

NSW Government Campaign Advertising - Media expenditure

Report covers advertising during period: 1/7/2012 to 30/06/2013

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.

Department/Agency	Campaign Advertising Title	Media Expenditure
Art Gallery NSW	Anne Landa	\$ 2,087.46
Art Gallery NSW	Archibald	\$ 40,589.60
Art Gallery NSW	Bacon	\$ 392,428.80
Art Gallery NSW	Brand	\$ 63,417.00
Art Gallery NSW	Programs	\$ 1,585.43
Australian Museum	Deep Oceans	\$ 18,651.37
Australian Museum	School Holidays	\$ 22,314.57
Australian Museum	Wildlife Photographer 2013	\$ 13,279.50
Cancer Institute NSW	Amputation	\$ 812,723.26
Cancer Institute NSW	Break The Chain	\$ 1,178,041.52
Cancer Institute NSW	Breast Screening	\$ 14,762.30
Cancer Institute NSW	Cigarettes Are Eating Your Kids Alive	\$ 928,280.09
Cancer Institute NSW	Cost of Christmas	\$ 48,240.00
Cancer Institute NSW	Darker Side of Tanning	\$ 1,880,248.57
Cancer Institute NSW	Emphysema	\$ 712,100.24
Cancer Institute NSW	I Can Quit	\$ 471,112.50
Cancer Institute NSW	Lung Cancer	\$ 800,339.50
Cancer Institute NSW	Never Give Up	\$ 1,429,712.85
Cancer Institute NSW	Pack A Day	\$ 35,961.00
Cancer Institute NSW	Parents	\$ 878,213.92
Cancer Institute NSW	Peace of Mind	\$ 777,033.10
Cancer Institute NSW	Quit Support	\$ 965,688.57
Cancer Institute NSW	Sponge	\$ 1,162,477.36
Destination NSW	Accor Regional	\$ 119,780.46
Destination NSW	Accor Sydney	\$ 63,080.00
Destination NSW	Accor Winter	\$ 46,194.39
Destination NSW	Adam Family	\$ 38,653.64
Destination NSW	Always On International Football	\$ 71,700.65
Destination NSW	Broken Hill	\$ 102,789.94
Destination NSW	Byron Bay	\$ 44,095.16
Destination NSW	Caravan and Camping	\$ 136,718.91
Destination NSW	City Of Sydney Precincts	\$ 25,000.00
Destination NSW	Countrylink Easter	\$ 88,342.25
Destination NSW	Countrylink Legally Blond	\$ 75,203.48
Destination NSW	Couples Getaways	\$ 578,471.68
Destination NSW	Destination NSW SEM	\$ 1,255,678.96
Destination NSW	DNSW AO Reg	\$ 110,707.19
Destination NSW	DNSW AO Syd	\$ 110,707.19
Destination NSW	Donna Hay	\$ 50,024.40
Destination NSW	Interdominion	\$ 297,510.87
Destination NSW	It's On in Sydney	\$ 924,007.69
Destination NSW	It's On in Wollongong	\$ 23,112.99
Destination NSW	It's On Regional	\$ 347,341.35
Destination NSW	It's On Sports	\$ 395,124.55
Destination NSW	Last Minute	\$ 63,984.96
Destination NSW	Lions Rugby Tour	\$ 41,836.30
Destination NSW	Lord Howe Island	\$ 66,026.50
Destination NSW	My Byron	\$ 106,086.00
Destination NSW	Outback	\$ 78,302.50
Destination NSW	Qantas	\$ 49,551.92
Destination NSW	Snowies Autumn	\$ 11,684.75
Destination NSW	South Coast	\$ 878,396.76
Destination NSW	State of Origin	\$ 147,700.00
Destination NSW	Sydney 360	\$ 124,165.67
Destination NSW	Sydney 360 Mobile Asia	\$ 49,177.08
Destination NSW	Sydney In Winter	\$ 953,908.18
Destination NSW	Sydney Rowing Regatta	\$ 21,014.00
Destination NSW	Sydney Summer	\$ 1,351,499.72
Destination NSW	Time Out Partnership	\$ 30,844.60
Destination NSW	TNSW Always On	\$ 568,575.67
Destination NSW	Top Gear Festival	\$ 45,684.00
Destination NSW	Vivid	\$ 401,332.55
Destination NSW	Bledisloe Cup Festival	\$ 26,028.05

Department/Agency	Campaign Advertising Title	Media Expenditure
Destination NSW	Deloitte Business Conference	\$ 6,270.92
Dubbo City Council	Destination Dubbo	\$ 40,081.01
Dubbo City Council	Your Dubbo	\$ 15,158.00
Fire and Rescue NSW	Winter Home Fire Safety	\$ 241,317.87
Game Council NSW	Hunting Licences	\$ 127,147.02
Hunter Development Corporation	Brand	\$ 877.78
Inland NSW Tourism	CountryLink Country	\$ 14,960.96
Inland NSW Tourism	CountryLink Outback	\$ 141,955.93
NSW Food Authority	Fast Choices	\$ 611,168.39
NSW Health	Aboriginal Prenatal	\$ 96,083.54
NSW Health	Alcohol & Culture	\$ 1,049,464.83
NSW Health	Get Healthy	\$ 119,855.04
NSW Health	Go 4 Fun	\$ 25,247.11
NSW Health	Hepatitis C	\$ 81,815.00
NSW Health	Immunisation	\$ 701,854.07
NSW Health	Measles Alert	\$ 4,559.00
NSW Health	Meningococcal	\$ 26,342.25
NSW Health	Responsible Drinking	\$ 272,697.33
NSW Mine Safety Advisory Council	Health & Safety Grants	\$ 21,272.05
NSW Rural Fire Services	Prepare Act Survive	\$ 1,305,831.85
NSW Trade & Investment	Family Energy Rebate	\$ 42,812.02
NSW Treasury Corporation	Waratah Bonds	\$ 40,753.72
NSW Trustee & Guardian	Core Services	\$ 426,969.50
Office of Environment & Heritage	Love Food Hate Waste	\$ 5,487.59
Office of Environment & Heritage -National Parks	National Parks	\$ 33,825.15
Office of Environment & Heritage -National Parks	New Years 2012	\$ 46,359.72
Office of Environment & Heritage -National Parks	Outback	\$ 42,871.54
Office of Environment & Heritage -National Parks	Parks Week	\$ 33,926.81
Office of Environment & Heritage -National Parks	Two Wheeled Treks	\$ 15,016.82
Office of Environment & Heritage -National Parks	Wild About Whales	\$ 93,543.16
Office of Environment & Heritage -National Parks	Wilderquest	\$ 91,135.50
Planning & Infrastructure	Strategy For Sydney	\$ 45,500.00
Planning & Infrastructure	Your Future Sydney	\$ 43,400.00
Premier and Cabinet	NSW Now	\$ 324,223.73
Railcorp - Countrylink	\$69 Fare	\$ 46,617.74
Railcorp - Countrylink	Albury	\$ 38,128.15
Railcorp - Countrylink	Alexander The Great	\$ 39,387.95
Railcorp - Countrylink	Canberra \$29 Fare	\$ 43,097.14
Railcorp - Countrylink	Dinosaurs In The Wild	\$ 45,079.60
Railcorp - Countrylink	Floriade	\$ 36,580.42
Railcorp - Countrylink	Kids \$1 Fare	\$ 46,482.41
Railcorp - Countrylink	Outback	\$ 40,396.00
Railcorp - Countrylink	Toulouse Lautrec	\$ 30,465.42
Railcorp - Countrylink	Valentines Day	\$ 33,508.06
Roads and Maritime Services	Batemans Bay/Liverpool region	\$ 11,790.27
Roads and Maritime Services	Changed Route Numbers	\$ 10,000.00
Roads and Maritime Services	M2 Closure	\$ 48,693.85
Roads and Maritime Services - Corporate Communications	Abolition of Rego Labels	\$ 52,952.06
Roads and Maritime Services - Corporate Communications	Emu Pass	\$ 124,174.89
Roads and Maritime Services - Corporate Communications	eRider	\$ 39,950.52
Roads and Maritime Services - Corporate Communications	My Address	\$ 48,131.00
Roads and Maritime Services - Corporate Communications	NSW Rego App For Iphone	\$ 44,883.90
Roads and Maritime Services - Corporate Communications	Written Off Vehicles	\$ 33,335.89
Roads and Maritime Services - Hunter Region	Crowd Safety	\$ 21,760.00
Roads and Maritime Services - Hunter Region	Drink Walk	\$ 16,240.00
Roads and Maritime Services - Hunter Region	EEPS	\$ 88,580.00
Roads and Maritime Services - Hunter Region	Learner Drivers	\$ 8,272.74
Roads and Maritime Services - Hunter Region	Pedestrian Safety	\$ 8,400.00
Roads and Maritime Services - Northern Region	EEPS	\$ 175,272.00
Roads and Maritime Services - Northern Region	Fatigue	\$ 56,232.00
Roads and Maritime Services - Northern Region	Heavy Vehicle	\$ 29,231.00
Roads and Maritime Services - Northern Region	Motorcycle Safety	\$ 22,500.00
Roads and Maritime Services - Northern Region	Occupant Restraint	\$ 7,264.00
Roads and Maritime Services - Northern Region	Speeding	\$ 44,619.00
Roads and Maritime Services - South Western Region	Drink Walk	\$ 7,270.00
Roads and Maritime Services - South Western Region	EEPS	\$ 116,988.00
Roads and Maritime Services - South Western Region	Fatigue	\$ 36,400.00

Department/Agency	Campaign Advertising Title	Media Expenditure
Roads and Maritime Services - South Western Region	Heavy Vehicle	\$ 6,600.00
Roads and Maritime Services - South Western Region	Heavy Vehicles	\$ 11,560.00
Roads and Maritime Services - South Western Region	Motorcycle Safety	\$ 53,999.00
Roads and Maritime Services - South Western Region	Pedestrian Safety	\$ 23,476.60
Roads and Maritime Services - South Western Region	Speed Don't Rush	\$ 38,031.00
Roads and Maritime Services - Southern Region	Crowd Safety	\$ 21,600.00
Roads and Maritime Services - Southern Region	EEPS	\$ 93,626.38
Roads and Maritime Services - Southern Region	Heavy Vehicle Speed and Fatigue	\$ 29,040.00
Roads and Maritime Services - Southern Region	Learner Driver	\$ 5,396.00
Roads and Maritime Services - Southern Region	Motorcycle Safety	\$ 20,733.20
Roads and Maritime Services - Southern Region	Snow Safe	\$ 45,975.00
Roads and Maritime Services - Sydney Client Services	Drink/Walk Safety	\$ 46,363.00
Roads and Maritime Services - Sydney Client Services	EEPS	\$ 159,058.26
Roads and Maritime Services - Sydney Client Services	Heavy Vehicle Seatbelts	\$ 31,442.60
Roads and Maritime Services - Sydney Client Services	Motorcycle Safety	\$ 36,300.00
Roads and Maritime Services - Sydney Client Services	Speeding	\$ 39,520.00
Roads and Maritime Services - Western Region	Drink Drive	\$ 8,902.15
Roads and Maritime Services - Western Region	EEPS	\$ 55,424.00
Roads and Maritime Services - Western Region	Fatigue	\$ 23,208.00
Roads and Maritime Services - Western Region	Headlights	\$ 50,070.00
Roads and Maritime Services - Western Region	Ice Road	\$ 18,312.00
Roads and Maritime Services - Western Region	Lights On	\$ 13,483.50
Roads and Maritime Services - Western Region	Motorcycle Safety	\$ 16,150.00
Roads and Maritime Services - Western Region	Occupant Restraint	\$ 25,895.00
Roads and Maritime Services - Western Region	Speed	\$ 13,550.80
Roads and Maritime Services - Western Region	Winter Weather	\$ 21,860.00
South East Sydney Local Health District	Health Week 2012	\$ 13,972.48
South East Sydney Local Health District	Problem Gambling CALD	\$ 13,019.49
South East Sydney Local Health District	World No Tobacco Day	\$ 8,779.41
State Electoral Commission	City Sydney Non Resident	\$ 24,772.48
State Electoral Commission	Enrolments	\$ 68,408.33
State Electoral Commission	How To & Remember To Vote	\$ 43,099.99
State Electoral Commission	Pre Poll & Postal	\$ 270,985.46
State Electoral Commission	Register Your Material	\$ 14,538.50
State Electoral Commission	Remember To Vote	\$ 159,671.69
State Electoral Commission	Town Hall Polling	\$ 3,886.65
State Library of NSW	eResources	\$ 15,117.93
Sydney Harbour Foreshore Authority	Aroma Festival	\$ 49,842.98
Sydney Harbour Foreshore Authority	Australia Day	\$ 21,155.80
Sydney Harbour Foreshore Authority	Australia Day Darling Harbour	\$ 21,518.35
Sydney Harbour Foreshore Authority	Australia Day The Rocks	\$ 3,276.00
Sydney Harbour Foreshore Authority	Chinese Garden	\$ 6,031.20
Sydney Harbour Foreshore Authority	Darling Dining	\$ 1,990.00
Sydney Harbour Foreshore Authority	Fiesta	\$ 51,988.51
Sydney Harbour Foreshore Authority	Footy Fever	\$ 14,721.95
Sydney Harbour Foreshore Authority	Heritage	\$ 49,100.00
Sydney Harbour Foreshore Authority	Hoopla	\$ 46,648.51
Sydney Harbour Foreshore Authority	Santa Fest	\$ 40,030.00
Sydney Harbour Foreshore Authority	The Rocks Retail Tactical	\$ 30,084.08
Sydney Harbour Foreshore Authority	The Rocks Village Bizarre	\$ 33,714.61
Sydney Harbour Foreshore Authority	Windmill	\$ 44,350.02
Sydney Olympic Park Authority	Bicentennial Park	\$ 6,126.25
Sydney Olympic Park Authority	Brand	\$ 24,091.33
Sydney Olympic Park Authority	Bruce Springsteen	\$ 5,414.00
Sydney Olympic Park Authority	Business Events - PPC Camp	\$ 13,129.58
Sydney Olympic Park Authority	Keith Urban	\$ 4,582.69
Sydney Olympic Park Authority	Kids in the Park	\$ 81,520.25
Sydney Olympic Park Authority	Movies by the Boulevard	\$ 10,905.00
Sydney Olympic Park Authority	T20 International Cricket	\$ 7,907.32
Sydney Olympic Park Authority	The Wiggles	\$ 7,855.53
Tafe NSW	Tafe NSW	\$ 24,144.80
Tafe NSW - Illawarra Institute	Choice Day June 2013	\$ 38,192.00
Transport for NSW	Aboriginal Knockout	\$ 9,995.00
Transport for NSW	Bike Week	\$ 54,967.00
Transport for NSW	Change To NSW Road Rules	\$ 156,661.33
Transport for NSW	Child Restraints Fitting Stations	\$ 90,552.11
Transport for NSW	Clip Every Trip	\$ 688,805.20
Transport for NSW	Clip Every Trip - Taxi	\$ 1,650.00
Transport for NSW	Don't Rush	\$ 3,705,252.83
Transport for NSW	Double Demerits	\$ 866,100.15
Transport for NSW	Drink Drive Plan B	\$ 2,624,135.36

Department/Agency	Campaign Advertising Title	Media Expenditure
Transport for NSW	Dwell Management	\$ 1,600.00
Transport for NSW	EEPs Drink Drive	\$ 104,475.00
Transport for NSW	Fatigue - Driver	\$ 613,179.10
Transport for NSW	Fatigue - Wake Up To Signs	\$ 388,608.64
Transport for NSW	Heavy Vehicle Point-to-Point Cameras	\$ 263,187.00
Transport for NSW	Lifejacket Safety	\$ 730,808.54
Transport for NSW	Mobile Phone Distraction	\$ 379,416.70
Transport for NSW	Motorcycle Lane Filtering Trial	\$ 51,342.35
Transport for NSW	Motorcycle Safety	\$ 114,942.33
Transport for NSW	Older Pedestrian Card	\$ 18,000.00
Transport for NSW	P Plate Drivers Project	\$ 11,774.50
Transport for NSW	Railway Crossing	\$ 82,745.59
Transport for NSW	School Zones	\$ 399,875.24
Transport for NSW	Summer Messaging	\$ 9,244.64
Workcover NSW	Heat Stress	\$ 43,240.00
Zoological Parks Board	Billabong Camp	\$ 40,000.02
Zoological Parks Board	Dinosaurs Summer/April	\$ 127,838.80
Zoological Parks Board	Easter Zoo	\$ 62,477.31
Zoological Parks Board	July Brand	\$ 98,000.00
Zoological Parks Board	June /July Holidays	\$ 52,692.14
Zoological Parks Board	Sept/Oct School Holidays	\$ 37,799.68
Zoological Parks Board	Summer Cald Activity	\$ 15,340.16
Zoological Parks Board	Summer Holidays	\$ 252,691.75
Zoological Parks Board	Western Plains Zoo	\$ 187,099.00
Zoological Parks Board	Zoo SEM	\$ 12,409.33

Department/Agency	Campaign Advertising Title	Media Expenditure
STATE OWNED CORPORATIONS		
Ausgrid PESAP	Bushfire Safety	\$ 45,421.00
Ausgrid PESAP	Christmas Lights	\$ 19,668.00
Ausgrid PESAP	Dial Before You Dig	\$ 148,254.22
Ausgrid PESAP	DIY Electrical Safety	\$ 124,624.00
Ausgrid PESAP	Joint Electrical Safety	\$ 141,456.00
Ausgrid PESAP	Overhead Power Lines	\$ 121,276.00
Ausgrid PESAP	Storm Safety	\$ 97,352.00
Endeavour Energy	Bushfire Wise	\$ 16,966.00
Endeavour Energy	Overhead Powerlines	\$ 17,050.00
Endeavour Energy	PESAP	\$ 111,660.00
Landcom - Bringelly	Oran Park Town	\$ 626,347.20
Landcom - Bringelly	Potts Hill	\$ 135,820.34
Landcom - Doonside	Thornton	\$ 271,815.15
Landcom - Camden/Illawarra	East Village	\$ 188,603.44
Landcom - Camden/Illawarra	Edmondson Park	\$ 247,137.22
Landcom - Camden/Illawarra	Garden Gates	\$ 30,638.00
Landcom - Camden/Illawarra	Renwick	\$ 39,637.37
Landcom - Camden/Illawarra	Tallowood Hills	\$ 1,785.00
Landcom - Camden/Illawarra	Woodlands	\$ 66,376.80
Landcom - Smeaton Grange	One Minto	\$ 78,641.20
Landcom - Liverpool-Greenway View	Highcrest	\$ 130,047.00
Landcom - Newcastle	Ashton Grove	\$ 42,093.75
Landcom - Newcastle	Corporate	\$ 291.25
Landcom - Newcastle	North Tuncurry	\$ 1,308.44
Landcom - Newcastle	Sanctuary	\$ 108,773.80
Landcom - Newcastle	Vantage	\$ 44,146.36
Landcom - The Ponds Newbury	Bunya	\$ 46,920.88
Landcom - The Ponds Newbury	Caddens	\$ 290,171.07
Landcom - The Ponds Newbury	Eco Living	\$ 83,466.49
Landcom - The Ponds Newbury	The Ponds	\$ 151,008.64