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

## **Certification Statement – Routine Childhood Immunisation 2023 Campaign**

I certify that the Routine Childhood Immunisation 2023 Campaign complies with the Australian Government Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities.

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 Department of Health and Aged Care with responsibility for the design, development and implementation of the Routine Childhood Immunisation 2023 Campaign and legal advice on compliance with legal requirements.

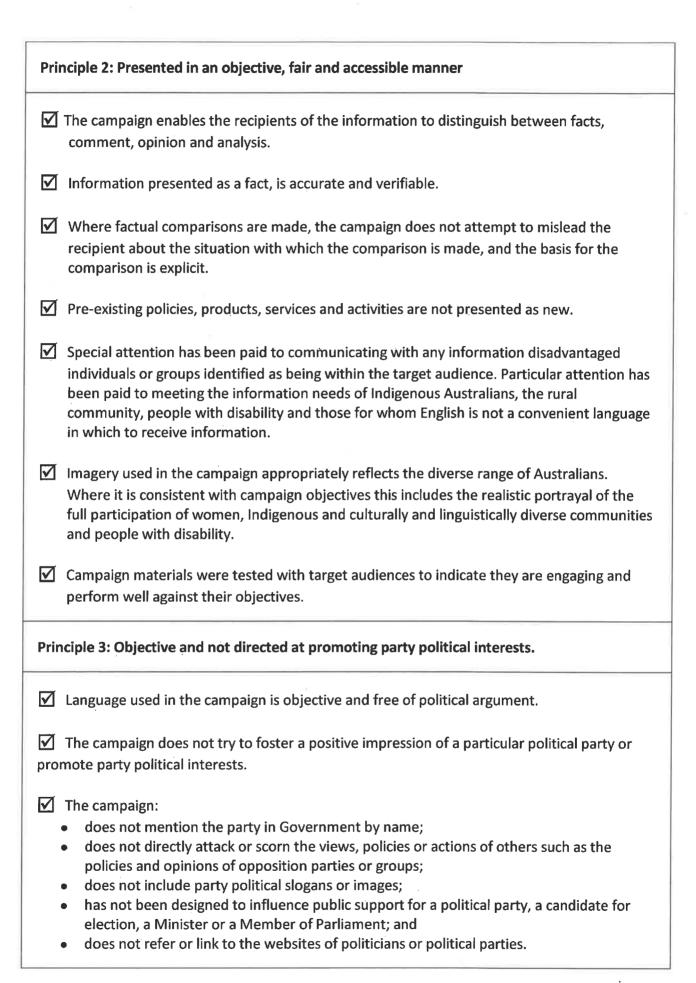
**Brendan Murphy** 

**Secretary** 

**Department of Health and Aged Care** 

3/ March 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>



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.