

# ADVERTISING COMPLIANCE CERTIFICATE


AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>2016 Bowel Cancer Screening Campaign</i>
BUDGET (ex GST)	<i>\$800,000</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *2016 Bowel Cancer Screening Campaign "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: <i>18.1.16</i>
Name: Dr Mary Foley	
Agency: Ministry of Health	
Position: Secretary, NSW Health	