

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT

<b>AGENCY</b>	Cancer Institute NSW
<b>CAMPAIGN TITLE</b>	<i>Quit Smoking Campaign Two (Best Intentions)</i> <i>Digital Quit Smoking Campaign</i>
<b>CREATIVE AGENCY</b>	LOUD
<b>BUDGET (ex GST)</b>	<i>Quit Smoking Campaign Two (Best Intentions)</i> \$940,000 excl. GST <i>Digital Quit Smoking Campaign:</i> \$767,682 excl. GST
<b>TIMING</b>	<i>Quit Smoking Campaign Two (Best Intentions):</i> Sept 2016 – Oct 16 <i>Digital Quit Smoking Campaign:</i> July 2016 – June 2017

### ADVERTISING COMPLIANCE CERTIFICATE

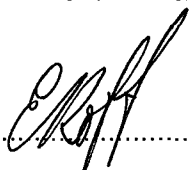
#### Section 8 of the *Government Advertising Act 2011* ("the Act")

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *Quit Smoking Campaign Two (Best Intentions)* and the *Digital Quit Smoking Campaign* "**the Campaigns**"

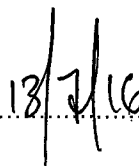
I certify that, in my opinion, the Campaigns:

- comply with the Act, the *Government Advertising Regulation 2012* and the NSW Government advertising guidelines;
- contain accurate information;
- are necessary to achieve a public purpose and are supported by analysis and research; and
- are an efficient and cost-effective means of achieving the public purpose.

Signature: .....



Date: .....



Name: Elizabeth Koff

Agency: Ministry of Health

Position: Secretary, NSW Health