

ADVERTISING COMPLIANCE CERTIFICATE

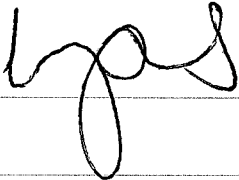
AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>Cancer Institute NSW Social Media Content Boosting of Public Interest Cancer Information</i>
BUDGET (ex GST)	<i>\$45,000.00</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Social media content boosting of public interest cancer information

I certify that, in my opinion, the activity:

- 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: 23 . 3 . 17
Name: Dr Nigel Lyons	
Agency: NSW Health	
Position: Acting Secretary	