

INSTRUCTIONS for use of template

- Notes are provided in grey and blue to provide guidance about the content for each section
- Do not change headings or order of document from template format
- Delete instructions and Guide notes prior to completing submission

ADVERTISING SUBMISSION

**CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT
ADVERTISING**

AGENCY	Cancer Institute NSW
CAMPAIGN TITLE	<i>Break the Chain</i>
CREATIVE AGENCY	<i>J. Walter Thompson, Sydney</i>
CAMPAIGN SUMMARY – please specify if NEW or REPEAT campaign	<i><u>Break the Chain (new campaign):</u> The campaign features an Aboriginal woman at home talking about how smoking has caused death and disease in her family and friends and how she quit smoking because she didn't want her kids growing up thinking death and disease was normal.</i>
BUDGET	\$1,968,000 (FY 2012/13: \$1,223,353 and FY 2013/14: \$744,647)
TIMING	<i>10 February –29 September 2013</i>

ADVERTISING COMPLIANCE CERTIFICATE

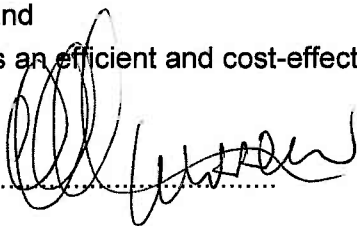
Section 8 of the *Government Advertising Act 2011* ("the Act")

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Break the Chain "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:.....

David Currow

Chief Cancer Officer and Chief Executive Officer

Cancer Institute NSW