

# Chief Executive Certification for Government Advertising Campaigns

## Certification Statement – 2015 Intergenerational Report campaign

I certify that the first stage Phase Two of the 2015 Intergenerational Report campaign complies with the *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 the relevant officers within The Treasury with responsibility for the design, development and implementation of the 2015 Intergenerational Report campaign as well as the advice of my senior colleagues.



John A. Fraser  
Secretary  
The Treasury

22 May 2015