

ADVERTISING COMPLIANCE CERTIFICATE

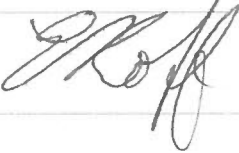
AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>BreastScreen NSW BAU Facebook advertising</i>
BUDGET (ex GST)	<i>\$100,000</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *BreastScreen NSW BAU Facebook advertising "the Campaign"*

I certify that, in my opinion, the Campaign:

- complies with the Act, the *Government Advertising Regulation 2018* 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: <i>7/8/19</i>
Name: Elizabeth Koff	
Agency: NSW Health	
Position: Secretary, NSW Health- <u>must be head of the Government agency, i.e. Secretary, CEO, except where delegated in accordance with the <i>Government Advertising Regulations 2018</i></u>	