

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT

<b>AGENCY</b>	<i>UM</i>
<b>CAMPAIGN TITLE</b>	<i>Quit Smoking Campaign One – FY16-17</i>
<b>CREATIVE AGENCY</b>	<i>LOUD</i>
<b>BUDGET (ex GST)</b>	<i>\$998,000 excl. GST</i>
<b>TIMING</b>	<i>24 July – 30 June 2016</i>

### ADVERTISING COMPLIANCE CERTIFICATE

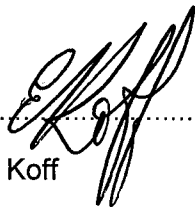
#### Section 8 of the *Government Advertising Act 2011* ("the Act")

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** Quit Smoking Campaign One – FY16-17 "the Campaign"

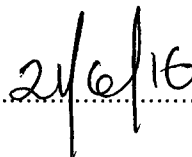
I certify that, in my opinion, the Campaign:

- 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