

**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**

<b>AGENCY</b>	Cancer Institute NSW
<b>CAMPAIGN TITLE</b>	<i>Never Give Up Giving Up</i>
<b>CREATIVE AGENCY</b>	<i>J. Walter Thompson, Sydney</i>
<b>CAMPAIGN SUMMARY – please specify if NEW or REPEAT campaign</b>	<i><u>New campaign:</u> This campaign encourages smokers to quit by reinforcing that it may take a number of attempts before successfully quitting. The campaign reminds smokers to keep trying, and increases their confidence to quit for good.</i>
<b>BUDGET</b>	<b>\$1,420,688</b>
<b>TIMING</b>	<i>March–June 2013</i>

**ADVERTISING COMPLIANCE CERTIFICATE**

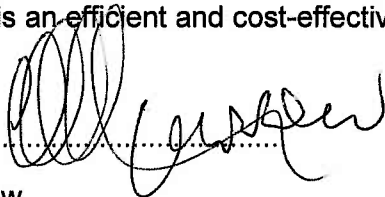
**Section 8 of the *Government Advertising Act 2011* ("the Act")**

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Never Give Up Giving Up "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