

ADVERTISING COMPLIANCE CERTIFICATE

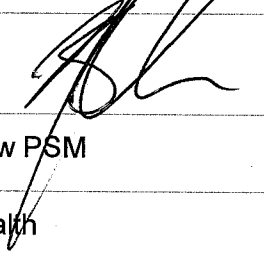
AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>Tax campaign [New campaign] What's Worse campaign [Repeat campaign] Always On Search [New campaign]</i>
BUDGET (ex GST)	<i>Tax: \$156,910 What's Worse: \$985,000 Always On Search: \$231,531</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *What's Worse, Tax and Always On Search Campaigns* "the Campaigns"

I certify that, in my opinion, the Campaigns:

- comply with the Act, the *Government Advertising Regulation 2012* and the NSW Government advertising guidelines;
- contain accurate information;
- are necessary to achieve a public purpose and are supported by analysis and research; and
- are an efficient and cost-effective means of achieving the public purpose.

Signature: 	Date: <i>7.7.15</i>
Name: Karen Crawshaw PSM	
Agency: Ministry of Health	
Position: Acting Secretary, NSW Health	