

# ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	Cancer Institute NSW
CAMPAIGN TITLE	Bowel Cancer Screening Campaign – NSW General Practices
BUDGET (ex GST)	\$48,089.18

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Bowel Cancer Screening Campaign – NSW General Practices "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:	16/9/16
Name:	Elizabeth Koff		
Agency:	NSW Health		
Position:	Secretary		

