

NSW Government Campaign Advertising – Media Expenditure

Prepared & Published August 2021

Report covers advertising during period: 1/7/2020– 30/6/2021

Media costs for recruitment and public notice advertisements are not included.

Final expenditure figures may be subject to adjustment. Media expenditure information may change following reconciliation of advertising placements at the completion of advertising.

| Agency | Campaign Name | Total (\$) |
|---------------------------------------|--------------------------------|------------|
| Art Gallery of NSW | Archibald | 99,210 |
| Art Gallery of NSW | Hilma af Klint | 33,951 |
| Art Gallery of NSW | Some Mysterious Process | 9,112 |
| Art Gallery of NSW | Streeton | 77,395 |
| Art Gallery of NSW | Together In Art | 8,091 |
| Australian Museum | Brand | 448,608 |
| Australian Museum | Nights at the Museum | 35,932 |
| Australian Museum | Tyrannosaurus Meets the Family | 351,055 |
| Blue Mountains City Council | Blue Mountains | 99,838 |
| Botanic Gardens Greater Sydney | Royal Botanic Gardens | 150,261 |
| Cancer Institute of NSW | Bowel Cancer | 2,147,912 |
| Cancer Institute of NSW | Cancer Education | 46,313 |
| Cancer Institute of NSW | Tobacco | 5,777,984 |
| Cancer Institute of NSW | Breastscreen | 200,279 |
| Department of Communities and Justice | Carers | 28,079 |
| Department of Communities and Justice | Domestic Violence | 236,419 |
| Department of Communities and Justice | Seniors Festival | 14,853 |
| Department of Customer Service | Betiquette | 1,301,825 |
| Department of Customer Service | Dine & Discover | 2,074,442 |
| Department of Customer Service | Falls From Heights Traditional | 50,773 |
| Department of Customer Service | Flood Disaster | 56,937 |
| Department of Customer Service | Gamble Aware | 479,274 |
| Department of Customer Service | Mental Health Month | 109,353 |
| Department of Customer Service | NSW Gov COVID-19 | 9,409,925 |
| Department of Customer Service | Park and Pay | 91,476 |
| Department of Customer Service | Responsible Gambling Awareness | 65,093 |
| Department of Customer Service | SafeWork Month | 40,044 |
| Department of Customer Service | SafeWork Quad Bike | 4,314 |
| Department of Customer Service | Seat Belt | 36,153 |
| Department of Customer Service | Speak Up App Traditional | 4,004 |
| Department of Education | Before and After School Care | 4,234 |
| Department of Education | EdWeek | 155,466 |
| Department of Education | Gamechanger | 5,000 |
| Department of Education | HSC | 48,100 |
| Department of Education | Infrastructure Traineeship | 2,500 |
| Department of Education | Maths | 718,133 |
| Department of Education | Share Our Space | 5,000 |
| Department of Education | Skills Awareness | 814,003 |
| Department of Education | Training Awards | 209,389 |
| Department of Education | VET | 136,316 |
| Department of Education | Education General | 138,977 |

| Agency | Campaign Name | Total (\$) |
|--|--------------------------------|------------|
| Department of Planning, Industry and Environment | Buy Regional | 98,063 |
| Department of Planning, Industry and Environment | Callan Park | 32,166 |
| Department of Planning, Industry and Environment | Camping and Accommodation | 21,331 |
| Department of Planning, Industry and Environment | Crown Land | 51,840 |
| Department of Planning, Industry and Environment | Don't Be A Tosser | 1,843,879 |
| Department of Planning, Industry and Environment | Education | 8,483 |
| Department of Planning, Industry and Environment | Fernhill Estate | 10,000 |
| Department of Planning, Industry and Environment | Festival of Place | 33,879 |
| Department of Planning, Industry and Environment | National Parks Campaign | 60,445 |
| Department of Planning, Industry and Environment | Parks For People | 27,255 |
| Department of Planning, Industry and Environment | Solar for Low Income | 72,896 |
| Department of Planning, Industry and Environment | Thredbo Valley Track | 15,696 |
| Department of Planning, Industry and Environment | Report a Tosser | 189,356 |
| Department of Premier and Cabinet | ANZAC Day | 14,344 |
| Department of Premier and Cabinet | Australia Day | 68,884 |
| Department of Premier and Cabinet | Cash Cap Donations | 230,288 |
| Department of Premier and Cabinet | State Funeral | 48,973 |
| Department of Premier and Cabinet | Upper Hunter Election | 14,607 |
| Department of Premier and Cabinet | Community Building Partnership | 81,977 |
| Department of Premier and Cabinet | New Year's Eve | 148,989 |
| Destination NSW | Always On | 3,118,648 |
| Destination NSW | Border Opening | 365,212 |
| Destination NSW | Broken Hill | 275,580 |
| Destination NSW | Events | 175,050 |
| Destination NSW | Frozen | 11,163 |
| Destination NSW | Good Weekend x Traveller | 467,142 |
| Destination NSW | Great Southern Nights | 300,836 |
| Destination NSW | Hamilton the Musical | 393,101 |
| Destination NSW | Hawkesbury | 641,426 |
| Destination NSW | Hunter Valley | 118,448 |
| Destination NSW | International Food & Wine | 225,275 |
| Destination NSW | Love Sydney | 3,353,434 |
| Destination NSW | PR Partnerships | 313,543 |
| Destination NSW | Port Stephens | 31,371 |
| Destination NSW | Prospectus | 483,049 |
| Destination NSW | Roadtrips | 2,075,897 |
| Destination NSW | State of Origin | 9,029 |
| Destination NSW | Times Square | 303,407 |
| Destination NSW | Vivid Sydney | 395,082 |
| Destination NSW | lovensw | 1,564,002 |
| Environment Protection Authority | Charity Trial | 23,351 |
| Environment Protection Authority | Chemical Cleanout Campaign | 16,274 |
| Environment Protection Authority | Clean Fill | 48,803 |
| Environment Protection Authority | Consumer Recycling | 802,738 |
| Environment Protection Authority | Don't Be A Tosser | 852,888 |
| Environment Protection Authority | Illegal Dumping | 52,020 |
| Environment Protection Authority | Marine | 1,051 |
| Environment Protection Authority | Household Problem Wastes | 8,083 |
| icare | Respect & Resilience | 58,870 |
| icare | Return to Work | 35,090 |

| Agency | Campaign Name | Total (\$) |
|------------------------------------|------------------------------------|------------|
| icare | Pre-Injury Average Weekly Earnings | 167,787 |
| Illawarra Shoalhaven Local | Aboriginal Health | 2,000 |
| Illawarra Shoalhaven Local | Shisha No Thanks | 6,904 |
| Illawarra Shoalhaven Local | Covid-19 | 4,956 |
| Infrastructure NSW | Flood Safety | 161,188 |
| Ministry of Health | Aboriginal Health | 46,908 |
| Ministry of Health | Flu Immunisation | 175,240 |
| Ministry of Health | Focus on Fathers | 48,096 |
| Ministry of Health | Health | 96,600 |
| Ministry of Health | Health Support | 2,575 |
| Ministry of Health | Immunisation | 349,906 |
| Ministry of Health | Preventative Health | 50,370 |
| Ministry of Health | Q Fever | 111,849 |
| Museum of Applied Arts & Sciences | Design for Life | 25,019 |
| Museum of Applied Arts & Sciences | Hybrid Commission | 29,962 |
| Museum of Applied Arts & Sciences | Powerhouse Museum | 46,438 |
| Museum of Applied Arts & Sciences | Powerhouse Museum Maton Exhibition | 82,815 |
| Museum of Applied Arts & Sciences | Powerhouse Summer School Holidays | 78,224 |
| Museum of Applied Arts & Sciences | Eucalyptusdom | 57,182 |
| Museum of Applied Arts & Sciences | Annual Program Traditional | 18,891 |
| National Resource Commission | Behaviour Change Campaign | 26,362 |
| NSW Ageing & Disability Commission | Ageing and Disability | 13,248 |
| NSW Ageing & Disability Commission | Know Your Rights | 27,005 |
| NSW Police Force | Community Portal | 21,703 |
| NSW Police Force | Criminal History Checks | 42,405 |
| NSW Property | Darling Harbour | 41,937 |
| NSW Property | The Rocks | 71,236 |
| NSW Trustee and Guardian | First Choice Trustee | 482,368 |
| Office of Sport | ICC T20 World Cup 2020 | 53,378 |
| Responsible Gambling Fund | Parents Campaign | 2,029 |
| Rural Fire Service | How Fire Proof Is Your Plan? | 1,083,331 |
| Service NSW | Cost of Living | 77 |
| Service NSW | Electrical Safety Switch | 50,085 |
| Service NSW | Energy Rebate | 122,073 |
| Service NSW | Registry Weddings | 42,805 |
| Service NSW | Residential Tenancy Reforms | 32,046 |
| State Emergency Service | Georges River Flood Awareness | 68,627 |
| State Library of NSW | State Library Brand | 98,787 |
| Sydney Living Museum | Hyde Park Barracks | 201,008 |
| Sydney Living Museum | Marion Mahony Griffin | 49,473 |
| Sydney Living Museum | Sydney Living Museums | 19,636 |
| Sydney Olympic Park Authority | Generic | 4,875 |
| Sydney Olympic Park Authority | Lifestyle Acquisition | 8,346 |
| Sydney Olympic Park Authority | School Holiday Program | 31,805 |
| Sydney Olympic Park Authority | SOPA Brand Activity | 72,713 |
| Sydney Opera House | Always On | 34,803 |
| Sydney Opera House | American Psycho FY21 | 22,249 |
| Sydney Opera House | Antidote | 2,427 |
| Sydney Opera House | April Kids | 3,869 |
| Sydney Opera House | Choir of Man | 47,945 |

| Agency | Campaign Name | Total (\$) |
|--|-------------------------------------|------------|
| Sydney Opera House | Cry Baby | 44,084 |
| Sydney Opera House | From Our House to Yours | 4,990 |
| Sydney Opera House | Google Grant | 258 |
| Sydney Opera House | James Galea | 37,628 |
| Sydney Opera House | Multi Music Prop FY21 | 261 |
| Sydney Opera House | Opera Australia | 3,456 |
| Sydney Opera House | RENT20 | 44,341 |
| Sydney Opera House | Stream | 14,390 |
| Sydney Opera House | Summer Kids | 12,473 |
| Sydney Opera House | Sunny Boys FY21 | 319 |
| Sydney Opera House | Sydney Opera House General | 1,435 |
| Sydney Opera House | The Little Prince | 131,902 |
| Sydney Opera House | Unwrapped | 7,967 |
| Sydney Opera House | Velvet Rewired | 13,667 |
| Sydney Opera House | Zoom FY2 | 9,101 |
| Sydney Opera House | All About Women 2020 | 2,270 |
| Sydney Opera House | Circa's Peepshow | 34,201 |
| Sydney Opera House | Summer Kids Gruffalo | 13,042 |
| TAFE NSW | B2C Semester 1 | 1,012,043 |
| TAFE NSW | Bangamalanha Conference | 4,194 |
| TAFE NSW | Basair Aviation Course | 11,964 |
| TAFE NSW | Bathurst MTU | 1,078 |
| TAFE NSW | Best of The West | 109,975 |
| TAFE NSW | Bush Summit | 146,575 |
| TAFE NSW | Connected Learning Centres | 10,365 |
| TAFE NSW | Job Trainer & Summer Skills | 490,992 |
| TAFE NSW | JP Morgan First Step Program | 6,771 |
| TAFE NSW | Launch Pad | 29,031 |
| TAFE NSW | National Disability Outlook | 19,674 |
| TAFE NSW | Newcastle Small Business Training | 992 |
| TAFE NSW | North Radio Tourism | 2,495 |
| TAFE NSW | Richmond SOA Computing | 49 |
| TAFE NSW | Semester Two | 3,675,520 |
| TAFE NSW | Short Courses | 16 |
| TAFE NSW | Singleton Diggers EOI | 4,846 |
| TAFE NSW | Skillmax | 38,530 |
| TAFE NSW | TAFE Annual Program | 9,091,934 |
| TAFE NSW | TAFE Enterprise | 116,915 |
| TAFE NSW | West Wyalong CLC Launch | 6,736 |
| TAFE NSW | Wine & Forestry | 29,562 |
| TAFE NSW | Women In Business | 130,422 |
| TAFE NSW | TAFE Adult Migrant English Program | 44,732 |
| TAFE NSW | Onshore International | 8,677 |
| TAFE NSW | SSE Innovate Like a Startup Founder | 1,496 |
| TAFE NSW | TAFE New Contract | 25,154 |
| Taronga Conservation Society Australia | Foundation Xmas | 37,926 |
| Taronga Conservation Society Australia | NRMA Partnership | 28,969 |
| Taronga Conservation Society Australia | Sydney Admissions | 38,766 |
| Taronga Conservation Society Australia | Taronga TV | 50 |
| Taronga Conservation Society Australia | Taronga Western Plains | 199,469 |

| Agency | Campaign Name | Total (\$) |
|--|---------------------------------|------------|
| Taronga Conservation Society Australia | Taronga Wildlife Retreat | 184,452 |
| Taronga Conservation Society Australia | Taronga Zoo Brand | 474,553 |
| Transport for NSW | 16 Cities | 167,472 |
| Transport for NSW | Active Transport | 464,308 |
| Transport for NSW | Be Truck Aware | 78,435 |
| Transport for NSW | Bus Safety Week | 21,285 |
| Transport for NSW | Central Coast Fatigue | 6,223 |
| Transport for NSW | Community Engagement Bankstown | 18,628 |
| Transport for NSW | Community Transport | 151,491 |
| Transport for NSW | Connected Buses | 84,714 |
| Transport for NSW | Country Roads | 2,563,526 |
| Transport for NSW | COVID Tactical Road Safety | 80,645 |
| Transport for NSW | Digital Trip Planner Tools | 144,791 |
| Transport for NSW | Drink Driving Metro | 702,502 |
| Transport for NSW | Drink Driving Regional | 194,867 |
| Transport for NSW | Drink Drug Driving Reforms | 49,135 |
| Transport for NSW | Easter North Holiday Travel | 22,486 |
| Transport for NSW | Enforcement | 3,924,167 |
| Transport for NSW | eToll | 183,726 |
| Transport for NSW | Fatigue | 1,699,405 |
| Transport for NSW | Free WiFi CCN | 18,887 |
| Transport for NSW | Gong Shuttle Service Changes | 9,201 |
| Transport for NSW | Harbour Bridge Closure | 181,410 |
| Transport for NSW | Heavy Vehicle Harvest Awareness | 33,156 |
| Transport for NSW | Hunter Region | 4,999 |
| Transport for NSW | Keolis Downer Hunter | 17,437 |
| Transport for NSW | Late Night Transport | 1,880 |
| Transport for NSW | Level Crossings | 517,514 |
| Transport for NSW | Life Jackets | 721,079 |
| Transport for NSW | Light Rail Testing | 191,005 |
| Transport for NSW | Lost Property | 14,119 |
| Transport for NSW | M4 Motorway | 113,729 |
| Transport for NSW | Maritime Priority Issues | 499,814 |
| Transport for NSW | Masks on Public Transport | 393,965 |
| Transport for NSW | Motorcycles | 1,236,078 |
| Transport for NSW | National Road Safety Week | 17,663 |
| Transport for NSW | Newtown Speed Limit Change | 57,557 |
| Transport for NSW | NorthConnex | 87,227 |
| Transport for NSW | NSW Train Fare Compliance | 146,075 |
| Transport for NSW | Online Fitness To Drive Med | 17,745 |
| Transport for NSW | Opal Fare Changes June | 13,880 |
| Transport for NSW | Opal Top Up Charges | 1,389 |
| Transport for NSW | Oxford Street 2020 | 45,236 |
| Transport for NSW | Pacific Highway | 50,114 |
| Transport for NSW | Park & Ride 8 Car Parks | 58,729 |
| Transport for NSW | Parramatta Wide Access Gate | 40,941 |
| Transport for NSW | Pedestrian Safety | 117 |
| Transport for NSW | Point 2 Point Safety | 111,963 |

| Agency | Campaign Name | Total (\$) |
|-------------------|--|------------|
| Transport for NSW | Region 8 Changes | 14,128 |
| Transport for NSW | Regional Concession | 6,925 |
| Transport for NSW | Road Rules Awareness Week | 35,869 |
| Transport for NSW | Road Safety | 102,357 |
| Transport for NSW | Rozelle Interchange Disruption | 222,890 |
| Transport for NSW | Safer Roads Save Lives | 106,294 |
| Transport for NSW | Safer Speeds | 1,065,776 |
| Transport for NSW | School Zones | 165,400 |
| Transport for NSW | Social Cycling | 14,184 |
| Transport for NSW | South East R9 Bus Service | 49,099 |
| Transport for NSW | Sutherland Buses | 1,765 |
| Transport for NSW | Sydney Metro | 34,350 |
| Transport for NSW | T3 Line Shutdown | 54,462 |
| Transport for NSW | Towards Zero | 331,924 |
| Transport for NSW | Trainlink | 529,046 |
| Transport for NSW | Travel Choices | 5,965 |
| Transport for NSW | Westconnex NC | 99,581 |
| Transport for NSW | Wheelchair Booking Service | 84,378 |
| Transport for NSW | Wiggles Buckle Up | 9,822 |
| Transport for NSW | Wollondilly Jan Press | 414 |
| Transport for NSW | Heavy Vehicle Safety Truck Aware Statewide | 666,764 |
| Transport for NSW | Opal Only Region 1 | 1,319 |
| Transport for NSW | Personal Watercraft Enforcement | 108,520 |
| Transport for NSW | Region 7 Bus Service Change | 14,173 |
| Transport for NSW | Road Safety In Your Workplace | 99,061 |
| Transport for NSW | Transport for NSW Point 2 Point | 212,360 |
| Transport for NSW | Winter Weather Ice & Snow | 47,728 |
| Treasury | Business Connect | 73,087 |
| Treasury | Defence | 31,485 |
| Treasury | Export Assistance Grant | 7,000 |
| Treasury | Intergenerational Report | 4,493 |
| Treasury | Productivity Commissions | 41,729 |
| Treasury | Small Business Month | 54,982 |

State Owned Corporations:

| Agency | Campaign Name | Total (\$) |
|------------------|------------------------------------|------------|
| Essential Energy | Apprentice Recruitment | 10,539 |
| Essential Energy | Brand Campaign | 202,446 |
| Essential Energy | Community Choices | 75,312 |
| Essential Energy | Community Halls | 19,034 |
| Essential Energy | Electricity Safety Week | 1,255 |
| Essential Energy | Essential Energy | 27,476 |
| Essential Energy | Public Electrical Safety Awareness | 237,512 |
| Essential Energy | Shocks & Tingles | 18,099 |