

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	Place Management NSW
CAMPAIGN TITLE	Paid SEM and Social Media Management 2023 – Darling Harbour
BUDGET (ex GST)	\$65,740

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Paid SEM and Social Media Management 2023 – Darling Harbour "**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: 13 October 2023
Name: Anita Mitchell	
Agency: Placemaking NSW	
Position: Chief Executive Officer	