

# ADVERTISING COMPLIANCE CERTIFICATE


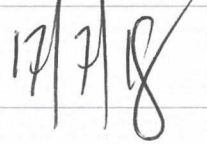
|                        |   |
|------------------------|---|
| <b>AGENCY</b>          | <i>Cancer Institute NSW</i>                           |
| <b>CAMPAIGN TITLE</b>  | <i>Skin Cancer Prevention Summer Campaign 2018-19</i> |
| <b>BUDGET (ex GST)</b> | <i>\$2,278,000.00 (ex GST)</i>                        |

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *Skin Cancer Prevention Summer Campaign 2018-19 "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: |  |
| Name:      | Elizabeth Koff  |       |   |
| Agency:    | NSW Health  |       |   |
| Position:  | Secretary   |       |   |

