

ADVERTISING COMPLIANCE CERTIFICATE

AGENCY	NSW State Emergency Service (campaign delivered in partnership with Infrastructure NSW and Resilience NSW)
CAMPAIGN TITLE	Floods. What's Your Plan?
BUDGET (ex GST)	\$115,000

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: [Floods: What's Your Plan?](#) "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: 6 October 2021
Name: Carlene York	
Agency: NSW State Emergency Service	
Position: Commissioner	