

INSTRUCTIONS for use of template

- Notes are provided in grey and blue to provide guidance about the content for each section
- Do not change headings or order of document from template format
- Delete instructions and Guide notes prior to completing submission

ADVERTISING SUBMISSION

**CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT
ADVERTISING**

AGENCY	Cancer Institute NSW
CAMPAIGN TITLE	<i>Cigarettes Are Eating You and Your Kids Alive (repeat campaign)</i>
CREATIVE AGENCY	<i>J. Walter Thompson, Sydney</i>
CAMPAIGN SUMMARY – please specify if NEW or REPEAT campaign	<i>This repeat campaign shows the effects of second-hand cigarette smoke on children’s health and encourages smokers to quit for their family and kids.</i>
BUDGET	\$994,729
TIMING	<i>30 December 2012 – 16 February 2013</i>

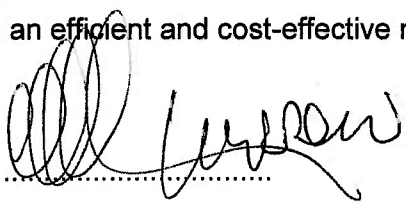
ADVERTISING COMPLIANCE CERTIFICATE

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Cigarettes Are Eating You and Your Kids Alive "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:.....

David Currow
Chief Cancer Officer and Chief Executive Officer
Cancer Institute NSW