

ADVERTISING SUBMISSION

CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

AGENCY	Cancer Institute NSW
CAMPAIGN TITLE	<i>Terrie 2015</i> [licenced, repeat campaign]
CREATIVE AGENCY	<i>Loud</i>
BUDGET (ex GST)	\$987,000 (16% budget decrease on the February – March 2014 <i>Terrie</i> campaign and 31% decrease on the September – November 2014 <i>Terrie</i> campaign)
TIMING	26 April – 6 June 2015

ADVERTISING COMPLIANCE CERTIFICATE

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *Terrie 2015* "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: *16.3.15*

Dr Mary Foley

Secretary, NSW Health