

ADVERTISING COMPLIANCE CERTIFICATE


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| AGENCY | <i>Destination NSW</i> |
| CAMPAIGN TITLE | <i>Paid Search July – September 2023</i> |
| BUDGET (ex GST) | \$282,500 |

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *Sapphire Coast Border Recovery 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.

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|  Signature: | Date: 29 June 2023 |
| Name: Steve Cox | |
| Agency: Destination NSW | |
| Position: CEO | |