

# ADVERTISING COMPLIANCE CERTIFICATE

<b>AGENCY</b>	<i>NSW Public Service Commission</i>
<b>CAMPAIGN TITLE</b>	<i>NSW Government Overarching Employee Value Proposition (EVP) Awareness Campaign</i>
<b>BUDGET (ex GST)</b>	<i>\$142,883 (ext GST) – online media spend</i> <i>\$104,200 (creative development and video component)</i>

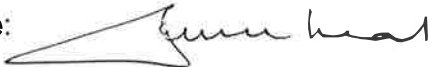
**In accordance with Section 8 of the *Government Advertising Act 2011* ("the Act")**

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN: *I work for NSW* "the Campaign"**

I certify that, in my opinion, the Campaign:

- complies with the Act (other than section 8, in so far as the timing of the issuing of the certificate is concerned,) 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:

18.8.2016

Name: Graeme Head

Agency: NSW Public Service Commission

Position: NSW Public Service Commissioner