

ADVERTISING COMPLIANCE CERTIFICATE


AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>Interim (month-long) Google paid search campaign for Tobacco Control</i>
BUDGET (ex GST)	<i>\$20,878.08</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *Interim Google paid search campaign for Tobacco Control*

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: <i>2/6/17</i>
Name: Elizabeth Koff	
Agency: NSW Health	
Position: Secretary	



Certification of the Interim Google Search Campaign

Topic	Interim campaign to support people to cease smoking through the continuation of the Google search promotion of the iCanQuit smoking cessation support service.
Analysis	The Cancer Institute requires an interim arrangement to continue the promotion of the iCanQuit website during July 2017. This will ensure there is no gap in paid search activity while the 2017-18 Tobacco Control Campaign Program is formally approved.

Recommendation

1. That the Secretary signs the attached Advertising Compliance Certificate (TAB A) for the interim campaign to enable paid Google search results for the iCanQuit smoking cessation support service.

Secretary's signature	<i>Elkoff</i>	Date	21/6/17
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Key reasons

The Cancer Institute NSW maintains an 'always on' paid Google search campaign to drive NSW smokers directly to iCanQuit.com.au when they search for smoking and quitting related terms.

The current paid search campaign is due to end on 30 June 2017, with the next paid search campaign scheduled to commence 1 August 2017 as part of the 2017-18 Tobacco Control Campaign Program (proposed to be submitted to the July meeting of the Cabinet Standing Committee on Communication and Government Advertising).

To ensure, the Cancer Institute NSW is able to continue to promote its online smoking cessation support service though July 2017, an interim Google paid search campaign is required.

A total investment of \$20,878.08 excl. GST for the campaign will be met from the Cancer Institute NSW's Tobacco Control 2017-18 budget. As the campaign media spend is under \$50,000 (excl. GST) it does not need to undergo peer review.

The Chief Cancer Officer is satisfied that the campaign complies with the Government Advertising Act, the Government Advertising Regulation 2012 and the NSW Government Advertising Guidelines; contains accurate information; is necessary to achieve a public purpose; is supported by analysis and research; and is an efficient and cost-effective means of achieving the public purpose.

Contact and approval

Contact	Position	Phone number
Sarah McGill	Director, Cancer Screening and Prevention Division	8374 3656
Name	Position	Date
Professor David Currow	Chief Cancer Officer and Chief Executive Officer	<i>[Signature]</i> 21/06/17