

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	<i>Destination NSW</i>
CAMPAIGN TITLE	<i>Brand NSW (Launch)</i>
BUDGET (ex GST)	<i>\$ 5,700,000 ex GST (media, production & research)</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: [Brand NSW \(Launch\)](#) "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 October 2021
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	<i>Destination NSW</i>
CAMPAIGN TITLE	<i>RENEW Recovery Campaign</i>
BUDGET (ex GST)	<i>\$1,374,215</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: [RENEW 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.

Signature: 	Date: 10 Nov 2021
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	<i>Destination NSW</i>
CAMPAIGN TITLE	<i>Always On Social – Regional NSW (Nov 2021 - Jun 2022)</i>
BUDGET (ex GST)	<i>\$420,045</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Always On Social – Regional NSW (Nov 2021 – June 2022) "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: 10 Nov 2021
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	<i>Destination NSW</i>
CAMPAIGN TITLE	<i>Always On Social – Sydney (Nov 2021 - Jun 2022)</i>
BUDGET (ex GST)	<i>\$434,955</i>

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Always On Social – Sydney (Nov 2021 – Jun 2022) "**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: 10 Nov 2021
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

ADVERTISING COMPLIANCE CERTIFICATE


AGENCY	Destination NSW
CAMPAIGN TITLE	Regional NSW – Always On Search
BUDGET (ex GST)	\$603,945

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: [Regional NSW – Always On Search](#)
"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: 10 Nov 2021
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	Destination NSW
CAMPAIGN TITLE	Sydney – Always On Search
BUDGET (ex GST)	\$606,055

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Sydney – Always On Search "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: 10 Nov 2021
Name: Steve Cox	
Agency: Destination NSW	
Position: CEO	