Licensing Request Form

Cancer Institute NSW public education campaign materials

Thank you for your interest the Cancer Institute NSW’s campaign materials. In order for us to attend to your request, please complete and send the following form to:

[CINSW-prevention@health.nsw.gov.au](mailto:CINSW-prevention@health.nsw.gov.au).

Please take note that:

* While the Cancer Institute NSW will typically not charge a fee to licensing campaigns used for public health purposes, our campaigns frequently feature actors, music and/or other talent. Use of the campaign materials for public broadcast is likely to be subject to talent, licensee, dispatch and/or other fees payable to third party advertising agencies.
* Use of creative materials will be subject to the completion of a standard licensing agreement between your organisation and the Cancer Institute NSW. A copy of this agreement will be sent to you in due course.
* The licensing process can take up to 6 weeks to complete. Please allow sufficient time prior to your planned campaign to complete all the steps.

## Part 1: Contact and organisation details

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| 1. **Name of contact:** |  |
| 1. **Email:** |  |
| 1. **Phone:** |  |
| 1. **Position:** |  |
| 1. **Organisation:** |  |
| 1. **ABN** (Aus. only) |  |
| 1. **Physical/billing address:** |  |
| 1. **Postal address:** |  |
| 1. **Type of organisation:** | Government  Private for-profit  Private non-for-profit  Educational  Other (please specify): |

## Part 2: Campaign details

|  |  |
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| 1. **Name the campaign(s) you are interested in** |  |
| 1. **What campaign materials are you interested in using?**   (More information of the type of materials available will be provided once we understand your needs) | Television commercials / online video  Radio commercials  Press ads / articles  Digital/online banners ads (incl. mobile)  Email advertisements  Outdoor / out-of-home materials  Posters / leaflets / pamphlets  Other (please specify): |
| 1. **What do you plan to use the materials for?** | Public broadcast, publication and/or display in a public area/building (please answer questions 13–19)  Educational (please answer questions 14–18 & 20)  Research (please answer questions 14–18 & 20-22)  Other (please specify): |

## Part 3: Planned activities

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| 1. **What advertising channels do you plan to use?** | Free to air TV  Pay (cable/satellite) TV  Online video (pre-roll) / catch-up TV  Radio broadcast  Press / print  Online advertising (incl. mobile)  Electronic direct mail (eDM)  Outdoor / out-of-home  Display in public areas/buildings (e.g. in hospitals, clinics, libraries, etc.)  Display, handouts or mail of pamphlets/leaflets  Other (please specify): |
| 1. **Do you intend to modify the materials in any way?** | No  Yes, please specify planned changes: |
| 1. **Name of advertising agency that will make creative modifications and dispatch materials (if applicable)** |  |
| 1. **Duration of use** | Start date:  End date: |
| 1. **Target audience group(s)**   (Some materials have been tailored for reaching Aboriginal and Culturally and Linguistically Diverse (CALD) audiences. Please specify if you plan to target these groups) |  |
| 1. **Geographic area of coverage/distribution**   (If outside of Australia, please indicate estimated population size) |  |
| 1. **Has an evaluation of the campaign been planned?** (Please provide details) |  |
| 1. **If materials are requested for educational or research purposes, please provide a detailed description of the planned activities**   (If a short study protocol has been prepared, please attach this or a short summary thereof.) |  |
| 1. **Have you sought clearance from an ethics committee to undertake the study?**   (Research only) | No  Not applicable  Yes, outcome pending  Yes, approved  If yes, name of ethics committee(s): |
| 1. **Do you intend to publish your findings?**   (Research only) | No  Yes |

**Email the completed form to** : CINSW-prevention@health.nsw.gov.au