

ADVERTISING COMPLIANCE CERTIFICATE


AGENCY	Cancer Institute NSW
CAMPAIGN TITLE	Skin Cancer Prevention Summer Campaign 2016-17
BUDGET (ex GST)	\$2,590,000

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *Skin Cancer Prevention Summer Campaign 2016-17* "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:	25/7/16
Name:	Elizabeth Koff		
Agency:	NSW Health		
Position:	Secretary - <u>must be head of the Government agency, ie Secretary, CEO, except where delegated in accordance with the <i>Government Advertising Regulations 2012</i></u>		