





Accountable Authority Certification for Government Advertising Campaign

Certification Statement – Moneysmart general insurance – First Nations consumer campaign

I, Joseph Longo, as the Accountable Authority of the Australian Securities and Investments Commission (ASIC), certify that the Moneysmart general insurance – First Nations consumer campaign commencing from 8 September 2025 (ASIC campaign) complies with the Australian Government's Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities (December 2022) (Guidelines).

This certification takes into consideration advice and evidence provided by officials within ASIC with responsibility for the design, development, and implementation of the ASIC campaign.

Joseph Longo

Chair

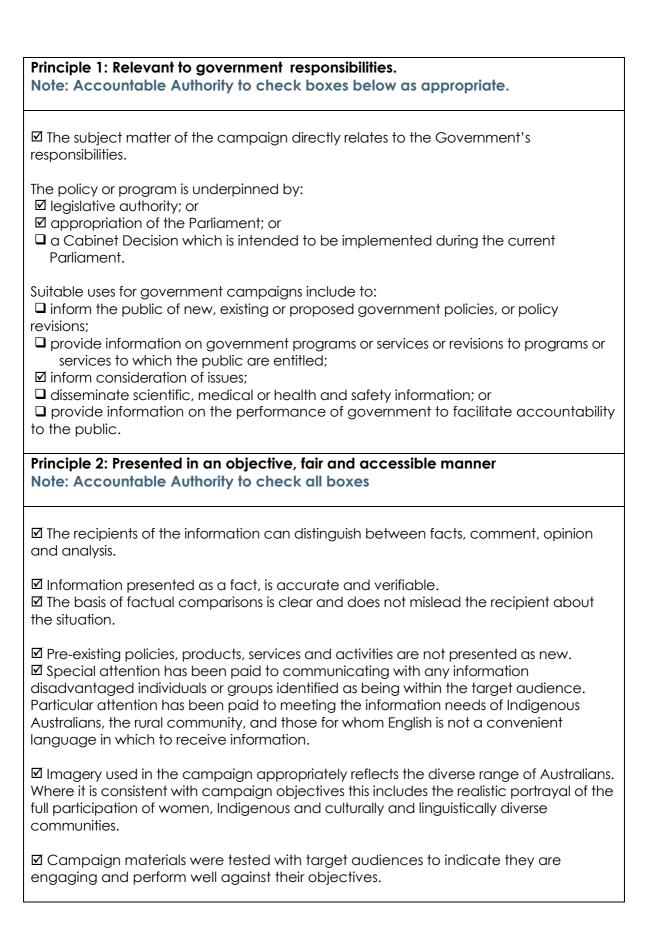
Australian Securities and Investments Commission

4 September 2025

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Principle 3: Objective and not directed at promoting party political interests.

Note: Accountable Authority to check all boxes

☑ Language used in the campaign is objective and free of political argument.

☑ The campaign does not try to foster a positive impression of a particular political party or promote party political interests.

☑ The campaign:

- 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.

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

Note: Accountable Authority to check all boxes

☑ 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.

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