

ADVERTISING COMPLIANCE CERTIFICATE


AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>CINSW 2018-19 Anti-Tobacco Social Marketing Campaign Program</i>
BUDGET (ex GST)	<i>\$8,565,300 ex GST</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: CINSW 2018-19 Anti-Tobacco Social Marketing Campaign Program

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>13/7/18</i>
Name: Ms Elizabeth Koff			
Agency: NSW Ministry of Health			
Position: Secretary, NSW Health			

