

ADVERTISING SUBMISSION

CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>Summer 2013/14 Skin Cancer Prevention Campaign</i>
CREATIVE AGENCY	<i>Loud and Soap Creative</i>
CAMPAIGN SUMMARY – please specify if NEW or REPEAT campaign	<i>A refresh of an existing campaign (with a combination of repeat and new elements) which aims to increase awareness of the risk of developing melanoma through overexposure to UVR and reinforce awareness of effective sun protection behaviours in youth 13-24 years.</i>
BUDGET	<i>Advertising budget: \$1,842,719.25 Program support budget: \$450,000.00</i>
TIMING	<i>10 November 2013 – 28 February 2014</i>

ADVERTISING COMPLIANCE CERTIFICATE

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Summer 2013/14 Skin Cancer Prevention Campaign "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: *20.9.13*

Name: Dr Rohan Hammett

Agency: NSW Ministry of Health

Position: Acting Director General