

ADVERTISING COMPLIANCE CERTIFICATE

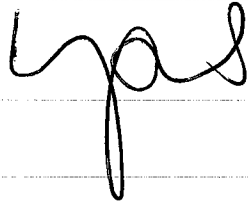
AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>2017 Bowel Cancer Screening Campaign</i>
BUDGET (ex GST)	<i>\$929,000</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: 2017 Bowel Cancer Screening Campaign

I certify that, in my opinion, the activity:

- 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>17.3.11</i>
Name: Dr Nigel Lyons		
Agency: NSW Health		
Position: Acting Secretary		