

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	<i>Destination NSW</i>
CAMPAIGN TITLE	<i>EDM Acquisition Competition</i>
BUDGET (ex GST)	<i>\$100,590.00 + GST</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: EDM Acquisition Competition "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: 25 January 2024
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	