

ADVERTISING COMPLIANCE CERTIFICATE


AGENCY	<i>NSW Department of Planning and Environment</i>
CAMPAIGN TITLE	<i>Saving our Species Australian Geographic social media content partnership</i>
BUDGET (ex GST)	<i>\$32,789 (including media agency fees)</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Saving our Species Australian Geographic social media content partnership "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: 19/06/2023
Name: Kiersten Fishburn	
Agency: NSW Departmental of Planning and Environment	
Position: A/Secretary	