

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>BreastScreen NSW Campaign 2016/17 – Kerri's Story</i>
BUDGET (ex GST)	<i>\$1,285,463 ex GST</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *BreastScreen NSW Campaign 2016/17 – Kerri's Story* "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: <i>28/9/16</i>
Name: Ms Elizabeth Koff	
Agency: NSW Ministry of Health	
Position: Secretary, NSW Health	