

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

<b>AGENCY</b>	<i>Cancer Institute NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Sponge (repeat campaign)</i>
<b>CREATIVE AGENCY</b>	<i>I&amp;G Media</i>
<b>CAMPAIGN SUMMARY</b>	<i>This repeat campaign encourages smokers to quit by increasing awareness of the immediate health consequences of smoking.</i>
<b>BUDGET</b>	<i>\$1,172,970</i>
<b>TIMING</b>	<i>May/June 2013</i>

#### ADVERTISING COMPLIANCE CERTIFICATE

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *Sponge "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: *ps. Yacoubly C.O.O.* Date: *27.2.13*

Name: Professor David Currow

Agency: Cancer Institute NSW

Position: Chief Cancer Officer & CEO