

Chief Executive Certification for Government Advertising Campaigns

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Certification Statement – Building Australia's Future Workforce campaign

I certify that the Building Australia's Future Workforce 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 Building Australia's Future Workforce campaign, in their view, complies with principles 1 to 4 of the Guidelines, dated 19 August 2011.

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 Building Australia's Future Workforce 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
Secretary

Department of Education, Employment and Workplace Relations

19 August 2011