

NSW Government Campaign Advertising – Media Expenditure

Prepared & Published April 2021

Report covers advertising during period: 1/7/2020– 31/3/2021

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	65,507
Art Gallery of NSW	Some Mysterious Process	9,112
Art Gallery of NSW	Streeton	78,290
Art Gallery of NSW	Together In Art	8,091
Australian Museum	Brand	315,441
Australian Museum	Tyrannosaurs Meets the Family	351,486
Botanic Gardens Greater Sydney	Royal Botanic Gardens	84,923
Cancer Institute of NSW	Bowel Cancer	982,646
Cancer Institute of NSW	Tobacco	2,396,745
Department of Communities and Justice	Carers	28,079
Department of Communities and Justice	Domestic Violence	25,495
Department of Customer Service	Betiquette	714,005
Department of Customer Service	Dine & Discover	227,510
Department of Customer Service	Electrical Safety Switch	9,689
Department of Customer Service	Mental Health Month	156,973
Department of Customer Service	NSW Gov COVID-19	7,623,593
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 Education	Before and After School Care	4,234
Department of Education	Education General	69,094
Department of Education	EdWeek	52,788
Department of Education	Gamechanger	5,000
Department of Education	HSC	48,100
Department of Education	Infrastructure Traineeship	2,500
Department of Education	Maths	134,407
Department of Education	Skills Awareness	699,709
Department of Education	Training Awards	209,389
Department of Education	VET	136,316
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	Crown Land	51,840
Department of Planning, Industry and Environment	Fernhill Estate	10,000
Department of Planning, Industry and Environment	Festival of Place	27,841
Department of Planning, Industry and Environment	National Parks Campaign	16,183
Department of Planning, Industry and Environment	Parks For People	27,255
Department of Planning, Industry and Environment	Thredbo Valley Track	4,522
Department of Premier and Cabinet	Australia Day	68,884
Department of Premier and Cabinet	Cash Cap Donations	93,996
Department of Premier and Cabinet	Community Building Partnership	204

Agency	Campaign Name	Total (\$)
Department of Premier and Cabinet	New Year's Eve	148,989
Department of Premier and Cabinet	State Funeral	30,969
Destination NSW	Adserving	19,611
Destination NSW	Always On	1,845,000
Destination NSW	Border Opening	365,395
Destination NSW	Broken Hill	205,494
Destination NSW	Destination NSW	226,626
Destination NSW	Events	80,090
Destination NSW	Frozen	11,163
Destination NSW	Good Weekend x Traveller	467,142
Destination NSW	Great Southern Nights	301,072
Destination NSW	Hamilton the Musical	393,169
Destination NSW	Hawkesbury	536,855
Destination NSW	International Food & Wine	225,275
Destination NSW	Love Sydney	1,844,963
Destination NSW	lovensw	1,543,493
Destination NSW	P.R Partnerships	31,054
Destination NSW	Port Stephens	31,371
Destination NSW	Prospectus	357,808
Destination NSW	Roadtrips	1,156,196
Destination NSW	State of Origin	9,029
Destination NSW	Times Square	303,407
Destination NSW	Vivid Sydney	12,639
Environment Protection Authority	Charity Trial	23,390
Environment Protection Authority	Clean Fill	23,241
Environment Protection Authority	Consumer Recycling	486,780
Environment Protection Authority	Don't be a Tossler	1,701,046
Environment Protection Authority	Household Problem Wastes	3,622
Environment Protection Authority	Illegal Dumping	52,021
icare	Pre-Injury Average Weekly Earnings	49,020
icare	Respect & Resilience	59,585
icare	Return to Work	35,201
Illawarra Shoalhaven Local Health District	Covid-19	4,956
Illawarra Shoalhaven Local Health District	Shisha No Thanks	6,904
Infrastructure NSW	Flood Safety	148,971
Ministry of Health	Aboriginal Health	48,100
Ministry of Health	Health	96,600
Ministry of Health	Health Support	2,575
Ministry of Health	Immunisation	104,367
Ministry of Health	Preventative Health	14,763
Ministry of Health	Q Fever	111,849
Museum of Applied Arts & Sciences	Design for Life	20,083
Museum of Applied Arts & Sciences	Hybrid Commission	29,992
Museum of Applied Arts & Sciences	Powerhouse Museum	46,438
Museum of Applied Arts & Sciences	Powerhouse Museum Maton Exhibition	83,086
Museum of Applied Arts & Sciences	Powerhouse Summer School Holidays	32,590
NSW Ageing & Disability Commission	Ageing and Disability	13,248
NSW Police Force	Community Portal	21,739
NSW Police Force	Criminal History Checks	17,674
NSW Property	Darling Harbour	21,377

Agency	Campaign Name	Total (\$)
NSW Property	The Rocks	56,330
NSW Trustee and Guardian	First Choice Trustee	279,126
Office of Sport	ICC T20 World Cup 2020	53,378
Rural Fire Service	How Fire Proof Is Your Plan?	1,084,228
Service NSW	Cost of Living	77
Service NSW	Electrical Safety Switch	47,008
Service NSW	Registry Weddings	24,767
State Library of NSW	State Library Brand	77,542
Sydney Living Museum	Hyde Park Barracks	144,718
Sydney Living Museum	Marion Mahony Griffin	44,993
Sydney Living Museum	Sydney Living Museums	16,649
Sydney Olympic Park Authority	Generic	4,875
Sydney Olympic Park Authority	School Holiday Program	31,805
Sydney Olympic Park Authority	SOPA Brand Activity	770
Sydney Opera House	All About Women 2020	2,270
Sydney Opera House	Antidote	2,427
Sydney Opera House	April Kids	17,548
Sydney Opera House	Atomic212 Retainer Fee	358
Sydney Opera House	Choir of Man	47,945
Sydney Opera House	Circa's Peepshow	34,201
Sydney Opera House	From Our House to Yours	4,990
Sydney Opera House	Google Grant	258
Sydney Opera House	James Galea	37,765
Sydney Opera House	Multi Music Prop FY21	261
Sydney Opera House	Opera Australia Retargeting	3,456
Sydney Opera House	RENT20	44,719
Sydney Opera House	Summer Kids	25,515
Sydney Opera House	Sunny Boys FY21	445
Sydney Opera House	The Little Prince	8,558
TAFE NSW	B2C Semester 1	1,012,043
TAFE NSW	Bangamalanha Conference	4,194
TAFE NSW	Basair Aviation Course	1,594
TAFE NSW	Bathurst MTU	1,078
TAFE NSW	Best of The West	92,691
TAFE NSW	Bush Summit	146,575
TAFE NSW	Connected Learning Centres	1,174
TAFE NSW	Job Trainer & Summer Skills	490,992
TAFE NSW	JP Morgan First Step Program	5,275
TAFE NSW	Newcastle Small Business Training	600
TAFE NSW	North Radio Tourism	2,495
TAFE NSW	Onshore International	8,677
TAFE NSW	Richmond SOA Computing	49
TAFE NSW	Semester Two	3,666,569
TAFE NSW	Short Courses	16
TAFE NSW	SSE Innovate Like a Startup Founder	1,496
TAFE NSW	TAFE Adult Migrant English Program	11,371
TAFE NSW	TAFE Annual Program	5,710,774
TAFE NSW	TAFE Enterprise	116,915
TAFE NSW	TAFE New Contract	23,235
TAFE NSW	West Wyalong CLC Launch	6,736

Agency	Campaign Name	Total (\$)
TAFE NSW	Wine & Forestry	15,230
TAFE NSW	Women In Business	130,422
Taronga Conservation Society Australia	Foundation Xmas	27,577
Taronga Conservation Society Australia	Sydney Admissions	20,275
Taronga Conservation Society Australia	Taronga TV	50
Taronga Conservation Society Australia	Taronga Western Plains	134,783
Taronga Conservation Society Australia	Taronga Wildlife Retreat	106,394
Taronga Conservation Society Australia	Taronga Zoo Brand	342,708
Transport for NSW	16 Cities	143,883
Transport for NSW	Active Transport	313,331
Transport for NSW	Be Truck Aware	58,826
Transport for NSW	Bus Safety Week	23,211
Transport for NSW	Community Engagement Bankstown	18,628
Transport for NSW	Community Transport	108,029
Transport for NSW	Connected Buses	64,622
Transport for NSW	Country Roads	1,815,170
Transport for NSW	COVID Tactical Road Safety	80,645
Transport for NSW	Drink Driving Metro	584,991
Transport for NSW	Drink Driving Regional	161,953
Transport for NSW	Easter North Holiday Travel	24,576
Transport for NSW	Enforcement	2,951,681
Transport for NSW	eToll	192,511
Transport for NSW	Fatigue	1,294,215
Transport for NSW	Free WiFi CCN	18,887
Transport for NSW	Gong Shuttle Service Changes	9,201
Transport for NSW	Harbour Bridge Closure	181,498
Transport for NSW	Heavy Vehicle Harvest Awareness	33,156
Transport for NSW	Heavy Vehicle Safety Truck Aware - Statewide	622,845
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	320,319
Transport for NSW	Life Jackets	492,119
Transport for NSW	Light Rail Testing	191,005
Transport for NSW	Lost Property	14,131
Transport for NSW	M4 Motorway	113,729
Transport for NSW	Maritime Priority Issues	342,336
Transport for NSW	Masks on Public Transport	378,908
Transport for NSW	Motorcycles	1,190,471
Transport for NSW	NorthConnex	87,227
Transport for NSW	NSW Train Fare Compliance	73,153
Transport for NSW	Opal Fare Changes June	6,101
Transport for NSW	Oxford Street 2020	38,714
Transport for NSW	Pacific Highway	50,114
Transport for NSW	Park & Ride 8 Car Parks	29,004
Transport for NSW	Parramatta Wide Access Gate	18,555
Transport for NSW	Pedestrian Safety	117
Transport for NSW	Personal Watercraft Enforcement	78,771
Transport for NSW	Point 2 Point Safety	111,963
Transport for NSW	Region 7 Bus Service Change	14,173

Agency	Campaign Name	Total (\$)
Transport for NSW	Region 8 Changes	14,128
Transport for NSW	Road Rules Awareness Week	35,883
Transport for NSW	Road Safety	82,027
Transport for NSW	Rozelle Interchange Disruption	213,669
Transport for NSW	Safer Roads Save Lives	33,582
Transport for NSW	Safer Speeds	475,801
Transport for NSW	School Zones	130,463
Transport for NSW	Social Cycling	14,184
Transport for NSW	Sutherland Buses	1,765
Transport for NSW	Sydney Metro	32,929
Transport for NSW	Towards Zero	331,924
Transport for NSW	Trainlink	234,122
Transport for NSW	Transport for NSW Point 2 Point	218,214
Transport for NSW	Travel Choices	5,965
Transport for NSW	Westconnex NC	104,765
Transport for NSW	Wheelchair Booking Service	9,683
Transport for NSW	Winter Weather Ice & Snow	22,432
Transport for NSW	Wollondilly Jan Press	414
Treasury	Business Connect	27,148
Treasury	NSW Defence	13,744
Treasury	Productivity Commissions	30,729
Treasury	Small Business Month	54,982

State Owned Corporations:

Agency	Campaign Name	Total (\$)
Essential Energy	Brand Campaign	162,212
Essential Energy	Community Halls	19,030
Essential Energy	Electricity Safety Week	1,255
Essential Energy	Essential Energy	27,476
Essential Energy	Public Electrical Safety Awareness	192,479
Essential Energy	Shocks & Tingles	18,099
Sydney Water Corporation	Blue Mountains	100,112
Sydney Water Corporation	Conservation	1,906,923
Sydney Water Corporation	Love It, Don't Waste It	606,914