**ADVERTISING COMPLIANCE CERTIFICATE**

|  |  |
| --- | --- |
| **AGENCY** |  |
| **CAMPAIGN TITLE** |  |
| **BUDGET (ex GST)** |  |

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** [insert Campaign Title] **"the Campaign"**

I certify that, in my opinion, the Campaign:

* complies with the Act, the *Government Advertising Regulation 2024* 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.

[Campaigns between $250k and $1million – delete this instruction and section if applicable]

* has completed peer review, as indicated by receipt of the peer review completion letter from the Department of Customer Service.

[Campaigns $1million and above – delete this instruction and points below if applicable]

* has completed peer review, as indicated by receipt of the peer review completion letter from the Department of Customer Service; and
* has completed a cost benefit analysis.

|  |  |
| --- | --- |
| Signature:  | Date: |
| Name: [insert name] |
| Agency: [insert agency] |
| Position: [insert position - **must be head of the Government agency, ie Secretary, CEO, in accordance with the** [***Government Advertising Regulations 2024***](https://legislation.nsw.gov.au/view/pdf/asmade/sl-2024-407)***,* except where delegated**] |