

# ADVERTISING COMPLIANCE CERTIFICATE

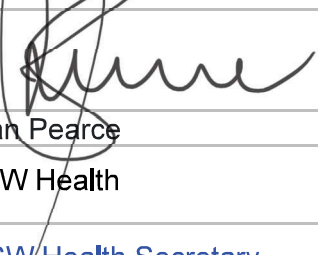
AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>2023-24 Tobacco Control Campaign</i>
BUDGET (ex GST)	<i>\$6,240,000 (ex GST)</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** '2023-24 Tobacco Control Campaign'  
"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: <i>20/10/23</i>
Name: Susan Pearce	
Agency: NSW Health	
Position: <a href="#">NSW Health Secretary</a>	