

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

## Certification Statement – Aboriginal and Torres Strait Islander Routine Childhood Immunisation Campaign

I certify that the Aboriginal and Torres Strait Islander routine childhood immunisation campaign complies with the *Australian Government Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities* (Guidelines).

I consider that the campaign is:

1. Relevant to government responsibilities
2. Presented in an objective, fair and accessible manner
3. Objective and not directed at promoting party political interests
4. Justified and undertaken in an efficient, effective and relevant manner
5. Compliant with legal requirements and procurement policies and procedures.

This certification takes into consideration the compliance advice of the Independent Communications Committee. It also takes into consideration advice and evidence provided by officials within the Department of Health with responsibility for the design, development and implementation of the Aboriginal and Torres Strait Islander routine childhood immunisation campaign and advice provided by the Australia Government Solicitor (AGS) on compliance with legal requirements.



**Dr Brendan Murphy**  
**Secretary**  
**Department of Health**  
**7 April 2022**