

# NSW Government Advertising - Media expenditure

Prepared 5/9/2011

Report covers advertising during period: 1/7/2010 - 30/6/2011

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

| Cluster                            | Agency   | Media Expenditure |
|------------------------------------|--|-------------------|
| Communities NSW                    | Art Gallery of NSW                                 | \$ 722,812        |
| Communities NSW                    | Arts NSW   | \$ 48,493         |
| Communities NSW                    | Australian Museum                                  | \$ 152,875        |
| Communities NSW                    | Casino, Liquor and Gaming Control Authority        | \$ 5,299          |
| Communities NSW                    | Centennial Park and Moore Park Trust               | \$ 37,757         |
| Communities NSW                    | Communities NSW                                    | \$ 11,122         |
| Communities NSW                    | Community Relations Commission                     | \$ 45,230         |
| Communities NSW                    | Historic Houses Trust of NSW                       | \$ 319,348        |
| Communities NSW                    | Museum of Applied Arts and Sciences - Powerhouse   | \$ 261,619        |
| Communities NSW                    | NSW Office of Liquor, Gaming & Racing              | \$ 1,212,320      |
| Communities NSW                    | Sport & Recreation                                 | \$ 46,918         |
| Communities NSW                    | State Library of NSW                               | \$ 282,610        |
| Communities NSW                    | Sydney Olympic Park Authority                      | \$ 270,272        |
| Communities NSW                    | Sydney Opera House                                 | \$ 703,908        |
| Education & Training               | Education & Training                               | \$ 591,386        |
| Education & Training               | Office of the Board of Studies                     | \$ 17,650         |
| Education & Training               | TAFE NSW   | \$ 1,685,623      |
| Environment,Climate Change & Water | Catchment Management Authority (CMA)               | \$ 420,982        |
| Environment,Climate Change & Water | Environment, Climate Change & Water                | \$ 4,865,000      |
| Environment,Climate Change & Water | Hunter Water Corporation                           | \$ 154,252        |
| Environment,Climate Change & Water | NSW Office of Water                                | \$ 1,217,316      |
| Environment,Climate Change & Water | Parks and Wildlife Group                           | \$ 62,547         |
| Environment,Climate Change & Water | Royal Botanic Gardens and Domain Trust             | \$ 53,171         |
| Environment,Climate Change & Water | State Water Corporation                            | \$ 68,905         |
| Environment,Climate Change & Water | Sydney Water Corporation                           | \$ 172,127        |
| Environment,Climate Change & Water | Taronga Conservation Society Australia             | \$ 812,230        |
| Health                             | Ambulance Service of NSW                           | \$ 104,294        |
| Health                             | Cancer Institute NSW                               | \$ 7,297,292      |
| Health                             | Central Coast Area Health Service                  | \$ 20,850         |
| Health                             | Greater Western Area Health Service                | \$ 2,783          |
| Health                             | Health Infrastructure                              | \$ 4,007          |
| Health                             | Hunter New England Area Health Service             | \$ 40,582         |
| Health                             | Mid North Coast Area Health Service                | \$ 1,986          |
| Health                             | NSW Health   | \$ 6,523,844      |
| Health                             | South Eastern Sydney Illawarra Area Health Service | \$ 32,536         |
| Health                             | Sydney South West Area Health Service              | \$ 10,278         |
| Human Services                     | Aboriginal Affairs NSW                             | \$ 18,994         |
| Human Services                     | Ageing, Disability & Home Care                     | \$ 585,741        |
| Human Services                     | City West Housing                                  | \$ 1,997          |
| Human Services                     | Community Services                                 | \$ 492,962        |
| Human Services                     | Guardianship Tribunal                              | \$ 8,083          |
| Human Services                     | Housing NSW  | \$ 166,269        |
| Human Services                     | Juvenile Justice                                   | \$ 108,827        |
| Human Services                     | NSW Aboriginal Housing Office                      | \$ 17,988         |
| Industry & Investment              | Country Energy                                     | \$ 196,198        |
| Industry & Investment              | Delta Electricity                                  | \$ 60,735         |
| Industry & Investment              | Energy Australia                                   | \$ 4,611,845      |
| Industry & Investment              | Eraring Energy                                     | \$ 69,472         |
| Industry & Investment              | Forests NSW  | \$ 55,658         |
| Industry & Investment              | Game Council of NSW                                | \$ 108,418        |
| Industry & Investment              | Integral Energy                                    | \$ 481,933        |
| Industry & Investment              | Mine Subsidence Board                              | \$ 10,220         |
| Industry & Investment              | Primary Industries                                 | \$ 368,738        |
| Industry & Investment              | State & Regional Development and Tourism           | \$ 1,358,508      |
| Industry & Investment              | Tourism New South Wales #                          | \$ 8,013,472      |
| Industry & Investment              | TransGrid  | \$ 108,319        |

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| Justice & Attorney General            | Anti Discrimination Board  | \$ 3,429          |
| Justice & Attorney General            | Corrective Services NSW  | \$ 301,962        |
| Justice & Attorney General            | Justice & Attorney General   | \$ 697,718        |
| Justice & Attorney General            | Legal Aid Commission of NSW  | \$ 47,310         |
| Justice & Attorney General            | Office of the Director of Public Prosecutions                        | \$ 25,946         |
| Justice & Attorney General            | Office of the Information Commissioner                               | \$ 88,105         |
| NSW Transport                         | NSW Maritime   | \$ 270,416        |
| NSW Transport                         | Port Kembla Port Corporation   | \$ 3,304          |
| NSW Transport                         | Public Transport Ticketing Corporation                               | \$ 55,359         |
| NSW Transport                         | Railcorp   | \$ 2,194,407      |
| NSW Transport                         | Roads & Traffic Authority  | \$ 18,520,106     |
| NSW Transport                         | State Transit Authority of NSW                                       | \$ 134,567        |
| NSW Transport                         | Sydney Metro   | \$ 17,317         |
| NSW Transport                         | Sydney Ports Corporation   | \$ 46,161         |
| NSW Transport                         | Transport and Infrastructure   | \$ 500,059        |
| Parliament of NSW                     | Parliament of NSW  | \$ 95,970         |
| Planning                              | Barangaroo Delivery Authority  | \$ 47,494         |
| Planning                              | Department of Planning   | \$ 620,783        |
| Planning                              | Heritage Council of NSW  | \$ 49,117         |
| Planning                              | Hunter Development Corporation                                       | \$ 54,300         |
| Planning                              | Land and Property Management Authority                               | \$ 258,491        |
| Planning                              | Landcom  | \$ 1,618,440      |
| Planning                              | Redfern Waterloo Authority   | \$ 12,141         |
| Planning                              | State Property Authority   | \$ 2,467          |
| Planning                              | Sydney Harbour Foreshore Authority                                   | \$ 675,398        |
| Police & Emergency Services           | Emergency Management NSW   | \$ 1,310          |
| Police & Emergency Services           | NSW Fire Brigades  | \$ 259,468        |
| Police & Emergency Services           | NSW Police Force   | \$ 232,170        |
| Police & Emergency Services           | NSW Rural Fire Service   | \$ 1,527,749      |
| Police & Emergency Services           | State Emergency Service  | \$ 26,302         |
| Premier & Cabinet                     | Department of Local Government                                       | \$ 16,900         |
| Premier & Cabinet                     | Department of Premier & Cabinet                                      | \$ 994,272        |
| Premier & Cabinet                     | Events NSW   | \$ 3,331,787      |
| Premier & Cabinet                     | Independent Commission Against Corruption                            | \$ 10,331         |
| Premier & Cabinet                     | Independent Pricing & Regulatory Tribunal                            | \$ 30,519         |
| Premier & Cabinet                     | Ministry for Police  | \$ 1,449          |
| Premier & Cabinet                     | NSW Electoral Commission   | \$ 2,505,596      |
| Premier & Cabinet                     | NSW Ombudsman  | \$ 18,111         |
| Premier & Cabinet                     | Police Integrity Commission  | \$ 13,138         |
| Premier & Cabinet                     | The Audit Office of NSW  | \$ 11,937         |
| Services, Technology & Administration | Consumer Trading & Tenancy Tribunal                                  | \$ 20,538         |
| Services, Technology & Administration | Finance & Corporate Services   | \$ 13,590         |
| Services, Technology & Administration | Noticeboard Composite *  | \$ 1,438,051      |
| Services, Technology & Administration | Office of Fair Trading   | \$ 248,914        |
| Services, Technology & Administration | Services, Technology & Administration                                | \$ 160,373        |
| Services, Technology & Administration | State Records NSW  | \$ 681            |
| Services, Technology & Administration | Tender Composite *   | \$ 466,851        |
| Treasury                              | Building and Construction Industry Long Service Payments Corporation | \$ 5,944          |
| Treasury                              | Motor Accidents Authority  | \$ 880,718        |
| Treasury                              | The NSW Treasury Corporation   | \$ 13,263         |
| Treasury                              | The Treasury   | \$ 3,468,281      |
| Treasury                              | WorkCover Authority  | \$ 1,146,859      |
| Treasury                              | Workers Compensation Commission                                      | \$ 4,525          |

## NOTES:

\* Department of Services, Technology & Administration (DSTA) expenditure reflects composite advertisements (Tenders & Government Noticeboard) placed on behalf of whole of Government. Individual Departments were subsequently charged by DSTA for their advertising

# Tourism NSW advertising is partially funded by major tourism industry strategic partners. The media expenditure information does not separate the NSW Government funded component.