

ADVERTISING COMPLIANCE CERTIFICATE

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| AGENCY | Cancer Institute NSW |
| CAMPAIGN TITLE | 2024/25 Anti-tobacco Behaviour Change Campaign |
| BUDGET (ex GST) | \$ 5,613,150 |

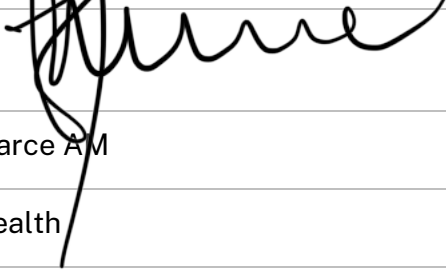
In accordance with Section 8 of the *Government Advertising Act 2011* ("the Act")

NAME OF GOVERNMENT ADVERTISING CAMPAIGN:

2024/25 Anti-tobacco 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.
- has completed peer review, as indicated by receipt of a Peer Review Completion Letter from the Department of Customer Service; and
- has completed a cost benefit analysis.

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| Signature: |  | Date: | 17/9/24 |
| Name: Susan Pearce AM | | | |
| Agency: NSW Health | | | |
| Position: Secretary, NSW Health | | | |