

## NSW Government Campaign Advertising - Media expenditure

Report covers advertising during period: **1/7/2013 to 30/06/2014**

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	\$ 1,243
Art Gallery NSW	Art After Hours	\$ 47,007
Art Gallery NSW	Art Gallery	\$ 48,928
Art Gallery NSW	Art Guide	\$ 5,000
Art Gallery NSW	Hidden Treasure	\$ 43,384
Art Gallery NSW	Noh Robes	\$ 12,176
Art Gallery NSW	Painting a Nation	\$ 39,646
Art Gallery NSW	Sydney Moderns	\$ 52,173
Art Gallery NSW	Yu Hong and Goya	\$ 47,027
Australian Museum	School Holiday Guide	\$ 13,453
Australian Museum	Tyrannosaurus	\$ 183,474
Australian Museum	Wild Photographer of the Year	\$ 48,270
Cancer Institute NSW	Aboriginal Quit Line	\$ 41,883
Cancer Institute NSW	Break The Chain	\$ 763,810
Cancer Institute NSW	Breast Screen NSW	\$ 4,160
Cancer Institute NSW	Emphysema	\$ 12,849
Cancer Institute NSW	Listen out for Lung Cancer	\$ 865,742
Cancer Institute NSW	Mutations	\$ 192,084
Cancer Institute NSW	Never Give Up	\$ 618,075
Cancer Institute NSW	Quit Support	\$ 377,672
Cancer Institute NSW	Skin Cancer Prevention	\$ 1,790,343
Cancer Institute NSW	Terrie's Campaign	\$ 1,101,716
Cancer Institute NSW	Tobacco Control Partnership	\$ 6,390
Cancer Institute NSW	Voice Within	\$ 807,046
Cancer Institute NSW	Willpower	\$ 386,503
Destination NSW#	Adlux Trial	\$ 9,500
Destination NSW#	Always On	\$ 335,706
Destination NSW#	Australia Day	\$ 77,250
Destination NSW#	Australian Badminton Open	\$ 18,667
Destination NSW#	Australian Open Surf	\$ 68,749
Destination NSW#	Blue Mountains	\$ 2,967
Destination NSW#	Bushfire Recovery	\$ 4,052
Destination NSW#	Caravan and Camping	\$ 283,469
Destination NSW#	Central Coast	\$ 45,871
Destination NSW#	Chief Funster	\$ 103,104
Destination NSW#	Deni Blues & Roots	\$ 8,897
Destination NSW#	Ferrari	\$ 75,851
Destination NSW#	Hoosh	\$ 13,623
Destination NSW#	Icumulus	\$ 70,000
Destination NSW#	It's On	\$ 211,931
Destination NSW#	It's On in Winter	\$ 312,492
Destination NSW#	It's On Newcastle	\$ 50,067
Destination NSW#	It's On Regional	\$ 33,968
Destination NSW#	It's On Regional	\$ 16,438
Destination NSW#	It's On Sports	\$ 15,060
Destination NSW#	It's On Wollongong	\$ 22,752
Destination NSW#	Lord Howe Island	\$ 74,105
Destination NSW#	Luxury Travel Supplement	\$ 30,633
Destination NSW#	Major League Baseball	\$ 88,228
Destination NSW#	Plonk	\$ 42,000
Destination NSW#	Project India	\$ 195,855
Destination NSW#	Regional NSW Inserts	\$ 212,806
Destination NSW#	Riverina	\$ 26,417
Destination NSW#	Snowy Mountains	\$ 31,183
Destination NSW#	South Coast Tourism	\$ 56,753
Destination NSW#	State of Origin 2	\$ 10,086
Destination NSW#	Strictly Ballroom	\$ 626,043
Destination NSW#	Summer in Sydney	\$ 1,569,837
Destination NSW#	The Championships	\$ 154,156
Destination NSW#	Top Gear	\$ 21,402
Destination NSW#	Vivid	\$ 388,431
Destination NSW#	Winter in Sydney	\$ 918,882
Destination NSW#	Winter School Holidays	\$ 119,596
Destination NSW#	Xterra	\$ 19,766
Environment Protection Authority	Hey Tosser!	\$ 813,309

Department/Agency	Campaign Advertising Title	Media Expenditure
Family & Community Services (ACWA)	Foster Care	\$ 89,582
Family & Community Services	NSW Woman of the Year	\$ 3,032
Family & Community Services	Safe Home For Life	\$ 10,370
Finance & Services	Macquarie Bank	\$ 52,507
Finance & Services	Project Loftus	\$ 180,946
Fire and Rescue NSW	Fire & Rescue New South Wales	\$ 2,562
Fire and Rescue NSW	Winter Home Fire Safety	\$ 172,183
Game Council NSW	Hunting Licences	\$ 3,932
Illawarra Shoalhaven Local Health District	Go for Fun 2	\$ 19,102
Illawarra Shoalhaven Local Health District	Quit for New Life	\$ 6,047
Illawarra Shoalhaven Local Health District	World No Tobacco Day	\$ 2,800
Liquor Gaming & Racing	Awareness Week	\$ 4,332
NSW Fair Trading	Check your Tradie	\$ 750
NSW Health	Finish with the Right Stuff	\$ 28,313
NSW Health	Get Healthy	\$ 2,602,916
NSW Health	Go 4 Fun	\$ 19,786
NSW Health	Hepatitis C	\$ 229,944
NSW Health	Measles	\$ 8,418
NSW Health	Meningococcal	\$ 20,530
NSW Health	Multicultural Health Communication Service Heart Week	\$ 3,880
NSW Health	Tobacco Legislation	\$ 291,135
NSW Health	Winter Flu	\$ 206,774
NSW Police Force	Lock Out Laws	\$ 4,379
NSW Police Force	Synthetic Drugs	\$ 41,161
NSW Rural Fire Service	Bush Fire Prepare Act Survive	\$ 1,281,342
NSW Trustee & Guardian	Core Services	\$ 402,682
NSW Trustee & Guardian	Wills Black & White	\$ 436,416
Off of Liquor Gaming & Racing	Stay on track	\$ 19,375
Office of Environment & Heritage	Love Food Hate Waste Search	\$ 1,590
Office of Environment & Heritage - National Parks	Saved	\$ 9,638
Office of Environment & Heritage - National Parks	Bradleys Head	\$ 10,378
Office of Environment & Heritage - National Parks	Crooked Mountain	\$ 7,181
Office of Environment & Heritage - National Parks	Great Walks	\$ 15,000
Office of Environment & Heritage - National Parks	Heritage Festival	\$ 10,000
Office of Environment & Heritage - National Parks	National Parks and Wildlife Service	\$ 66,695
Office of Environment & Heritage - National Parks	Outback NSW	\$ 4,001
Office of Environment & Heritage - National Parks	Two Wheeled Treks	\$ 29,633
Office of Environment & Heritage - National Parks	Wild about Whales	\$ 84,823
Office of Environment & Heritage - National Parks	Wilderquest	\$ 105,650
Premier & Cabinet	Alcohol Initiatives	\$ 75,588
Premier & Cabinet	Australia Day	\$ 8,690
Premier & Cabinet	NSW NOW	\$ 1,911
Resources & Energy	Family Energy Rebate	\$ 47,038
Safety Return to Work & Support	Heat Stress	\$ 46,119
Safety Return to Work & Support	Truck Safety	\$ 51,017
South East Sydney Local Health District	Men's Health Week 2013	\$ 9,364
South East Sydney Local Health District	Problem Gambling	\$ 6,256
State Library of NSW	Artist Colony	\$ 32,691
State Library of NSW	Call for Applications	\$ 13,406
State Library of NSW	NSW Premier History Awards	\$ 5,621
State Library of NSW	Sydney Writers Festival	\$ 4,500
State Library of NSW	World Press Photo	\$ 5,586
State Library of NSW	WWI: Life Interrupted	\$ 7,623
Sydney Harbour Foreshore Authority	Aroma	\$ 44,169
Sydney Harbour Foreshore Authority	Australia Day - Darling Harbour	\$ 33,541
Sydney Harbour Foreshore Authority	Australia Day - The Rocks	\$ 42,817
Sydney Harbour Foreshore Authority	Cool Yule	\$ 45,107
Sydney Harbour Foreshore Authority	Darling Dining	\$ 24,746
Sydney Harbour Foreshore Authority	Fiesta	\$ 50,058
Sydney Harbour Foreshore Authority	Hoopla	\$ 49,026
Sydney Harbour Foreshore Authority	Month of Love	\$ 47,302
Sydney Harbour Foreshore Authority	Rocks	\$ 77,099
Sydney Harbour Foreshore Authority	SantaFest	\$ 49,325
Sydney Harbour Foreshore Authority	Taste of the Rocks	\$ 16,000
Sydney Harbour Foreshore Authority	The Rocks - What's in	\$ 42,100
Sydney Harbour Foreshore Authority	Village Bizarre	\$ 49,880
Sydney Olympic Park Authority	Business & Corporate	\$ 28,816
Sydney Olympic Park Authority	Kids in the Park	\$ 109,435
Sydney Olympic Park Authority	Outdoor Movie Nights	\$ 22,432
Sydney Olympic Park Authority	Sydney Olympic Park Search	\$ 7,223
Transport for NSW	Aboriginal Knockout	\$ 20,433
Transport for NSW	Bike Week	\$ 49,995
Transport for NSW	Child Restraints	\$ 204,028

Department/Agency	Campaign Advertising Title	Media Expenditure
Transport for NSW	Cold Water	\$ 42,845
Transport for NSW	Don't Rush	\$ 3,846,120
Transport for NSW	Double Demerits	\$ 855,720
Transport for NSW	Drink Drive Plan B	\$ 3,367,942
Transport for NSW	Dwell Management	\$ 4,900
Transport for NSW	E10	\$ 17,500
Transport for NSW	EEP Drink Drive	\$ 93,125
Transport for NSW	EEP Hunter	\$ 63,280
Transport for NSW	EEP North	\$ 149,231
Transport for NSW	EEP South West	\$ 81,255
Transport for NSW	EEP Southern	\$ 65,825
Transport for NSW	EEP Sydney	\$ 146,701
Transport for NSW	EEP Western	\$ 79,880
Transport for NSW	EEPS	\$ 35,547
Transport for NSW	Fatigue	\$ 1,375,819
Transport for NSW	Get Your Hand Off It	\$ 1,877,889
Transport for NSW	Lane Filtering	\$ 27,792
Transport for NSW	Lifejacket Safety	\$ 537,490
Transport for NSW	Mobile Phone Distraction	\$ 368,100
Transport for NSW	Railway Crossings	\$ 575,301
Transport for NSW	Safe Drivers	\$ 7,526
Transport for NSW	School Safety	\$ 310,672
Transport for NSW	School Zones	\$ 100,860
Transport for NSW	Seatbelts	\$ 785,360
Transport for NSW	Snow Safe	\$ 32,907
Transport for NSW	Speed Cameras	\$ 1,798,265
Transport for NSW	Train Timetables	\$ 625,809
Transport for NSW	Trainlink	\$ 70,000
Transport for NSW	Western Winter Weather	\$ 30,025
Zoological Parks Board	Chinese NY	\$ 15,690
Zoological Parks Board	Easter Zoo	\$ 8,044
Zoological Parks Board	Sept/Oct School Holidays	\$ 41,904
Zoological Parks Board	Taronga Zoo Sydney	\$ 440,172
Zoological Parks Board	Taronga Zoo Western Plains	\$ 131,198
Zoological Parks Board	Western Plains Zoo	\$ 25,734
Zoological Parks Board	Wild Rhinos	\$ 25,000
Zoological Parks Board	Zoo Friends / Parents	\$ 17,742

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

#### STATE OWNED CORPORATIONS

Ausgrid	Bush Fine	\$ 26,762
Ausgrid	Bushfire Safety Campaign	\$ 47,560
Ausgrid	Copper Theft	\$ 3,600
Ausgrid	Dial Before You Dig	\$ 151,643
Ausgrid	DIY Safety	\$ 156,383
Ausgrid	Joint Electrical Safety	\$ 25,474
Ausgrid	Network Asset Equip Safety	\$ 22,097
Ausgrid	Overhead Power Lines	\$ 186,054
Ausgrid	PESAP	\$ 143,434
Ausgrid	PESAP Joint	\$ 110,522
Endeavour Energy	Bushfire Wise	\$ 19,342
Endeavour Energy	PESAP	\$ 112,830
Urban Growth	Blacktown Native Site	\$ 5,127
Urban Growth	Bunya	\$ 4,711
Urban Growth	Caddens	\$ 58,105
Urban Growth	East Village	\$ 34,320
Urban Growth	Edmondson Park	\$ 82,505
Urban Growth	One Minto	\$ 58,480
Urban Growth	Oran Park	\$ 149,382
Urban Growth	Potts Hill	\$ 48,253
Urban Growth	Renwick	\$ 16,527
Urban Growth	Sanctuary	\$ 54,628
Urban Growth	The Ponds	\$ 71,226
Urban Growth	Thornton	\$ 149,908
Urban Growth	Vantage	\$ 37,777