

**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**

<b>AGENCY</b>	Cancer Institute NSW
<b>CAMPAIGN TITLE</b>	<i>Peace of Mind</i>
<b>CREATIVE AGENCY</b>	<i>Publicis Mojo</i>
<b>CAMPAIGN SUMMARY – please specify if NEW or REPEAT campaign</b>	<i>REPEAT campaign which encourages women to have regular Pap tests every two years, even if they have had the Human Papillomavirus vaccine.</i>
<b>BUDGET</b>	<b>\$982,298</b>
<b>TIMING</b>	<i>April/June 2013</i>

**ADVERTISING COMPLIANCE CERTIFICATE**

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Peace of Mind "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