

ADVERTISING SUBMISSION
CABINET STANDING COMMITTEE ON
COMMUNICATION AND GOVERNMENT ADVERTISING

AGENCY	Cancer Institute NSW
CAMPAIGN TITLE	<i>Listen Out for Lung Cancer 2015</i> (repeat campaign)
CREATIVE AGENCY	UrsaClemenger
BUDGET (ex GST)	\$900,000
TIMING	16 March – 26 April 2015

ADVERTISING COMPLIANCE CERTIFICATE

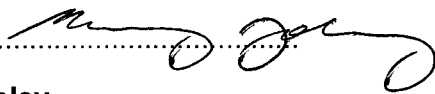
Section 8 of the *Government Advertising Act 2011* ("the Act")

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *Listen Out For Lung Cancer* tobacco control campaign, NSW, 2015 "the Campaign"

I certify that, in my opinion, the Campaign:

- complies with the Act, the *Government Advertising Regulation 2012* and the NSW Government advertising guidelines;
- contains accurate information;
- is necessary to achieve a public purpose and is supported by analysis and research; and
- is an efficient and cost-effective means of achieving the public purpose.

Signature:



Date:.....

2.12.14

Dr Mary Foley

Secretary, NSW Health