

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

<b>AGENCY</b>	<i>Cancer Institute NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Never Give Up Giving Up [Repeat campaign]</i>
<b>CREATIVE AGENCY</b>	<i>LOUD</i>
<b>CAMPAIGN SUMMARY</b>	<i>This Advertising Submission covers Never Give Up Giving campaign as part of the Tobacco Control Program 2015/2016.</i>
<b>BUDGET (ex GST)</b>	<i>952,000</i>
<b>TIMING</b>	<i>6 March 2016 – 16 April 2016</i>

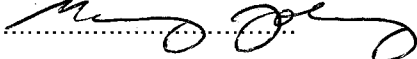
#### ADVERTISING COMPLIANCE CERTIFICATE

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *Never Give Up Giving Up "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: *10.12.15*

**Dr Mary Foley**

Secretary, NSW Health