

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT

<b>AGENCY</b>	Cancer Institute NSW
<b>CAMPAIGN TITLE</b>	<i>Quit Smoking Campaign 3 (Mick)</i>
<b>CREATIVE AGENCY</b>	LOUD
<b>BUDGET (ex GST)</b>	\$2,125,616 Ex GST
<b>TIMING</b>	8th January 2017 – 30 <sup>th</sup> March 2017 (digital display and social component until 30 June 2017)

### ADVERTISING COMPLIANCE CERTIFICATE

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *Quit Smoking Campaign 3 (Mick)*  
"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: .....

19/8/16

Name: Elizabeth Koff

Agency: Ministry of Health

Position: Secretary, NSW Health