

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	<i>NSW Department of Communities and Justice</i>
CAMPAIGN TITLE	<i>Permanency Campaign</i>
BUDGET (ex GST)	<i>\$245,000</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Its Caring "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: 16 December 2022
Name: Michael Tidball	
Agency: NSW Department of Communities and Justice	
Position: Secretary	