

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>2020/21 Tobacco Control Campaign Program</i>
BUDGET (ex GST)	<i>\$8,553,522.00</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: 2020/21 Tobacco Control Campaign Program "**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>23/1/20</i>
Name:	Elizabeth Koff		
Agency:	NSW Health		
Position:	Secretary, NSW Health		