

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

## **Certification Statement – Maternal Influenza Vaccination Campaign (Phase three)**

I certify that the Maternal Influenza Vaccination Campaign (Phase three) 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 Department of Health with responsibility for the design, development and implementation of the Maternal Influenza Vaccination Campaign (Phase three) as well as legal advice from AGS on compliance with legal requirements and procurements policies and procedures.



**Name**

**Prof Brendan Murphy**

**Secretary, Department of Health**

**3/ 13/2022**