indicated.

Background

CEO Certification

- The Australian Government's current guidelines on advertising and information campaigns require materials to be certified by a department's Chief Executive Officer (CEO).
- The Statement of Compliance at **Attachment B** outlines the evidence you need to certify this campaign.
- The campaign media schedule is at **Attachment C**.
- Your certification is required before the campaign can be approved to launch. The briefing at **Attachment D** will be supplied to the Minister for Education, the Hon Christopher Pyne MP's office once your certification is complete.
- As with past campaigns (e.g. Child Care Assistance and Better Schools campaigns) your certification will be published on the Department of Education website (www.education.gov.au) once the campaign launches.