

ADVERTISING COMPLIANCE CERTIFICATE


AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>2022/23 Tobacco Control Campaign</i>
BUDGET (ex GST)	<i>\$7,701,450</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: 2022-23 Tobacco Control Campaign – "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: 05/07/2022
Name: Nigel Lyons	
Agency: NSW Health	
Position: A/Secretary, NSW Health	