

02 NOV 2017

SEC/IN/2017/1055

**DECISION BRIEF FOR SECRETARY: DEFENCE INDUSTRY INFORMATION CAMPAIGN – CHIEF EXECUTIVE OFFICER CAMPAIGN CERTIFICATION**

Group: SP&amp;I

Reference: DEPSEC SP&amp;I/OUT/2017/146

Due Date: Friday, 3 November 2017

DEPSEC SP&I Office  
Received

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DEPSEC SP&I /OUT/2017/146  
Sign:.....**Copies:** SEC, CDF, AS COO, DEPSEC SP&I, FASMECC, FASDIP**Recommendation**

That you:

- (a) **Sign** the Chief Executive Officer (CEO) Certification for Government Advertising Campaigns by Friday 3 November 2017 to allow the Defence Industry Information Campaign to launch on 5 November 2017.

**Key Issues**

1. The Defence Industry Information Campaign (the Campaign) is due to launch on Sunday 5 November 2017 following Cabinet approval on 27 October 2017.
2. The Department of Finance Guidelines on Information and Advertising Campaigns for Non-Corporate Commonwealth Entities (the Guidelines) provides the following five principles which must be adhered to in the development of information or advertising campaigns:
  - Principle 1: Campaigns should be relevant to government responsibilities;
  - Principle 2: Campaigns should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign;
  - Principle 3: Campaigns should be objective and not directed at promoting party political interests;
  - Principle 4: Campaigns should be justified and undertaken in an efficient, effective and relevant manner; and
  - Principle 5: Campaigns must comply with legal requirements and procurement policies and procedures.
3. The guidelines states that for advertising campaigns of \$250,000 or more:
  - The Independent Communications Committee (ICC) will consider the proposed Campaign and provide a report to the Chief Executive on compliance with Principles 1,2,3 and 4 of the Guidelines;
  - Entities will be responsible for providing a report to their Chief Executive on campaign compliance with Principle 5 of the Guidelines;
  - Following consideration of the reports on campaign advertising compliance, the Chief Executive will certify that the Campaign complies with the Guidelines and relevant Government policies;
  - The Chief Executive will give the certification to the relevant Minister who may launch the Campaign or approve its launch;
  - The Chief Executive's certification will be published on the relevant entity's website when the Campaign is launched; and
  - The conclusions of the ICC will be published on Finance's website after the Campaign is launched.
4. On 5 July 2017, the ICC provided Compliance Advice for the Campaign against Principles 1 to 4 of the Guidelines. A copy of their letter is at Attachment A.

5. In relations to Principle 5, I can confirm that all legal requirements and procurement policies and procedures have been adhered to. All tender and contract documents have been prepared in consultation with the Non-Material Procurement Branch of the Capability, Acquisition and Sustainment Group and Defence Legal Division.
6. A copy of the CEO certification template is at Attachment B for your consideration.

**Consultation**

7. The Department of Finance has been consulted in the development of this advice.

 <b>Marc Ablong</b> Acting Deputy Secretary Strategic Policy and Intelligence Tel: (02) 6265 2636 M: 0419 486 237 2 November 2017		( <del>as</del> ) SIGNED/NOT SIGNED   <b>Rebecca Skinner</b> Acting Secretary 2 November 2017	
Branch/Section Head	Matt Ramage	W: (02) 6144 2649	Mob: 0417 149 844
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**Attachments**

1. Letter from ICC
2. CEO certification template