

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

<b>AGENCY</b>	<i>Cancer Institute NSW</i>
<b>CAMPAIGN TITLE</b>	<i>The Skin Cancer Prevention Campaign – Summer 2015/16</i>
<b>CREATIVE AGENCY</b>	<i>Soap Creative</i>
<b>BUDGET (ex GST)</b>	<i>Advertising budget: \$1,188,457 (ex GST)</i> <i>Production/evaluation budget: \$641,296 (ex GST)</i> <i>Total: \$1,829,753</i>
<b>TIMING</b>	<i>16 November 2015 – 29 February 2016</i> <i>Note: Unpaid social media and PR activities will continue through to 27 March 2016</i>

#### ADVERTISING COMPLIANCE CERTIFICATE

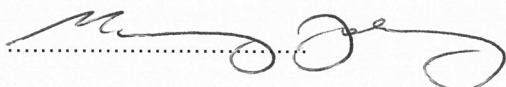
##### Section 8 of the *Government Advertising Act 2011* ("the Act")

##### **NAME OF GOVERNMENT ADVERTISING CAMPAIGN: The Skin Cancer Prevention Campaign – Summer 2015/16 "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: .....

*27-7-15*

Name: Dr Mary Foley

Agency: NSW Ministry of Health

Position: Secretary, NSW Health