

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

<b>AGENCY</b>	Cancer Institute NSW
<b>CAMPAIGN TITLE</b>	Repeat Tobacco Control Campaigns [2014 – 2015]
<b>CREATIVE AGENCY</b>	LOUD
<b>CAMPAIGN SUMMARY</b>	<i>This Advertising Submission covers three tobacco control repeat advertising campaigns for 2014- 2015.</i>
<b>BUDGET (ex GST)</b>	<i>Terrie: \$1,434,450 Bronchoscopy: \$990,615 Never Give Up Giving Up: \$941,979</i>
<b>TIMING</b>	<i>Terrie: September - November 2014 Bronchoscopy: November - December 2014 Never Give Up Giving Up: March - May 2015</i>

#### ADVERTISING COMPLIANCE CERTIFICATE

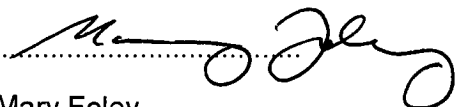
##### Section 8 of the *Government Advertising Act 2011* ("the Act")

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** Repeat Tobacco Control Campaigns [2014 – 2015] "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: 24.6.14.....

Name: Dr Mary Foley

Agency: NSW Ministry of Health

Position: Secretary, NSW Health