

# ADVERTISING COMPLIANCE CERTIFICATE


<b>AGENCY</b>	<i>Cancer Institute NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Aboriginal Quitline Social Media Advertising November 2020-June 2021</i>
<b>BUDGET (ex GST)</b>	<i>\$185,750</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Aboriginal Quitline Social Media "the Campaign"**

I certify that, in my opinion, the Campaign:

- complies with the Act, the *Government Advertising Regulation 2018* 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>4/12/20</i>
Name: Elizabeth Koff			
Agency: NSW Health			
Position: Secretary			