Accountable Authority (Chief Executive) Certification for Government Advertising Campaign

Certification Statement – Medicare Services Campaign

I certify that the Medicare Services Campaign complies with the *Australian Government Guidelines on Advertising and Information Campaigns by non-corporate Commonwealth entities* (Guidelines).

This certification takes into consideration the Letter issued by the Independent Communications Committee. It also takes into consideration advice and evidence provided by officials within the Department of Health, Disability and Ageing with responsibility for the design, development and implementation of the Medicare Services Campaign and legal advice on compliance with legal requirements.

Blair Comley PSM
Secretary
Department of Health, Disability and Ageing
4 NOVEMBER **2026**

Principle 1: Relevant to government responsibilities.
Note: Accountable Authority to check boxes below as appropriate.

☑ 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.

Suitable uses for government campaigns include to:
☑ inform the public of new, existing or proposed government policies, or policy revisions;
☑ provide information on government programs or services or revisions to programs or services to which the public are entitled;
☑ inform consideration of issues;
☑ disseminate scientific, medical or health and safety information; or
☐ provide information on the performance of government to facilitate accountability to the public.

Principle 2: Presented in an objective, fair and accessible manner
Note: Accountable Authority to check all boxes

☑ The recipients of the information can distinguish between facts, comment, opinion and analysis.

☑ Information presented as a fact, is accurate and verifiable.

☑ The basis of factual comparisons is clear and does not mislead the recipient about the situation.

☑ Pre-existing policies, products, services and activities are not presented as new.

☑ Special attention has been paid to communicating with any information disadvantaged individuals or groups identified as being within the target audience. Particular attention has been paid to meeting the information needs of Indigenous Australians, the rural community, people with disability and those for whom English is not a convenient language in which to receive information.

☑ Imagery used in the campaign appropriately reflects the diverse range of Australians. Where it is consistent with campaign objectives this includes the realistic portrayal of the full participation of women, Indigenous and culturally and linguistically diverse communities and people with disability.

☑ Campaign materials were tested with target audiences to indicate they are engaging and perform well against their objectives.

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.