

## NSW Government Campaign Advertising - Media expenditure

Report covers advertising during period: 1/7/2014 to 30/06/2015

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 of NSW	Archibald	\$ 42,742
Art Gallery of NSW	Art After Hours	\$ 44,296
Art Gallery of NSW	Art Express	\$ 11,074
Art Gallery of NSW	European Prints and Drawings	\$ 11,074
Art Gallery of NSW	Go East	\$ 5,523
Art Gallery of NSW	Late Nights	\$ 4,500
Art Gallery of NSW	Noh Robes	\$ 11,074
Art Gallery of NSW	Pop To Popism	\$ 267,373
Art Gallery of NSW	Royal Portraits	\$ 11,074
Art Gallery of NSW	Spectrum Corroborree	\$ 11,074
Art Gallery of NSW	State Street Education Program	\$ 44,296
Art Gallery of NSW	The Photograph and Australia	\$ 218,481
Australian Museum	School Holiday Guide	\$ 16,863
Australian Museum	The Aztecs Exhibition	\$ 195,382
Australian Museum	Tyrannosaurus	\$ 4,091
Australian Museum	Wild Photographer of the Year	\$ 59,306
Cancer Institute of NSW	Breast Screen GP Pilot	\$ 37,678
Cancer Institute of NSW	Bronchoscopy	\$ 931,164
Cancer Institute of NSW	Content Partnerships	\$ 579,049
Cancer Institute of NSW	Last Dance	\$ 849,868
Cancer Institute of NSW	Listen out for Lung Cancer	\$ 749,265
Cancer Institute of NSW	Mutations	\$ 844,913
Cancer Institute of NSW	Never Give Up	\$ 937,137
Cancer Institute of NSW	Pretty Shady	\$ 1,196,177
Cancer Institute of NSW	Terrie's Campaign	\$ 2,441,096
Cancer Institute of NSW	Tobacco Control Partnership	\$ 463,068
Cancer Institute of NSW	Tobacco Tax Increase	\$ 40,843
Destination NSW #	Adhoc Out of Home	\$ 36,875
Destination NSW #	AFC Asian Cup Football	\$ 188,356
Destination NSW #	All Stars vs Juventus	\$ 122,180
Destination NSW #	Always On - Outbrain	\$ 60,952
Destination NSW #	Always On - Yahoo!7	\$ 25,166
Destination NSW #	Australia Day Concert Series	\$ 24,006
Destination NSW #	Australian Garden Show	\$ 39,600
Destination NSW #	Australian Open Of Surfing 15	\$ 64,911
Destination NSW #	Australian Tourism Exchange	\$ 66,400
Destination NSW #	Blue Mountains	\$ 108,705
Destination NSW #	Caravan and Camping	\$ 17,969
Destination NSW #	China Search	\$ 20,455
Destination NSW #	Cricket World Cup Regional Bus Tou	\$ 130,273
Destination NSW #	Destination NSW PR	\$ 135,132
Destination NSW #	DNSW/NSW TrainLink Food and Wine	\$ 100,637
Destination NSW #	ESPN ICC World Cup	\$ 548,300
Destination NSW #	Extreme Sailing	\$ 20,739
Destination NSW #	Hunter Valley Wine Country	\$ 103,936
Destination NSW #	ICC Cricket World Cup 2015	\$ 422,763
Destination NSW #	Icumulus	\$ 47,250
Destination NSW #	It's On Newcastle & the Hunter	\$ 56,706
Destination NSW #	It's On Sport	\$ 81,222
Destination NSW #	It's On Sydney	\$ 586,122
Destination NSW #	It's On Wollongong	\$ 31,650
Destination NSW #	Lord Howe Island	\$ 152,353
Destination NSW #	Murray River	\$ 56,426
Destination NSW #	Offspring Magazine	\$ 2,900
Destination NSW #	Parramasala	\$ 32,808
Destination NSW #	Project India	\$ 11,828
Destination NSW #	Regional NSW Inserts	\$ 230,135
Destination NSW #	Snowy Mountains	\$ 36,318
Destination NSW #	South Coast Tourism	\$ 463,824
Destination NSW #	Spring School Holidays	\$ 106,071

Destination NSW #	State of Origin 2	\$	115,368
Destination NSW #	Sydney in Winter and Vivid Insert	\$	452,012
Destination NSW #	Sydney in Summer	\$	956,827
Destination NSW #	Sydney in Summer NZ Trade	\$	8,867
Destination NSW #	Sydney in Winter	\$	530,817
Destination NSW #	Sydney in Winter NZ Trade	\$	9,236
Destination NSW #	Top Gear Festival 2015	\$	18,628
Destination NSW #	Tottenham	\$	24,573
Destination NSW #	Vivid	\$	314,856
Destination NSW #	Winter School Holidays	\$	48,081
Destination NSW #	World Class Sports Hosts	\$	6,425
Environment & Protection Authority	Hey Tossler	\$	1,247,375
Family & Community Services	Care For A Carer Week	\$	6,476
Family & Community Services	Underage Forced Marriages	\$	17,907
Fire and Rescue NSW	Winter Home Fire Safety	\$	295,340
Government Property NSW	Sandstone	\$	71,767
Health Infrastructure	Northern Beaches Health Infrastructure	\$	3,544
Illawarra Shoalhaven Local Health District	Go 4 Fun 2	\$	6,096
Illawarra Shoalhaven Local Health District	Go 4 Fun Schools Breakfast Program	\$	4,205
Illawarra Shoalhaven Local Health District	Go 4 Fun Stepping On	\$	4,332
Illawarra Shoalhaven Local Health District	Quit for New Life	\$	2,485
Illawarra Shoalhaven Local Health District	Smoking Ban	\$	4,576
Museum of Applied Arts & Science	A Fine Possession	\$	90,066
Museum of Applied Arts & Science	Auto Obsession	\$	67,674
Museum of Applied Arts & Science	Circus	\$	50,000
Museum of Applied Arts & Science	Interface - People, Machines, Design	\$	73,541
Museum of Applied Arts & Science	Sydney Design	\$	88,297
Museum of Applied Arts & Science	Undressed	\$	39,691
North Coast Local Land Services	Cane Toads	\$	1,983
NSW Electoral Commission	Brand & Enrolment	\$	507,551
NSW Electoral Commission	Formalities	\$	88,693
NSW Electoral Commission	iVote	\$	181,979
NSW Electoral Commission	Prepoll & Postal Voting	\$	623,760
NSW Electoral Commission	Remember to Vote	\$	586,660
NSW Fair Trading	Home Building Reforms	\$	19,432
NSW Health	Get Healthy	\$	404,800
NSW Health	Go 4 Fun	\$	23,839
NSW Health	Heal	\$	677,015
NSW Health	Heart Foundation	\$	12,432
NSW Health	Hepatitis C	\$	2,776
NSW Health	Immunisation	\$	1,650,828
NSW Health	Multicultural Health Week	\$	7,064
NSW Health	Pertussis	\$	6,000
NSW Health	Playsafe	\$	5,000
NSW Health	Tobacco Legislation	\$	260,212
NSW Health	Winter Flu	\$	163,701
NSW Health	Yarra Estate Open Day	\$	612
NSW Police Force	Domestic Violence	\$	13,112
NSW Police Force	Fraud	\$	20,000
NSW Police Force	Ice	\$	53,910
NSW Rural Fire Service	Bush Fire Prepare Act Survive	\$	1,302,445
NSW Trade & Investment	NSW Energy Deregulation	\$	1,319,358
NSW Trade & Investment	NSW Gas Plan	\$	351,739
NSW Trade & Investment	NSW Premiers Export Awards	\$	6,000
NSW Trains	Destination NSW Trainlink Vivid	\$	101,718
NSW Trains	Schools Program	\$	28,158
NSW Trains	TrainLink Corporate	\$	292
NSW Trains	Winter Getaway	\$	103,832
NSW Trustee & Guardian	Core Services	\$	288,709
NSW Trustee & Guardian	Get it in Black & White	\$	559,432
NSW Trustee & Guardian	Planning Ahead Tools	\$	9,990
Office of Environment & Heritage	Crooked Mountain in Concert	\$	7,960
Office of Environment & Heritage	National Parks and Wildlife Service	\$	75,387
Office of Environment & Heritage	Nature Near Me Mobile App	\$	21,800
Office of Environment & Heritage	Nature Walks NSW	\$	5,125
Office of Environment & Heritage	New Years Eve Sydney Harbour	\$	20,445
Office of Environment & Heritage	NPWS Parks Week	\$	21,140
Office of Environment & Heritage	Outback NSW	\$	19,741
Office of Environment & Heritage	PlanetFest	\$	12,949

Office of Environment & Heritage	Wild about Whales	\$	80,843
Office of Environment & Heritage	Wilderquest	\$	37,904
Office of Liquor, Gaming & Racing	Gambling Help	\$	657,119
Premier & Cabinet	Alcohol Fuelled Violence	\$	1,337,227
Premier & Cabinet	Australia Day	\$	2,414
Resources & Energy	Family Energy Rebate	\$	45,633
Safety Return to Work & Support	Alive and Well	\$	42,956
Safety Return to Work & Support	Get Healthy at Work	\$	40,099
Safety Return to Work & Support	Glass Project	\$	2,104
Safety Return to Work & Support	Heat Stress	\$	41,641
Safety Return to Work & Support	Loose Fill Asbestos Insulator	\$	30,801
Service NSW	ServiceNSW	\$	282,128
Skills Reform State Training	Smart and Skilled	\$	309,211
South Eastern Sydney Local Health District	HIV Testing Week	\$	23,544
State Library of NSW	Coral Thomas Fellowship	\$	3,182
State Library of NSW	Don McCullin The Impossible	\$	18,169
State Library of NSW	Fellowship Program	\$	35,897
State Library of NSW	Literary Honours	\$	6,351
State Library of NSW	Lynley Dodd	\$	19,858
State Library of NSW	Mereweather Mitchell Fellowship:	\$	12,436
State Library of NSW	NSW Premier History Awards	\$	5,644
State Library of NSW	Premiers Literary Awards	\$	9,945
State Library of NSW	Pulp Confidential	\$	16,238
State Library of NSW	Summer Exhibition Series	\$	13,174
State Library of NSW	World Press Photo	\$	1,650
State Library of NSW	WWI Life Interrupted	\$	9,177
Sydney Olympic Park Authority	Always On	\$	16,246
Sydney Olympic Park Authority	Aquatic Centre	\$	5,130
Sydney Olympic Park Authority	Business Events	\$	32,887
Sydney Olympic Park Authority	Easter Promotion	\$	9,291
Sydney Olympic Park Authority	Kids in the Park	\$	88,240
Sydney Olympic Park Authority	Movies by the Boulevard	\$	22,115
Sydney Harbour Foreshore Authority	Aroma	\$	43,401
Sydney Harbour Foreshore Authority	Australia Day - Darling Harbour	\$	35,320
Sydney Harbour Foreshore Authority	Australia Day - The Rocks	\$	35,400
Sydney Harbour Foreshore Authority	Cool Yule	\$	39,365
Sydney Harbour Foreshore Authority	Darling Harbour - Facebook	\$	11,000
Sydney Harbour Foreshore Authority	Darling Harbour - Month Of Love	\$	27,810
Sydney Harbour Foreshore Authority	Darling Harbour - Santa Fest	\$	42,421
Sydney Harbour Foreshore Authority	Fiesta	\$	33,619
Sydney Harbour Foreshore Authority	Nomanslanding	\$	41,393
Sydney Harbour Foreshore Authority	Rocks Markets	\$	20,000
Sydney Harbour Foreshore Authority	The Rocks - Dining	\$	5,000
Sydney Harbour Foreshore Authority	The Rocks - Facebook	\$	13,950
Sydney Harbour Foreshore Authority	The Rocks - Rebrand	\$	30,000
Sydney Harbour Foreshore Authority	The Rocks - Village Bizarre	\$	46,977
Sydney Harbour Foreshore Authority	What's On In The Rocks	\$	37,328
Sydney Opera House	All About Women Festival 2015	\$	11,728
Sydney Opera House	Sydney Opera House App	\$	24,241
Sydney Opera House	Welcome to Your Summerhouse	\$	19,990
TAFE NSW	Enrolments	\$	59,113
TAFE NSW	Made By TAFE	\$	81,794
TAFE NSW	New Product	\$	100,574
TAFE NSW	Online Brand	\$	13,213
TAFE NSW	TAFE NSW Brand Campaign	\$	19,073
TAFE NSW	Winter Brand	\$	16,200
TAFE NSW - North Coast Institute	Training and Tuition	\$	26,843
TAFE NSW - North Coast Institute	Apprenticeships - Business	\$	38,328
TAFE NSW - North Coast Institute	April First Weeks	\$	42,566
TAFE NSW - North Coast Institute	Aviation Transport Protection	\$	3,296
TAFE NSW - North Coast Institute	Business Ads	\$	4,390
TAFE NSW - North Coast Institute	Business Services Info Session	\$	2,719
TAFE NSW - North Coast Institute	Casino Short Courses	\$	1,971
TAFE NSW - North Coast Institute	Certificate II Work And Vocation Pathways	\$	2,338
TAFE NSW - North Coast Institute	Certificate II Hospitality Casinc	\$	493
TAFE NSW - North Coast Institute	Certificate II Construction	\$	3,683
TAFE NSW - North Coast Institute	Check Info Session	\$	2,485
TAFE NSW - North Coast Institute	Community Announcement	\$	39,852
TAFE NSW - North Coast Institute	Connect To Your Future	\$	823

TAFE NSW - North Coast Institute	Creative Industries & IT	\$	6,463
TAFE NSW - North Coast Institute	Creative Industries Student Exhibitor	\$	5,487
TAFE NSW - North Coast Institute	Diploma of Beauty	\$	1,243
TAFE NSW - North Coast Institute	Disability Course	\$	3,830
TAFE NSW - North Coast Institute	Education & Employment Great Lakes	\$	852
TAFE NSW - North Coast Institute	Education & Employment Service	\$	12,482
TAFE NSW - North Coast Institute	Edutainment	\$	2,573
TAFE NSW - North Coast Institute	Frontline Management Casinc	\$	1,478
TAFE NSW - North Coast Institute	Graduate Diploma of Leadership	\$	12,500
TAFE NSW - North Coast Institute	Grafton Information Sessior	\$	4,058
TAFE NSW - North Coast Institute	Hospitality Events & Business	\$	1,247
TAFE NSW - North Coast Institute	Hospitality Triple Diploma	\$	3,501
TAFE NSW - North Coast Institute	Information, Digital Media & Technology	\$	1,008
TAFE NSW - North Coast Institute	IT Courses Port Macquarie	\$	1,862
TAFE NSW - North Coast Institute	Maclean Information Session	\$	1,148
TAFE NSW - North Coast Institute	Nail Technology	\$	2,196
TAFE NSW - North Coast Institute	New Courses Promotion	\$	25,534
TAFE NSW - North Coast Institute	Semester One	\$	210,056
TAFE NSW - North Coast Institute	Semester Two	\$	119,560
TAFE NSW - North Coast Institute	Smart and Skilled Project	\$	89,264
TAFE NSW - North Coast Institute	TAFE Now	\$	42,555
TAFE NSW - North Coast Institute	TAFE Now Brand	\$	17,000
TAFE NSW - North Coast Institute	TAFE Now National	\$	44,068
TAFE NSW - North Coast Institute	TESOL	\$	90
TAFE NSW - North Coast Institute	Volunteer Tutoring	\$	3,188
TAFE NSW - North Coast Institute	Warehousing and Logistics	\$	6,393
TAFE NSW - North Coast Institute	Wollongbar TAFE Excellence Award	\$	2,000
Taronga Conservation Society	Chinese New Year	\$	13,278
Taronga Conservation Society	Taronga Zoo Brand	\$	488,016
Taronga Conservation Society	Taronga Zoo Western Plains	\$	221,098
Taronga Conservation Society	Wild Ropes	\$	4,000
Taronga Conservation Society	Zoo Friends & Parents	\$	9,058
Transport for NSW	40km p/h CBD Enforcement	\$	33,554
Transport for NSW	Bike Week	\$	15,000
Transport for NSW	Child Restraints	\$	312,354
Transport for NSW	Cycling	\$	43,424
Transport for NSW	Don't Rush	\$	1,491,441
Transport for NSW	Double Demerits	\$	742,747
Transport for NSW	Driveway Safety	\$	381,058
Transport for NSW	EEP Drink Drive	\$	97,632
Transport for NSW	EEP Hunter	\$	110,821
Transport for NSW	EEP Northern	\$	166,343
Transport for NSW	EEP Snowy Mountains	\$	29,049
Transport for NSW	EEP South West	\$	89,956
Transport for NSW	EEP Southern	\$	60,119
Transport for NSW	EEP Sydney	\$	90,590
Transport for NSW	EEP Western	\$	101,059
Transport for NSW	Fatigue	\$	2,313,786
Transport for NSW	Get Your Hand Off It	\$	1,418,614
Transport for NSW	Life Jackets	\$	840,586
Transport for NSW	Motorcycles Lane Filtering	\$	202,320
Transport for NSW	Motorcycling Risk Management	\$	1,900,872
Transport for NSW	Newcastle Truncation	\$	37,660
Transport for NSW	Opal Card	\$	3,847,370
Transport for NSW	Plan B	\$	2,638,154
Transport for NSW	Railway Crossings	\$	526,221
Transport for NSW	School Safety	\$	323,922
Transport for NSW	Seatbelts	\$	637,288
Transport for NSW	Speed Cameras	\$	1,638,509
Transport for NSW	Western Region Winter Ice And Snow	\$	13,125

# 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

Department/Agency	Campaign Advertising Title	Media Expenditure
Ausgrid	Ausgrid Storm Safety	\$ 43,680.00
Ausgrid	Bushfire Prevention	\$ 55,441.00
Ausgrid	Dial Before You Dig	\$ 224,351.00

Ausgrid	Helicopter Patrols	\$	4,992.00
Ausgrid	Overhead Power Lines	\$	135,285.00
Ausgrid	PESAP Joint	\$	141,180.00
Ausgrid	Storm ATN	\$	21,335.00
Ausgrid	Storm Press	\$	1,854.36
Endeavour Energy	Bushfire Wise	\$	20,319.00
Endeavour Energy	PESAP2	\$	123,900.00