

CERTIFICATION FOR GOVERNMENT ADVERTISING CAMPAIGNS

I, Renee Leon (A/g Chief Executive Officer), am satisfied that the **Chemicals of Security Concern Campaign** attached to this Certification complies with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies (March 2010)*:

Renee Leon
A/g Chief Executive Officer
(Secretary, Attorney-General's Department)

~~April~~ 2010

6 May

			Attachment Reference
PRINCIPLE 1: CAMPAIGNS SHOULD BE RELEVANT TO GOVERNMENT RESPONSIBILITIES			
1	Subject matter of campaign directly relates to Government responsibilities. Policy / programs forming the basis of campaign are underpinned by: <ul style="list-style-type: none"> • legislative authority; or • appropriation of the Parliament; or • a Cabinet Decision which is intended to be implemented during the current Parliament 	✓	Attachment 1 Statement of compliance
PRINCIPLE 2: CAMPAIGN MATERIALS SHOULD BE PRESENTED IN AN OBJECTIVE, FAIR AND ACCESSIBLE MANNER AND BE DESIGNED TO MEET THE OBJECTIVES OF THE CAMPAIGN			
2. 1	Materials distinguish between facts, comment, opinion and analysis	✓	Attachment 1 Statement of compliance
2. 2	Information presented as fact is accurate and verifiable. Factual comparisons are not misleading, and the basis of any comparison is explicitly stated.	✓	Attachment 1 Statement of compliance
2. 3	Pre-existing policies, products or services and activities are not presented as new	✓	Attachment 1 Statement of compliance
2. 4	Where the target audience requires, special attention has been made to communicate with disadvantaged individuals or other groups within the target audience, including young people, the rural community and those for whom English is not a convenient language to receive information	✓	Attachment 1 Statement of compliance
2. 5	Campaign materials have been tested with target audiences to indicate they are engaging and perform well against the objectives of the campaign	✓	Attachment 2 Concept-testing market research report

PRINCIPLE 3: CAMPAIGN MATERIALS SHOULD BE OBJECTIVE AND NOT DIRECTED AT PROMOTING PARTY POLITICAL INTERESTS			
3. 1	Materials are free from partisan promotion of government policy and political argument, and employ objective language	✓	Attachment 1 Statement of compliance
3. 2	Information does not directly foster a positive impression of a particular political party or promote party political interests	✓	Attachment 1 Statement of compliance
3. 3	Information and materials do not:		
	mention the party in government by name	✓	Attachment 1 Statement of compliance
	directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups	✓	Attachment 1 Statement of compliance
	include party-political slogans or images	✓	Attachment 1 Statement of compliance
	influence public support for a political party, a candidate for election, a Minister or a Member of Parliament	✓	Attachment 1 Statement of compliance
	refer or link to the websites of politicians or political parties	✓	Attachment 1 Statement of compliance
PRINCIPLE 4: CAMPAIGNS SHOULD BE JUSTIFIED AND UNDERTAKEN IN AN EFFICIENT, EFFECTIVE AND RELEVANT MANNER			
4. 1	Campaign has a demonstrated need, defined target audience and has been informed by appropriate research/evidence	✓	Attachment 3 Developmental market research report
4. 2	Information clearly and directly affects the interests of recipients	✓	Attachment 1 Statement of compliance
4. 3	Medium and volume of advertising is cost effective and justifiable within allocated budget	✓	Attachment 4 Media strategy produced by Universal McCann
4. 4	Distribution of unsolicited material is controlled	✓	Not applicable to this campaign.
4. 5	Campaign will be evaluated to determine effectiveness	✓	Attachment 1 Statement of compliance
PRINCIPLE 5: CAMPAIGNS MUST COMPLY WITH LEGAL REQUIREMENTS AND PROCUREMENT POLICIES AND PROCEDURES			
5. 1	Campaign complies with all relevant laws including:		
	laws with respect to broadcasting and media	✓	Attachment 5 Letter of compliance produced by the Security Law Branch, AGD
	privacy laws	✓	Attachment 5 Letter of compliance produced by the Security Law Branch, AGD

	electoral laws	✓	Attachment 5 Letter of compliance produced by the Security Law Branch, AGD
	intellectual property	✓	Attachment 5 Letter of compliance produced by the Security Law Branch, AGD
	trade practices and consumer protection laws	✓	Attachment 5 Letter of compliance produced by the Security Law Branch, AGD
	workplace relations laws	✓	Attachment 5 Letter of compliance produced by the Security Law Branch, AGD
5. 2	Procurement policies and procedures for the tendering and commissioning of services and the employment of consultants have been followed, and there is an audit trail for decisions.	✓	Attachment 5 Letter of compliance produced by the Security Law Branch, AGD