

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

<b>AGENCY</b>	<i>Cancer Institute NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Listen Out for Lung Cancer (repeat campaign)</i>
<b>CREATIVE AGENCY</b>	<i>UrsaClemenger</i>
<b>CAMPAIGN SUMMARY</b>	<i>Repeat Campaign – This campaign aims to increase awareness of the symptoms of lung cancer amongst target populations. The campaign encourages people with symptoms to seek medical attention.</i>  <i>Media channels include: Television (Free to Air and Subscription), Press, Radio, Ambient and Digital.</i>
<b>BUDGET (ex GST)</b>	<i>\$890,000</i>
<b>TIMING</b>	<i>9 February - 15 March 2014</i>

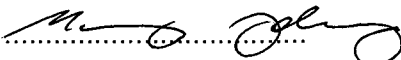
#### ADVERTISING COMPLIANCE CERTIFICATE

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** Listen Out for Lung Cancer "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: *26. 11. 13*

Name: Dr Mary Foley

Agency: NSW Ministry of Health

Position: Director General