

# ADVERTISING COMPLIANCE CERTIFICATE


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|------------------------|--|
| <b>AGENCY</b>          | <i>Cancer Institute NSW</i>                            |
| <b>CAMPAIGN TITLE</b>  | <i>2020/21 Bowel Cancer Screening Campaign Program</i> |
| <b>BUDGET (ex GST)</b> | <i>\$3,897,768.83</i>                                  |

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *2020/21 Bowel Cancer Screening Campaign Program* "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.

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| Signature:  | Date: <i>27/11/20</i> |
| Name: Elizabeth Koff   |                       |
| Agency: NSW Health   |                       |
| Position: Secretary  |                       |