

# ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>2024/25 Skin Cancer Prevention Campaign</i>
BUDGET (ex GST)	<i>\$1,625,000</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:**

*2024/25 Skin Cancer Prevention 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.
- has completed peer review, as indicated by receipt of a Peer Review Completion Letter from the Department of Customer Service; and
- has completed a cost benefit analysis.

Signature: 	Date: 13/09/2024
Name: Susan Pearce AM	
Agency: NSW Health	
Position: Secretary, NSW Health	