## Accountable Authority (Chief Executive) Certification for Government Advertising Campaign

## **Certification Statement – Austrade Export Services (Go Global Toolkit)**

I certify that the Austrade Export Services (Go Global Toolkit) complies with the *Australian Government Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* (Guidelines).

This certification takes into consideration the Report of the Independent Communications Committee. It also takes into consideration advice and evidence provided by officials within the Australian Trade and Investment Commission (Austrade) with responsibility for the design, development and implementation of the Austrade Export Services (Go Global Toolkit) campaign.

**Xavier Simonet** 

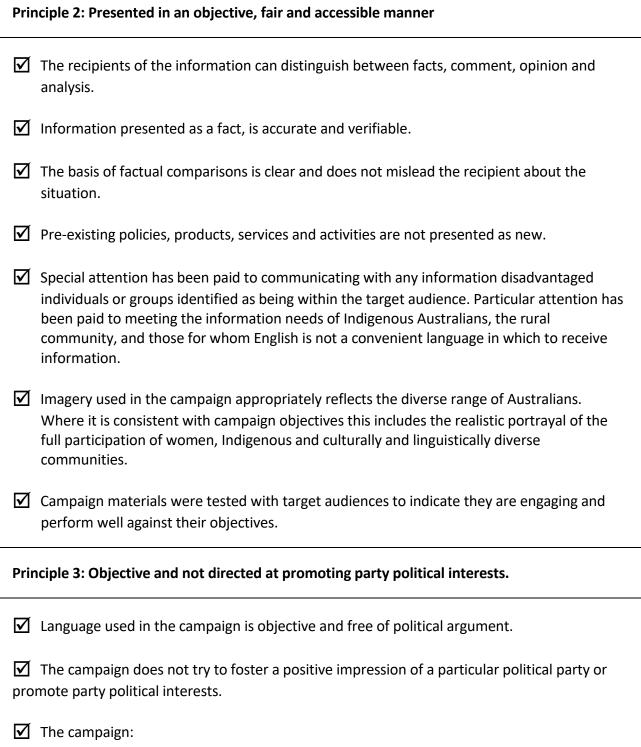
**Chief Executive Officer** 

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**Australian Trade and Investment Commission** 

**20 February 2023** 

Principle 1: Relevant to government responsibilities.
✓ The subject matter of the campaign directly relates to the Government's responsibilities.
The policy or program is underpinned by:  ☐ legislative authority; or ☐ appropriation of the Parliament; or ☐ a Cabinet Decision which is intended to be implemented during the current Parliament.
<ul> <li>Suitable uses for government campaigns include to:</li> <li>☐ inform the public of new, existing or proposed government policies, or policy revisions;</li> <li>☑ provide information on government programs or services or revisions to programs or services to which the public are entitled;</li> <li>☐ inform consideration of issues;</li> <li>☐ disseminate scientific, medical or health and safety information; or</li> <li>☐ provide information on the performance of government to facilitate accountability to the public.</li> </ul>



- does not mention the party in Government by name;
- does not directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
- does not include party political slogans or images;
- has not been designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; and
- does not refer or link to the websites of politicians or political parties.

## ☑ The campaign was instigated on the basis of a demonstrated need, target recipients are clearly identified and the campaign has been informed by appropriate research and/or evidence. ✓ Campaign information clearly and directly affects the interests of recipients. The medium and volume of the advertising activities is cost effective and justifiable within the budget allocated to the campaign. ☑ Distribution of unsolicited materials will be carefully controlled. ✓ The campaign will be evaluated to determine effectiveness. Principle 5: Campaigns must comply with legal requirements and procurement policies and procedures. Note: Accountable Authority to check all boxes ✓ The manner of presentation and the delivery of the campaign complies with all relevant laws including: laws with respect to broadcasting and media; privacy laws; intellectual property laws; electoral laws; trade practices and consumer protection laws; and workplace relations laws. Procurement policies and procedures for the tendering and commissioning of services and the employment of suppliers were followed, and there is a clear audit trail regarding decision making.

Principle 4: Justified and undertaken in an efficient, effective and relevant manner.