

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

<b>AGENCY</b>	<i>Cancer Institute NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Priority Populations Quit Smoking campaign REPEAT (Aboriginal Quit Smoking campaign and, CALD Quit Smoking campaign)</i>
<b>CREATIVE AGENCY</b>	<i>LOUD</i>
<b>BUDGET (ex GST)</b>	<i>Aboriginal Quit Smoking Campaign \$250,000 CALD Quit Smoking Campaign \$300,000</i>
<b>TIMING</b>	<i>15 October 2015 – 4 June 2016</i>

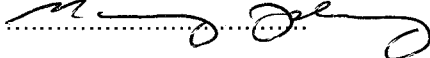
#### ADVERTISING COMPLIANCE CERTIFICATE

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *Priority Populations Quit Smoking "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: *17-9-15*

**Dr Mary Foley**

Secretary, NSW Health