

ADVERTISING COMPLIANCE CERTIFICATE

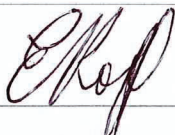
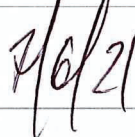
AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>Tobacco Control Search Engine Marketing 1 July 2021 – 21 August 2021</i>
BUDGET (ex GST)	<i>\$63,278.00 (excluding GST)</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: 2021 Tobacco Control Interim Search Engine Marketing Activity "the Campaign"

I certify that, in my opinion, the Campaign:

- complies with the Act, the *Government Advertising Regulation 2018* 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: NSW Health			
Position: Secretary, NSW Health			