

ADVERTISING COMPLIANCE CERTIFICATE

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|------------------------|--|
| AGENCY | <i>Cancer Institute NSW</i> |
| CAMPAIGN TITLE | <i>2019/20 Bowel Cancer Screening Campaign Program</i> |
| BUDGET (ex GST) | <i>\$4,420,000 Excluding GST</i> |

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *2019/20 Bowel Cancer Screening Campaign Program "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.

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| Signature: |  | Date: | <i>13/12/19</i> |
| Name: | Elizabeth Koff | | |
| Agency: | NSW Health | | |
| Position: | Secretary | | |