

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Op Program – Package 1 - <b>Weekly Offers Promotion to Push Last-Minute Bookings JULY</b></i>
<b>BUDGET (ex GST)</b>	<i>\$17,600</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *Feel New Co-Operative 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:24/6/22
Name: Steve Cox	
Agency: Destination NSW	
Position: <b><u>CEO</u></b>	

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Op Program – Package 1 - Weekly Offers Promotion to Push Last-Minute Bookings AUGUST</i>
<b>BUDGET (ex GST)</b>	<i>\$13,200</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *Feel New Co-Operative 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: 8/7/22
Name: Steve Cox	
Agency: Destination NSW	
Position: <u>CEO</u>	

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Operative Marketing Program: Package 3: Destination specific content marketing to increase the length of stay – Lake Macquarie</i>
<b>BUDGET (ex GST)</b>	<i>\$96,800</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** [Feel New Co-Operative 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: 11 July 2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Operative Marketing Program: Package 3: Destination specific content marketing to increase the length of stay – Shoalhaven City Council</i>
<b>BUDGET (ex GST)</b>	<i>\$101,800</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** [Feel New Co-Operative 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: 11 July 2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

# ADVERTISING COMPLIANCE CERTIFICATE


<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Operative Marketing Program: Package 3: Destination specific content marketing to increase the length of stay – Broken Hill City Council</i>
<b>BUDGET (ex GST)</b>	<i>\$96,800</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** [Feel New Co-Operative 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: 12 July 2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

# ADVERTISING COMPLIANCE CERTIFICATE


<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Operative Marketing Program: Package 3: Destination specific content marketing to increase the length of stay – Edward River Council on behalf of The Long Paddock</i>
<b>BUDGET (ex GST)</b>	<i>\$96,800</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** [Feel New Co-Operative 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: 12 July 2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Operative Marketing Program: Package 3: Destination specific content marketing to increase the length of stay – Ballina Shire Council</i>
<b>BUDGET (ex GST)</b>	<i>\$96,800</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** [Feel New Co-Operative 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: 12 July 2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Operative Marketing Program: Package 3: Destination specific content marketing to increase the length of stay – Bathurst Regional Council</i>
<b>BUDGET (ex GST)</b>	<i>\$96,800</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** [Feel New Co-Operative 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: 12 July 2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	



# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Operative Marketing Program: Package 3: Destination specific content marketing to increase the length of stay – Blue Mountains Tourism</i>
<b>BUDGET (ex GST)</b>	<i>\$96,800</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** [Feel New Co-Operative 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: 12 July 2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Operative Marketing Program: Package 3: Destination specific content marketing to increase the length of stay – Penrith City Council</i>
<b>BUDGET (ex GST)</b>	<i>\$96,800</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** [Feel New Co-Operative 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: 12 July 2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Operative Marketing Program: Package 3: Destination specific content marketing to increase the length of stay – Albury City Council</i>
<b>BUDGET (ex GST)</b>	<i>\$96,800</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** [Feel New Co-Operative 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: 12 July 2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Operative Marketing Program: Package 3: Destination specific content marketing to increase the length of stay – Bega Valley Shire Council</i>
<b>BUDGET (ex GST)</b>	<i>\$96,800</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** [Feel New Co-Operative 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: 12 July 2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Operative Marketing Program: Package 4: High Impact, Intrastate and Interstate Marketing Campaign – The South Coast</i>
<b>BUDGET (ex GST)</b>	<i>\$295,400</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** [Feel New Co-Operative 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: 8 August 2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>ICC Men's T20 World Cup 2022</i>
<b>BUDGET (ex GST)</b>	<i>\$917,519.94 + GST</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *ICC Men's T20 World Cup 2022* "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: 19 August 2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Feel New Co-Operative Marketing Program: Package 4: High Impact, Intrastate and Interstate Marketing Campaign – The Tweed</i>
<b>BUDGET (ex GST)</b>	<i>\$809,305</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** [Feel New Co-Operative 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: 6 October 2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>Destination NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Destination NSW Oct-Dec 2022 Always On Events advertising campaign</i>
<b>BUDGET (ex GST)</b>	<i>\$690,000.00 + GST</i>

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *Destination NSW Oct-Dec 2022 Always On Events advertising 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: 10/10/2022
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	