

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	<i>Department of Finance, Services and Innovation (NSW Fair Trading)</i>
CAMPAIGN TITLE	<i>Retirement Villages Calculator</i>
BUDGET (ex GST)	<i>\$30,998 media spend (\$46,910 including all campaign costs) excl. GST</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Retirement Village Calculator Advertising Campaign "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:

16/3/18.

Name: Martin Hoffman

Agency: Department of Finance, Services and Innovation

Position: Secretary, Department of Finance, Services and Innovation

must be head of the Government agency, ie Secretary, CEO, except where delegated in accordance with the Government Advertising Regulation 2012]

