

ADVERTISING SUBMISSION
CABINET STANDING COMMITTEE ON
COMMUNICATION AND GOVERNMENT ADVERTISING

AGENCY	Cancer Institute NSW
CAMPAIGN TITLE	<i>Last Dance</i> tobacco control campaign, NSW, 2015 [licenced, new campaign not previously shown in NSW]
CREATIVE AGENCY	Loud and JWT
BUDGET (ex GST)	\$973,000
TIMING	8 February – 21 March 2015

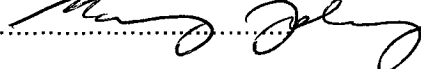
ADVERTISING COMPLIANCE CERTIFICATE

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *Last Dance* tobacco control campaign, NSW, 2015 "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: *13.1.15*

Dr Mary Foley

Secretary, NSW Health