



**The  
Cancer  
Council**  
New South Wales

*Building a  
Cancer Smart  
Community*

**Inquiry into Electoral and Political Party Funding –  
Answer from The Cancer Council NSW to Question on Notice  
Monday 3 March 2008**

Question from The Hon Amanda Fazio – Do you have any idea of the value of the anti-cancer campaigns that are run, say, by the NSW Government each year?

Answer:

The Cancer Institute NSW is the body responsible for anti-cancer advertising campaigns in NSW. Since its establishment, it has run mass media campaigns addressing smoking, sun protection, cancer screening and fruit and vegetable consumption. Some of these campaigns are run in partnership with other cancer or health organisations.

The most recent Annual Report from the Cancer Institute indicates that \$18,092,000 was spent in cancer prevention campaign advertising in 2007 (Cancer Institute NSW Annual Report 2007, p75).

Anita Tang  
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20 March 2008