

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Cancer Institute NSW</i>
<b>CAMPAIGN TITLE</b>	<i>NSW Bowel Cancer Screening Facebook Advertising (July 2021 to January 2022)</i>
<b>BUDGET (ex GST)</b>	<i>\$180,000 (excluding GST)</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** NSW Bowel Cancer Screening Facebook Advertising (July 2021 to January 2022)

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:	
Name:	Elizabeth Koff		
Agency:	NSW Health		
Position:	Secretary		