

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>2022/23 Tobacco Control Campaign – ‘Beat the Cravings & 16 Cancers’</i>
BUDGET (ex GST)	<i>\$8,451,450</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *2022-23 Tobacco Control Campaign*
"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.

Note: This certificate supersedes the previous signed certificate.

Signature:		Date:	<i>31/3/23</i>
Name: Susan Pearce			
Agency: NSW Health			
Position: Secretary			