

ADVERTISING SUBMISSION

CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT

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|------------------------|---|
| AGENCY | Cancer Institute NSW |
| CAMPAIGN TITLE | <i>Quit Smoking Campaign 2a (16 Cancers)</i> |
| CREATIVE AGENCY | LOUD |
| BUDGET (ex GST) | \$1,166,000 Ex GST |
| TIMING | From w/c 23 October 2016 to w/c 27 November 2016 (digital display component until 30 June 2016) |

ADVERTISING COMPLIANCE CERTIFICATE

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *Quit Smoking Campaign 2a (16 Cancers)* "the Campaign"

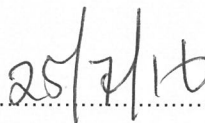
I certify that, in my opinion, the Campaign:

- 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:



Name: Elizabeth Koff

Agency: Ministry of Health

Position: Secretary, NSW Health