

Chief Executive Certification for Government Advertising Campaigns

Certification Statement – National Plan for School Improvement communication campaign

I certify that the National Plan for School Improvement communication campaign 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, which indicates the National Plan for School Improvement communication campaign, in their view, complies with Principles 1 to 4 of the Guidelines, dated 4 July 2013.

My certification has also been informed by advice and evidence of compliance with the Guidelines provided by officers within the Department of Education, Employment and Workplace Relations with responsibility for the design, development and implementation of the National Plan for School Improvement 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).



Lisa Paul AO PSM

Secretary

Department of Education Employment and Workplace Relations

4 July 2013