

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**

AGENCY	Cancer Institute NSW
CAMPAIGN TITLE	<i>Listen out for Lung Cancer</i>
CREATIVE AGENCY	<i>UrsaClemenger</i>
CAMPAIGN SUMMARY – please specify if NEW or REPEAT campaign	<i>New campaign — This campaign aims to increase awareness of the symptoms of lung cancer amongst target populations. The campaign encourages people with symptoms to seek medical attention.</i>
BUDGET	\$986,028
TIMING	<i>18 March 2013 – 22 April 2013</i>

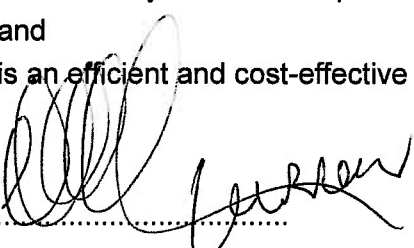
ADVERTISING COMPLIANCE CERTIFICATE

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Listen out for Lung Cancer "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