

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Cancer Institute NSW</i>
<b>CAMPAIGN TITLE</b>	<i>2022/23 Bowel Cancer Screening Always on Social Campaign</i>
<b>BUDGET (ex GST)</b>	<i>\$ 515,000</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *2022/23 Bowel Cancer Screening Campaign Program "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: <i>21/6/22</i>
Name: Susan Pearce	
Agency: NSW Health	
Position: Secretary	