

# ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	Cancer Institute NSW
CAMPAIGN TITLE	2023-24 BreastScreen NSW Mass Media Campaign & Ongoing Social Media Advertising July 2023 to June 2024.
BUDGET (ex GST)	\$4,016,000

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *BreastScreen NSW Mass Media Campaign & Ongoing Social Media Advertising July to September 2023 (inclusive)*

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:	7/9/23
Name:	Susan Pearce		
Agency:	NSW Health		
Position:	Secretary		