

# NSW Government Campaign Advertising - Media Expenditure

Prepared: 9/8/19

Report covers advertising during period: 1/7/2018 - 30/6/2019

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

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

Agency	Campaign name	Total
Art Gallery of NSW	Archibald	\$ 75,054
Art Gallery of NSW	Brett Whiteley	\$ 67,456
Art Gallery of NSW	Heaven & Earth	\$ 41,783
Art Gallery of NSW	John Russell	\$ 72,010
Art Gallery of NSW	Lady & the Unicorn	\$ 1,071
Art Gallery of NSW	Marcel Duchamp	\$ 22,956
Art Gallery of NSW	Masters of Modern Art from the Hermitage	\$ 123,838
Art Gallery of NSW	Masters of Modern Art from the Hermitage - Interstate	\$ 49,084
Art Gallery of NSW	Masters of Modern Art from the Hermitage - SIAS	\$ 42,422
Art Gallery of NSW	Masters of Modern Art from the Hermitage - Sydney	\$ 124,688
Art Gallery of NSW	Portfolio Concrete Playground	\$ 54,280
Art Gallery of NSW	William Kentridge	\$ 13,821
Australian Museum	Mammoths	\$ 10,705
Australian Museum	MUA General	\$ 8,339
Australian Museum	Whales Exhibition	\$ 214,429
Australian Museum	Whales Tohora	\$ 20,610
Barangaroo Delivery Authority	Barangaroo Acrobats Academy	\$ 14,028
Barangaroo Delivery Authority	Barangaroo Brand	\$ 475,745
Cancer Institute of NSW	Bowel Cancer	\$ 3,138,680
Cancer Institute of NSW	Breastscreen	\$ 1,537,394
Cancer Institute of NSW	Skin Cancer Prevention	\$ 1,463,848
Cancer Institute of NSW	Tobacco	\$ 6,001,476
Central Coast Hlth Prom S	Local Preventive Health	\$ 39,169
Department of Education	Education	\$ 725,620
Department of Education	Share Our Space	\$ 29,714
Department of Industry	Betiquette	\$ 40,773
Department of Industry	Community Info Session Series	\$ 4,331
Department of Industry	Dept of Industry General	\$ 540,829
Department of Industry	Education	\$ 83,332
Department of Industry	NSW Defence	\$ 41,591
Department of Industry	Responsible Gambling Awareness	\$ 58,899
Department of Industry	Training Awards	\$ 34,684
Department of Industry	Vocational Education Training	\$ 774,457
Department of Industry	Water Resource	\$ 5,260
Department of Justice	Water Safety	\$ 606,646
Department of Premier and Cabinet	Electoral Commission	\$ 1,582,155
Department of Premier and Cabinet	iVOTE	\$ 26,643
Department of Premier and Cabinet	My Community Project	\$ 248,287
Department of Premier and Cabinet	Regional Drives Campaign	\$ 14,758
Destination NSW	Always on	\$ 1,706,300
Destination NSW	Deni Ute Muster	\$ 15,367
Destination NSW	Dubbo	\$ 157,419
Destination NSW	Fly Pelican & Adelaide Airport	\$ 33,345
Destination NSW	Gondwana Choral Fest	\$ 4,097
Destination NSW	Hawkesbury	\$ 780,617
Destination NSW	Hunter Valley	\$ 405,919
Destination NSW	It's on	\$ 2,225,400
Destination NSW	It's On Sports	\$ 9,862
Destination NSW	Lake Macquarie	\$ 121,571
Destination NSW	Lord Howe Island	\$ 156,369
Destination NSW	Maitland	\$ 18,214
Destination NSW	Meet In NSW	\$ 11,898
Destination NSW	Orange	\$ 109,354
Destination NSW	Penrith	\$ 82,558
Destination NSW	Regional Drives Camp	\$ 50,771
Destination NSW	Regional NRL	\$ 62,353
Destination NSW	Regional Strategic Alliance	\$ 140,655
Destination NSW	Riverina	\$ 185,578

Destination NSW	RTF - South Coast 2018	\$	141,948
Destination NSW	Rugby Sevens	\$	221,835
Destination NSW	Snowy Mountains	\$	123,631
Destination NSW	South Coast	\$	475,788
Destination NSW	Sydney In Winter	\$	692,262
Destination NSW	Sydney Sevens	\$	92,167
Destination NSW	Sydney Summer	\$	712,908
Destination NSW	Tathra Disaster	\$	38,309
Destination NSW	Vivid	\$	1,077,504
Destination NSW	Vivid Sydney	\$	691,018
Destination NSW	World Cup	\$	1,056
Destination NSW	YHA	\$	8,176
Destination NSW	Youth Plan	\$	26,763
Environment Protection Authority	Bin Trim Campaign	\$	19,780
Environment Protection Authority	Chemical Cleanout Campaign	\$	157,411
Environment Protection Authority	Consumer Recycling	\$	255,322
Environment Protection Authority	Don't be a Tosser	\$	1,853,674
Environment Protection Authority	Love Food Hate Waste	\$	7,793
Environment Protection Authority	Pesticides	\$	26,271
Essential Energy	Essential Energy	\$	27,880
Family & Community Services	FACS General	\$	16,867
Liquor & Gaming NSW	Liquor & Gaming NSW	\$	13,715
Mid North Coast Local Health District	Local Preventive Health	\$	2,073
Ministry of Health	Aboriginal Health	\$	19,244
Ministry of Health	Flu Immunisation	\$	174,873
Ministry of Health	Go 4 Fun	\$	49,722
Ministry of Health	Health	\$	194,011
Ministry of Health	Health Support	\$	235,583
Ministry of Health	Immunisation	\$	766,193
Ministry of Health	Local Preventive Health	\$	63,923
Ministry of Health	Measles	\$	178,263
Ministry of Health	Population Health	\$	4,817
Ministry of Health	Safety Festival	\$	417,604
Museum of Applied Arts & Sciences	Akira Isagowa	\$	45,795
Museum of Applied Arts & Sciences	April School Holidays	\$	24,936
Museum of Applied Arts & Sciences	Education	\$	18,037
Museum of Applied Arts & Sciences	July School Holidays 2019	\$	15,179
Museum of Applied Arts & Sciences	MUA General	\$	842,014
Museum of Applied Arts & Sciences	Reigning Men	\$	18,050
Museum of Applied Arts & Sciences	Spring School Holiday	\$	24,325
Museum of Applied Arts & Sciences	Summer School Holidays	\$	24,924
Museum of Applied Arts & Sciences	Sydney Design Festival	\$	41,559
Museum of Applied Arts & Sciences	Sydney Science Festival	\$	61,895
Museum of Applied Arts & Sciences	Winter School Holidays	\$	21,398
NSW Fair Trading	Loose-Fill Asbestos	\$	34,675
NSW Fair Trading	Responsible Gambling Awareness	\$	30,157
NSW Fair Trading	RV Calculator	\$	5,973
NSW Police Force	Body Worn Video	\$	11,458
NSW Police Force	Opioids/Heroin	\$	8,651
NSW Property	Darling Harbour	\$	122,699
NSW Property	Darling Harbour Christmas	\$	3,362
NSW Property	Dubbo	\$	3,700
NSW Property	The Rocks	\$	180,263
NSW Trustee & Guardian	Black & White	\$	185,378
NSW Trustee & Guardian	First Choice Trustee	\$	646,854
Off of Responsible Gambli	Activate at Night	\$	11,998
Office of Environment And Heritage	Camping and Accomodation	\$	81,057
Office of Environment And Heritage	Lane Cove	\$	9,940
Office of Environment And Heritage	National Parks Campaign	\$	46,330
Office of Environment And Heritage	Sustainability	\$	385,320
Office of Environment And Heritage	Wild About Whales	\$	39,615
Office of Sport	Borambola Sports	\$	4,132
Office of Sport	Keepit Kommando	\$	1,071
Planning and Environment	Energy Affordability	\$	3,518
Premier and Cabinet	National Disability	\$	819,225
Revenue NSW	Land Tax	\$	28,742
Roads & Maritime	Dubbo	\$	14,239
Roads & Maritime	NYE on the Cahill	\$	23,650

Rural Fire Service	Get Ready Weekend	\$	37,884
Rural Fire Service	How Fire Proof Is Your Plan?	\$	1,095,188
Rural Fire Service	Safe Burning Campaign	\$	14,945
Safework	Agriculture Sector Safety	\$	25,408
Safework	Exposure to Crystalline Silica	\$	41,317
Safework	Fall From Heights	\$	28,630
Safework	Mentally Healthy Workplaces	\$	43,862
Safework	Quad Bike Awareness	\$	177,239
Safework	Safe Work Awards	\$	14,825
Safework	Safety Culture	\$	1,412,537
Safework	Safety Promise	\$	10,293
Safework	Workplace Intervention	\$	30,695
Service NSW	Cost of Living	\$	3,935,889
Service NSW	Digital Drivers Licence	\$	1,736
Service NSW	Making Business Easier	\$	684,491
State Insurance Regulatory Authority	Easy to do Work Health Safety	\$	32,754
State Insurance Regulatory Authority	Exposure to Crystalline	\$	30,862
State Insurance Regulatory Authority	Greenslips	\$	323
State Insurance Regulatory Authority	Safety Culture	\$	661,928
State Library of NSW	Closure Campaign	\$	161,282
State Library of NSW	NSW Galleries Opening	\$	213,022
State Library of NSW	State Library Brand	\$	32,622
Subsidence Advisory	Mine Safety	\$	64,621
Subsidence Advisory	Safety Campaign	\$	35,974
Sydney Olympic Park Authority	Archery	\$	18,427
Sydney Olympic Park Authority	Business Events	\$	47,953
Sydney Olympic Park Authority	Generic	\$	26,891
Sydney Olympic Park Authority	Lifestyle Membership	\$	8,929
Sydney Olympic Park Authority	School Holiday Program	\$	96,789
Sydney Opera House	A O Lang Pho	\$	47,726
Sydney Opera House	All About Women 1718	\$	18,909
Sydney Opera House	Always on	\$	99,660
Sydney Opera House	Always On Tours	\$	67,953
Sydney Opera House	Antidote	\$	52,903
Sydney Opera House	Antidote OOH Upweight	\$	8,565
Sydney Opera House	Assassins	\$	83
Sydney Opera House	Australian Ballet Retargeting	\$	5,012
Sydney Opera House	Bill Murray & Friends	\$	29,691
Sydney Opera House	Blanc De Blanc	\$	135,985
Sydney Opera House	Burn the Floor -Production Only	\$	182
Sydney Opera House	Daniel Hope	\$	8
Sydney Opera House	George Michael	\$	9,248
Sydney Opera House	Google Grant 2018	\$	3,975
Sydney Opera House	Goran Bregovic	\$	9,730
Sydney Opera House	Hear Me Roar	\$	34,630
Sydney Opera House	Horror	\$	17,874
Sydney Opera House	In the Heights	\$	90,744
Sydney Opera House	John Cameron Mitchell	\$	2,117
Sydney Opera House	July School Holidays 2018	\$	14,359
Sydney Opera House	Kids Annual 2019 (June Onwards)	\$	30,716
Sydney Opera House	LEV Love Cycle	\$	18,097
Sydney Opera House	Megan Hilty	\$	19,024
Sydney Opera House	Michael Pollan	\$	3,440
Sydney Opera House	Music Prop	\$	63,576
Sydney Opera House	Nancy & Beth - Megan Mulley	\$	4,888
Sydney Opera House	Sarah and Duck's Big Top Birthday	\$	29,693
Sydney Opera House	Scenes From A Marriage	\$	13,104
Sydney Opera House	Spring School Holidays	\$	10,529
Sydney Opera House	STAATSKAPELLE	\$	46,621
Sydney Opera House	Summer Kids	\$	126,768
Sydney Opera House	Sunrise At The House - Winter	\$	2,933
Sydney Opera House	Sunrise on the Steps	\$	1,132
Sydney Opera House	Sydney Opera House	\$	5,013
Sydney Opera House	Tap Pack	\$	35,729
Sydney Opera House	The Choir of Man	\$	41,639
Sydney Opera House	The Cure Live Stream	\$	5,688
Sydney Opera House	The Illusionist	\$	170,480
Sydney Opera House	Thrones The Musical	\$	52,983

Sydney Opera House	Unwrapped August	\$	991
Sydney Opera House	Vivid Live 2019	\$	76,123
TAFE NSW	Automotive	\$	2,912
TAFE NSW	B2B	\$	792,650
TAFE NSW	B2C Semester 1	\$	2,271,221
TAFE NSW	Bourke Public Notice	\$	291
TAFE NSW	Business to Business	\$	55,234
TAFE NSW	CALD Indigenous RS Portfolio	\$	56,025
TAFE NSW	Connected Learning Centres	\$	13,446
TAFE NSW	Job Getter	\$	32,719
TAFE NSW	Liquor Licence	\$	16,373
TAFE NSW	Lismore LAM	\$	1,805
TAFE NSW	Offshore International	\$	8,255
TAFE NSW	Onshore International	\$	265,031
TAFE NSW	People & Safety	\$	7,083
TAFE NSW	Semester 1	\$	66,032
TAFE NSW	Semester 2	\$	3,109,574
TAFE NSW	Short Courses	\$	1,058,409
TAFE NSW	Skills for Business	\$	271,621
TAFE NSW	Switch	\$	12,473
TAFE NSW	TAFE - Be Ambitious	\$	39,793
TAFE NSW	TAFE - Newspapers	\$	1,963
TAFE NSW	TAFE Digital	\$	576,015
TAFE NSW	TAFE Mental Health	\$	1,953
TAFE NSW	TAFE Real Estate	\$	11,799
TAFE NSW	TAFE Semester 1	\$	129,170
TAFE NSW	TAFE Western Sydney	\$	22,825
TAFE NSW	TAFE Yamba Notices	\$	2,359
TAFE NSW	Western Connect	\$	129,921
Taronga Conservation Society Australia	Taronga Public Notice	\$	9,159
Taronga Conservation Society Australia	Taronga Western Plains	\$	314,453
Taronga Conservation Society Australia	Taronga Zoo Brand	\$	668,561
Taronga Conservation Society Australia	Taronga Zoo Dinosaurs	\$	28,733
Taronga Conservation Society Australia	Taronga Zoo Education	\$	74,776
Taronga Conservation Society Australia	Taronga Zoo FIT	\$	79,303
Taronga Conservation Society Australia	Taronga Zoo Roar Snore	\$	44,529
Taronga Conservation Society Australia	Twilight at Taronga	\$	14,524
Taronga Conservation Society Australia	Zoo Friends	\$	73,824
Transport for NSW	Be Truck Aware	\$	242,467
Transport for NSW	Bike Week	\$	23,425
Transport for NSW	B-Line Seaforth Balgowlah	\$	10,437
Transport for NSW	Bourke Brewarrina to Dubbo	\$	9,146
Transport for NSW	Broken Heel Festival	\$	394
Transport for NSW	Bus Safety Week	\$	20,065
Transport for NSW	CALD Indigenous Road Safety Portfolio	\$	536,523
Transport for NSW	Coach Trial Cent West	\$	28,141
Transport for NSW	Cold Water	\$	6,367
Transport for NSW	Contactless Heavy Rail	\$	301,317
Transport for NSW	Country Roads	\$	2,756,203
Transport for NSW	Double Demerits	\$	435,882
Transport for NSW	Drink Driving Metro	\$	814,874
Transport for NSW	Drink Driving Reform	\$	192,862
Transport for NSW	Drink Driving Regional	\$	334,988
Transport for NSW	Drug Driving	\$	699,668
Transport for NSW	Emergency Vehicle Road Safety	\$	526,297
Transport for NSW	Enforcement	\$	2,536,407
Transport for NSW	Fatigue	\$	1,917,683
Transport for NSW	Frenchs Forest Disruption	\$	27,660
Transport for NSW	Head To Surry Hills	\$	18,674
Transport for NSW	Heavy Vehicle Safety Truck Aware	\$	32,640
Transport for NSW	Heavy Vehicle Safety Truck Aware - Statewide	\$	460,241
Transport for NSW	Heavy Vehicle Safety Truck Aware Chatswood-Sydenham	\$	512,864
Transport for NSW	Hub & Spoke Pilot	\$	8,418
Transport for NSW	Level Crossings	\$	621,794
Transport for NSW	Life Jackets	\$	691,273
Transport for NSW	Light Rail Testing	\$	242,812
Transport for NSW	Local Area Marketing - K&K on the Parade	\$	53,798
Transport for NSW	M4 Tunnels	\$	73,640

Transport for NSW	Maritime Tactical Campaign	\$	2
Transport for NSW	Metro Service Adjustments	\$	349,206
Transport for NSW	Motorcycles	\$	1,328,211
Transport for NSW	News Partnership	\$	725,027
Transport for NSW	Northern Beaches Hospital Open	\$	59,548
Transport for NSW	NSW Bus Fare Compliance	\$	79,939
Transport for NSW	NSW Train Fare Compliance	\$	235,260
Transport for NSW	On Demand Edmonson Park	\$	3,747
Transport for NSW	On Demand Ponds Norwest	\$	21,194
Transport for NSW	On Demand Public Transport	\$	156,194
Transport for NSW	Opal Aware Newcastle	\$	14,392
Transport for NSW	Opal Only Buses Region 7	\$	125,581
Transport for NSW	Opal Only Region 4	\$	15,468
Transport for NSW	Park & Ride 8 Car Parks	\$	82,024
Transport for NSW	Pedestrian Safety	\$	525,685
Transport for NSW	Personal Watercraft Enforcement	\$	230,214
Transport for NSW	Planned Metro NW Trackwork	\$	7,212
Transport for NSW	Public Transport Marketing on Demand	\$	471
Transport for NSW	Quiet Carriages	\$	12,888
Transport for NSW	Region Service Changes	\$	55,215
Transport for NSW	Revitalising Newcastle	\$	344,849
Transport for NSW	Road Rules Awareness Week	\$	21,832
Transport for NSW	Safer Vehicle Choice Saves Lives	\$	655,202
Transport for NSW	School Zones	\$	157,100
Transport for NSW	Service Adjustment 259 Illawarra	\$	20,755
Transport for NSW	SIBS Program	\$	3,727
Transport for NSW	Station Link	\$	609,206
Transport for NSW	Station Link Road Safety	\$	39,403
Transport for NSW	Summer Holiday Progress TZ	\$	15,630
Transport for NSW	SW Southern 80 Moama	\$	1,334
Transport for NSW	Syd Metro Community Engagement	\$	46,611
Transport for NSW	Sydney Metro	\$	1,461,953
Transport for NSW	Sydney Metro FB Insta Leads	\$	47,788
Transport for NSW	Sydney Metro North West	\$	115,029
Transport for NSW	Tommorow's Sydney	\$	13,819
Transport for NSW	Tomorrow's Sydney - Disruption Northern Beaches 2018	\$	3,347
Transport for NSW	Tomorrow's Sydney - Station Link	\$	979,075
Transport for NSW	Tomorrow's Sydney - Wentworth Botany Road	\$	79,883
Transport for NSW	Trainlink	\$	579,142
Transport for NSW	Trainlink H&S Coach Broken Hill	\$	6,139
Transport for NSW	Trainlink H&S Coach Goulburn	\$	3,950
Transport for NSW	Trainlink Hub & Spoke	\$	59,873
Transport for NSW	Trainlink Hub & Spoke - Forster Coffs Harbour	\$	2,204
Transport for NSW	Trainlink Rail Safety Week	\$	5,481
Transport for NSW	Transport for NSW Point 2 Point	\$	33,646
Transport for NSW	Transport for NSW Late Night	\$	7,481
Transport for NSW	Travel Choices	\$	865,654
Transport for NSW	Travel Choices - Driver Retime	\$	256,083
Transport for NSW	Wakehurst Parkway	\$	6,753
Transport for NSW	WestConnex	\$	1,122,618
Transport for NSW	Western Motorcycles	\$	2,047
Transport for NSW	Winter Weather Ice & Snow	\$	37,465
Transport for NSW	Young To Cootamundra	\$	525
Urban Growth	Urban Growth	\$	961