

# ADVERTISING COMPLIANCE CERTIFICATE

**AGENCY** *Cancer Institute NSW*

**CAMPAIGN TITLE** *2018/19 Bowel Cancer Screening Campaign Program*

**BUDGET (ex GST)** *\$4,249,000.00 (ex GST)*

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** 2018/19 Bowel Cancer Screening Campaign Program "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:

24/10/18

Name: Elizabeth Koff

Agency: NSW Health

Position: Secretary