

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

<b>AGENCY</b>	<i>Cancer Institute NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Pretty Shady Summer 2014/15 - Repeat</i>
<b>CREATIVE AGENCY</b>	<i>Soap Creative</i>
<b>BUDGET (ex GST)</b>	<i>Advertising budget: \$1,599,913.12 (excl. GST) Production/evaluation: \$587,795.00 (excl. GST) <b>TOTAL: \$2,187,708.12</b></i>
<b>TIMING</b>	<i>17 November 2014 – 28 February 2015  Note: Unpaid social media and PR activities will continue through to 29 March 2015</i>

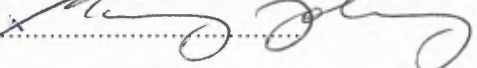
#### ADVERTISING COMPLIANCE CERTIFICATE

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Pretty Shady Summer 2014/15 "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: 4.7.14

**Name:** Dr Mary Foley

**Agency:** NSW Ministry of Health

**Position:** Secretary, NSW Health