

ADVERTISING SUBMISSION

CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>Repeat Tobacco Control Campaigns [2013-2014]</i>
CREATIVE AGENCY	<i>Various</i>
CAMPAIGN SUMMARY – please specify if NEW or REPEAT campaign	<i>This advertising submission covers four repeat advertising campaigns for 2013-2014</i>
BUDGET	<i>Quit Support - \$428,872 Never give up giving up - \$600,000 Willpower - \$405,000 Voice Within - \$820,000</i>
TIMING	<i>Quit Support: 11 August – 7 September 2013 Never give up giving up: 27 October – 21 December 2013 Voice Within: 3 November – 7 December 2013 Willpower: 2 March – 5 April 2014</i>

ADVERTISING COMPLIANCE CERTIFICATE

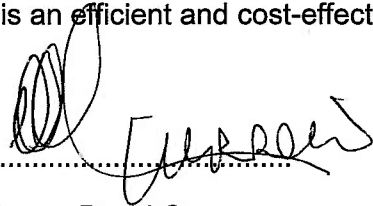
Section 8 of the *Government Advertising Act 2011* ("the Act")

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *Repeat Tobacco Control Campaigns [2013-2014] "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:

27 / 05 / 2013

Name: Professor David Currow

Agency: Cancer Institute NSW

Position: Chief Executive Officer & Chief Cancer Officer