

ADVERTISING SUBMISSION
CABINET STANDING COMMITTEE ON
COMMUNICATION AND GOVERNMENT ADVERTISING

AGENCY	Cancer Institute NSW
CAMPAIGN TITLE	<i>Content Driven Partnership</i> Tobacco Control Campaign, NSW, 2015 [new]
CREATIVE AGENCY	Partnership (Mi9 and Bauer)
BUDGET (ex GST)	\$810,000
TIMING	25 January 2015 – 27 June 2015

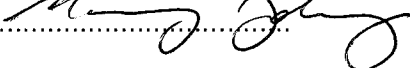
ADVERTISING COMPLIANCE CERTIFICATE

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *Content Driven Partnership* 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: 22.1.15

Dr Mary Foley

Secretary, NSW Health