

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	<i>Department of Finance, Services and Innovation (NSW Fair Trading)</i>
CAMPAIGN TITLE	<i>Beauty treatment and cosmetic procedure services education campaign</i>
BUDGET (ex GST)	<i>Estimate: \$15,000 total cost, (media spend is \$2,000)</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Beauty treatment and cosmetic procedure services education 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: 17/07/2018
Name: Catherine Ellis	
Agency: Department of Finance, Services and Innovation	
Position: Acting Executive Director, Corporate Affairs – Department of Finance, Services and Innovation <u>must be head of the Government agency, ie Secretary, CEO, except where delegated in accordance with the Government Advertising Regulation 2012</u>	

