

NSW Government Campaign Advertising - Media expenditure

Report covers advertising during period: **1/7/2009 to 30/6/2010**

Prepared 2/2/11

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 campaigns

| Department/Agency | Campaign Advertising Title | Media Expenditure |
|------------------------------------|----------------------------------|-------------------|
| Australian Museum | Museum Events | \$ 18,778 |
| Australian Museum | Open Day | \$ 6,167 |
| Australian Museum | School Holidays | \$ 27,863 |
| Australian Museum | When Mammoths Roamed | \$ 3,993 |
| Australian Museum | Wildlife Photographer | \$ 34,534 |
| Cancer Institute NSW | What's Worse | \$ 880,657 |
| Cancer Institute NSW | Anthony | \$ 1,257,453 |
| Cancer Institute NSW | Breast Screening | \$ 7,530 |
| Cancer Institute NSW | Cervical Cancer | \$ 744,442 |
| Cancer Institute NSW | Cherry And Pea | \$ 33,681 |
| Cancer Institute NSW | Cigarettes Are Eating You | \$ 557,483 |
| Cancer Institute NSW | Cost Of Christmas | \$ 43,395 |
| Cancer Institute NSW | Darker Side Tanning - Melanoma | \$ 1,429,914 |
| Cancer Institute NSW | Emphysema | \$ 1,355,374 |
| Cancer Institute NSW | Everybody Knows | \$ 1,418,508 |
| Cancer Institute NSW | Get Off Cigarettes | \$ 31,188 |
| Cancer Institute NSW | National Tobacco | \$ 1,270,527 |
| Cancer Institute NSW | Take You Away | \$ 25,909 |
| Cancer Institute NSW | Voice Within | \$ 1,172,394 |
| Cancer Institute NSW | World No Tobacco Day | \$ 44,805 |
| Community Services | DOCS - Fostering | \$ 1,034,043 |
| Environment Climate Change & Water | Energy Efficiency | \$ 3,458,481 |
| Environment Climate Change & Water | DECC Adserving | \$ 56,009 |
| Environment Climate Change & Water | Wild About Wales - Online | \$ 36,859 |
| Environment Climate Change & Water | Living Thing 2008 Online | \$ 18,471 |
| Environment Climate Change & Water | Low Income Housing Refit Program | \$ 48,300 |
| Environment Climate Change & Water | Save Power This Summer | \$ 5,000 |
| Education & Training | TAFE | \$ 9,218 |
| Energy Australia | Apprentice Ad | \$ 38,862 |
| Energy Australia | Bushfire Safety | \$ 31,000 |
| Energy Australia | Christmas Lights | \$ 18,080 |
| Energy Australia | Dial Before You Dig | \$ 480,098 |
| Energy Australia | Downlight Replacement | \$ 20,024 |
| Energy Australia | Energy Efficiency | \$ 1,121 |
| Energy Australia | Overhead Powerlines | \$ 284,769 |
| Energy Australia | Storm Safety | \$ 86,560 |
| Energy Australia | Brand Campaign | \$ 5,675,866 |
| Energy Australia | Price Rise | \$ 323,896 |
| Energy Australia | Retail | \$ 68,600 |
| Energy Australia | Vision For Sydneyney | \$ 31,484 |
| Energy Australia | DIY Electrical Safety | \$ 264,450 |
| Events New South Wales | Crave | \$ 154,708 |
| Events New South Wales | Vivacity | \$ 64,240 |
| Events New South Wales | World S Funniest Island | \$ 98,253 |
| Hunter Development Corporation | Corporate | \$ 22,898 |
| Hunter New England Health | Good For Kids Good For Life | \$ 163,824 |
| Integral Energy | Brand 09 | \$ 40,393 |
| Integral Energy | Public Electricity Safety | \$ 237,485 |
| Integral Energy | Public Notices | \$ 12,281 |
| Landcom | Gymea Glade | \$ 9,208 |
| Landcom | Oran Park Town | \$ 231,116 |
| Landcom | Renwick - Challoner Cottage | \$ 7,772 |
| Landcom | Corporate - RHPP | \$ 7,055 |
| Landcom | Corporate E | \$ 559 |
| Landcom | Garden Gates | \$ 157,367 |
| Landcom | Lucas Heights | \$ 6,858 |
| Landcom | Yarrawarra | \$ 3,360 |
| Landcom | One Minto | \$ 136,533 |
| Landcom | Park Central | \$ 48,311 |
| Landcom | Corporate Enigma | \$ 59,564 |
| Landcom | EOI | \$ 9,157 |
| Landcom | Park Central | \$ 15,444 |
| Landcom | Ashton Grove | \$ 37,622 |
| Landcom | Koala Bay | \$ 71,096 |
| Landcom | Oran Park Town | \$ 65,482 |
| Landcom | Sanctuary | \$ 131,120 |
| Landcom | Vantage | \$ 102,153 |
| Landcom | Bunya Doonside | \$ 19,864 |
| Landcom | The Ponds | \$ 140,683 |
| Landcom | Green Square | \$ 4,727 |
| Landcom | North Warnervale | \$ 2,363 |

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| Department/Agency | Campaign Advertising Title | Media Expenditure |
|---------------------------|--------------------------------|-------------------|
| Landcom | Prince Henry | \$ 17,002 |
| Landcom | Royal Newcastle | \$ 2,429 |
| Landcom | Victoria Park | \$ 4,766 |
| Motor Accidents Authority | Accident Notification Form | \$ 9,532 |
| Motor Accidents Authority | Green Slips | \$ 772,332 |
| NSW Fire Brigades | Fire Prevention | \$ 82,563 |
| NSW Fire Brigades | Seniors Week | \$ 5,250 |
| NSW Fire Brigades | Winter Home Fire Safety | \$ 30,079 |
| NSW Health | Aboriginal Flu | \$ 28,366 |
| NSW Health | CDAT S | \$ 864 |
| NSW Health | Child Protection | \$ 173,106 |
| NSW Health | Club Drugs | \$ 375,482 |
| NSW Health | Get Healthy | \$ 762 |
| NSW Health | Meningococcal | \$ 25,575 |
| NSW Health | No Smoking Online | \$ 30,560 |
| NSW Health | NSW Health Search | \$ 982 |
| NSW Health | Production | \$ 97,900 |
| NSW Health | Responsible Drinking | \$ 345,887 |
| NSW Health | Smoking In Cars | \$ 101,607 |
| NSW Health | STI | \$ 934,933 |
| NSW Health | Swine Flu | \$ 261,143 |
| NSW Health | Tobacco Retailers | \$ 21,540 |
| NSW Health | Winter Flu | \$ 267,697 |
| NSW Health | Work Force | \$ 369,409 |
| NSW Lotteries | 40 Million Jackpot Online | \$ 11,107 |
| NSW Lotteries | Corporate | \$ 288,787 |
| NSW Lotteries | Jackpot Test - Powerball \$10m | \$ 45,141 |
| NSW Lotteries | Jan Superdraw. | \$ 28,235 |
| NSW Lotteries | Powerball \$50 Million-July 23 | \$ 41,019 |
| NSW Lotteries | Powerball 15th Oct | \$ 4,663 |
| NSW Lotteries | Qld & Vic 09 Online | \$ 35,000 |
| NSW Lotteries | Saturday Superdraw 25th Oct | \$ 34,080 |
| NSW Lotteries | Aladdin S Lamp | \$ 205,072 |
| NSW Lotteries | Ancient Worlds Monopoly | \$ 31,251 |
| NSW Lotteries | Christmas Campaign | \$ 7,328 |
| NSW Lotteries | Deal Or No Deal | \$ 139,838 |
| NSW Lotteries | Father S Day | \$ 140,141 |
| NSW Lotteries | Instant Scratchies | \$ 366,368 |
| NSW Lotteries | Lucky Bingo | \$ 101,562 |
| NSW Lotteries | Pyramid Bingo | \$ 185,569 |
| NSW Lotteries | Scratch Snack & Relax | \$ 263,634 |
| NSW Lotteries | Win For Life | \$ 382,927 |
| NSW Lotteries | Winners | \$ 1,274,224 |
| NSW Lotteries | Wizard Bingo | \$ 151,654 |
| NSW Lotteries | Xmas Bonus Offer | \$ 167,380 |
| NSW Lotteries | Lotto | \$ 1,137,172 |
| NSW Lotteries | Monday Super Draw | \$ 778,905 |
| NSW Lotteries | Super Saturday | \$ 3,092,791 |
| NSW Lotteries | \$2 Jackpot | \$ 1,413,385 |
| NSW Lotteries | Lucky Lotteries | \$ 157,316 |
| NSW Lotteries | Oz Lotto | \$ 3,276,820 |
| NSW Lotteries | Superdraw Online | \$ 9,133 |
| NSW Lotteries | Powerball | \$ 2,737,271 |
| NSW Maritime | Alcohol/Boating Awareness | \$ 1,000 |
| NSW Maritime | Corporate | \$ 27,140 |
| NSW Maritime | Docklines | \$ 2,040 |
| NSW Maritime | Eden Whale Festival | \$ 150 |
| NSW Maritime | Foreshore Clean Up | \$ 600 |
| NSW Maritime | Go Easy | \$ 165 |
| NSW Maritime | Hawkesbury Bridge To Bridge | \$ 531 |
| NSW Maritime | Lifejackets (A) CJBA | \$ 11,921 |
| NSW Maritime | Marine Notice | \$ 167 |
| NSW Maritime | Maritime Medal Online | \$ 6,895 |
| NSW Maritime | Maritime Expiry Online | \$ 23,999 |
| NSW Maritime | Maritime Medal - Cjba | \$ 10,128 |
| NSW Maritime | Propeller Strike | \$ 36,294 |
| NSW Maritime | Water Safety | \$ 150 |
| NSW Office Of Water | Water For Life | \$ 55,302 |
| NSW Police Force | Aboriginal Recruitment | \$ 10,232 |
| NSW Police Force | Supply Means Supply | \$ 233,657 |
| NSW Rural Fire Services | Prepare Act Survive | \$ 1,362,468 |

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| Department/Agency | Campaign Advertising Title | Media Expenditure |
|------------------------------------|--------------------------------|-------------------|
| NSW Treasury | HCAP | \$ 1,739,685 |
| NSW Treasury | First Home Owners Grant | \$ 1,665,709 |
| NSW Trustee & Guardian | Core Services | \$ 320,544 |
| Office of Liquor Gaming & Racing | Problem Gambling | \$ 7,389 |
| Office of Information Commissioner | GIPA Act | \$ 4,126 |
| NSW Health | General | \$ 5,925 |
| Premier & Cabinet | Australia Day | \$ 46,880 |
| Premier & Cabinet | Festival First Night | \$ 71,387 |
| Premier & Cabinet | FIFA Fanfest | \$ 398,282 |
| Premier & Cabinet | Macquarie Night Lights | \$ 35,389 |
| Premier & Cabinet | Jobs NSW Online | \$ 30,079 |
| Premier & Cabinet | Investing In A Better Future | \$ 370,469 |
| Premier & Cabinet | General | \$ 11,829 |
| Premier & Cabinet | Emergency Alert | \$ 527,858 |
| Public Trans Ticketing Corp | My Zone | \$ 1,562,135 |
| Railcorp | Countrylink (Bo) | \$ 8,100 |
| Railcorp | Countrylink (S) | \$ 193,098 |
| Railcorp | Myzone Ticketing | \$ 145,063 |
| Railcorp | New Timetable | \$ 733,862 |
| Railcorp | Off Peak Fare Trial | \$ 76,828 |
| Railcorp | Personal Security | \$ 108,517 |
| Railcorp | Rail Safety Awareness Week | \$ 127,161 |
| Railcorp | Adamstone-Hamilton Possession | \$ 11,760 |
| Railcorp | Nth Wollongong/ Corrimal | \$ 62,900 |
| Railcorp | Woodville Junction - Newcastle | \$ 11,760 |
| Railcorp | Canberra Services | \$ 9,712 |
| Railcorp | Easter | \$ 41,741 |
| Railcorp | Masterpieces From Paris | \$ 29,402 |
| Railcorp | North Coast | \$ 44,143 |
| Railcorp | Winter Fares | \$ 46,664 |
| Railcorp | Winter Short Breaks | \$ 44,370 |
| Roads & Traffic Authority | Ar Rahman Event | \$ 32,606 |
| Roads & Traffic Authority | Bike Week | \$ 41,372 |
| Roads & Traffic Authority | Bluff Pt | \$ 1,050 |
| Roads & Traffic Authority | Bus Lanes | \$ 61,036 |
| Roads & Traffic Authority | City Of Sydney Spring Cycle | \$ 12,772 |
| Roads & Traffic Authority | Colour Tags 2010 | \$ 26,376 |
| Roads & Traffic Authority | Engineer Recruitment | \$ 59,874 |
| Roads & Traffic Authority | Erskine & Bourke Intersection | \$ 828 |
| Roads & Traffic Authority | Festival Of Sydney | \$ 15,000 |
| Roads & Traffic Authority | Geared | \$ 13,571 |
| Roads & Traffic Authority | Heavy Vechiles | \$ 36,704 |
| Roads & Traffic Authority | HV - Charges Reform | \$ 14,833 |
| Roads & Traffic Authority | M5 Corridor Expansion | \$ 316,454 |
| Roads & Traffic Authority | Mardi Gras Parade | \$ 12,678 |
| Roads & Traffic Authority | Motorways Regional Passes | \$ 33,417 |
| Roads & Traffic Authority | My Rego | \$ 52,940 |
| Roads & Traffic Authority | Newell Highway | \$ 3,920 |
| Roads & Traffic Authority | NRL Road Closures | \$ 32,233 |
| Roads & Traffic Authority | Nye | \$ 28,156 |
| Roads & Traffic Authority | Oxley Hwy | \$ 1,872 |
| Roads & Traffic Authority | Parramatta Bus Lanes | \$ 28,842 |
| Roads & Traffic Authority | Pink Plates | \$ 16,600 |
| Roads & Traffic Authority | Regional Short Term Tag | \$ 11,592 |
| Roads & Traffic Authority | Regional Sydney Motorway | \$ 13,182 |
| Roads & Traffic Authority | Santa Fun Run | \$ 22,044 |
| Roads & Traffic Authority | Short Term Tag | \$ 31,677 |
| Roads & Traffic Authority | Speed Blitz Blue | \$ 10,000 |
| Roads & Traffic Authority | Sydney Running Festival | \$ 52,346 |
| Roads & Traffic Authority | Various Events | \$ 46,275 |
| Roads & Traffic Authority | Victoria Rd Upgrade | \$ 37,500 |
| Roads & Traffic Authority | Aboriginal Knockout Comp | \$ 15,225 |
| Roads & Traffic Authority | Child Restraint | \$ 788,614 |
| Roads & Traffic Authority | D.Drive RBT - Enforce | \$ 36,460 |
| Roads & Traffic Authority | Digital Red Light | \$ 748,067 |
| Roads & Traffic Authority | Double Demerits | \$ 1,399,378 |
| Roads & Traffic Authority | Dragon S Teeth | \$ 24,257 |
| Roads & Traffic Authority | Drink Drive RBT | \$ 2,386,905 |
| Roads & Traffic Authority | Heavy Vehicle-Enforce | \$ 286,031 |
| Roads & Traffic Authority | Mobile Speed Cameras | \$ 185,244 |
| Roads & Traffic Authority | Motorcycle Safety | \$ 157,005 |

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| Department/Agency | Campaign Advertising Title | Media Expenditure |
|------------------------------|--------------------------------|-------------------|
| Roads & Traffic Authority | Newell Highway | \$ 108,134 |
| Roads & Traffic Authority | School Safety | \$ 261,661 |
| Roads & Traffic Authority | Seatbelts | \$ 27,206 |
| Roads & Traffic Authority | Speed Blitz Blue Promo | \$ 53,850 |
| Roads & Traffic Authority | Speed Management | \$ 139,910 |
| Roads & Traffic Authority | Speed Penalty Change | \$ 79,727 |
| Roads & Traffic Authority | Speeding | \$ 1,630,301 |
| Roads & Traffic Authority | Sydneyney - Enforcement | \$ 249,459 |
| Roads & Traffic Authority | Youth - Speeding | \$ 97,138 |
| RTA - Hunter | Drink Drive | \$ 33,338 |
| RTA - Hunter | EEPS Hunter Region | \$ 60,112 |
| RTA - Hunter | Enforce - Speed | \$ 47,516 |
| RTA - Hunter | Fatigue | \$ 77,585 |
| RTA - Hunter | Pedestrian Safety | \$ 6,000 |
| Roads & Traffic Authority | DKT Online | \$ 3,742 |
| Roads & Traffic Authority | EZ Rego - March 2010 | \$ 16,160 |
| Roads & Traffic Authority | High Performance Plate | \$ 2,288 |
| Roads & Traffic Authority | Mother's Day | \$ 18,477 |
| Roads & Traffic Authority | Motorcycle Safety | \$ 42,080 |
| Roads & Traffic Authority | My Address | \$ 43,984 |
| Roads & Traffic Authority | My Plates Restyle Education Ca | \$ 16,136 |
| Roads & Traffic Authority | My Test | \$ 37,026 |
| Roads & Traffic Authority | Myrta | \$ 433,376 |
| Roads & Traffic Authority | No. Plates | \$ 67,419 |
| Roads & Traffic Authority | NRL Plates | \$ 32,630 |
| Roads & Traffic Authority | Personalised Plates | \$ 347,090 |
| Roads & Traffic Authority | Pink Plates | \$ 18,505 |
| Roads & Traffic Authority | Special Number Plates (Online) | \$ 70,268 |
| Roads & Traffic Authority | Sydneyney Film Festival | \$ 21,350 |
| Roads & Traffic Authority | Vehicle History Check | \$ 18,578 |
| Roads & Traffic Authority | Vehicle Registration | \$ 28,119 |
| RTA - Northern Region | Byron Bay Enforce | \$ 15,000 |
| RTA - Northern Region | Drink Drive | \$ 28,673 |
| RTA - Northern Region | EEPS - 3 Offences | \$ 68,232 |
| RTA - Northern Region | Enforce - Drink | \$ 30,078 |
| RTA - Northern Region | Enforce - Speed | \$ 13,848 |
| RTA - Northern Region | Enforce Drink & Speed | \$ 37,380 |
| RTA - Northern Region | Fatigue | \$ 127,887 |
| RTA - Northern Region | Heavy Vehicle | \$ 21,878 |
| RTA - Northern Region | Motorcycle Safety | \$ 16,320 |
| RTA - Northern Region | Nth Region Learners Workshop | \$ 10,985 |
| RTA - Northern Region | Speeding | \$ 99,559 |
| RTA - South Western Region | Country Rd-Animals | \$ 27,184 |
| RTA - South Western Region | EEPS | \$ 48,065 |
| RTA - South Western Region | EEPS Drink Drive | \$ 115,909 |
| RTA - South Western Region | EEPS Speeding | \$ 22,652 |
| RTA - South Western Region | Fatigue | \$ 60,925 |
| RTA - South Western Region | Heavy Vehicles | \$ 32,262 |
| RTA - South Western Region | Indigenous Rd Safety | \$ 22,026 |
| RTA - South Western Region | Motorcycle Safety | \$ 27,876 |
| RTA - South Western Region | Paranoia | \$ 29,600 |
| RTA - South Western Region | Pedestrian Safety | \$ 27,585 |
| RTA - Southern Region | EEPS | \$ 10,560 |
| RTA - Southern Region | EEPS - 3 Offences | \$ 27,200 |
| RTA - Southern Region | EEPS - Drink Drive | \$ 21,819 |
| RTA - Southern Region | Enforce Speed | \$ 24,790 |
| RTA - Southern Region | Fatigue | \$ 67,206 |
| RTA - Southern Region | Heavy Vehicle | \$ 34,290 |
| RTA - Southern Region | Motorcycle Safety | \$ 26,700 |
| RTA - Southern Region | Snowsafe | \$ 58,654 |
| RTA - Southern Region | Summer Bus | \$ 5,025 |
| RTA - Sydney Client Services | Aboriginal Child Restraint | \$ 6,616 |
| RTA - Sydney Client Services | Bike Helmet Exchange | \$ 3,288 |
| RTA - Sydney Client Services | Drink Drive | \$ 72,823 |
| RTA - Sydney Client Services | Eep S Speeding | \$ 30,820 |
| RTA - Sydney Client Services | Enhanced Enforcement | \$ 52,500 |
| RTA - Sydney Client Services | Fatigue | \$ 193,464 |
| RTA - Sydney Client Services | Operation Roadsaf | \$ 110,092 |
| RTA - Sydney Client Services | Pedestrian Safety | \$ 51,580 |
| Roads & Traffic Authority | Breakfast On The Bridge | \$ 117,473 |
| Roads & Traffic Authority | Bus Lane Cameras | \$ 191,878 |

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|------------------------------------|--------------------------------|-------------------|
| Roads & Traffic Authority | Cbd Bus Lanes | \$ 24,484 |
| Roads & Traffic Authority | Engineer Recruitment | \$ 23,250 |
| Roads & Traffic Authority | M4 Handover | \$ 253,248 |
| Roads & Traffic Authority | New Message Signs - SHB | \$ 52,607 |
| Roads & Traffic Authority | Railway Crossing | \$ 209,006 |
| Roads & Traffic Authority | Repcos Rally Road Closure | \$ 52,639 |
| Roads & Traffic Authority | Repcos Rally Road Safety | \$ 24,227 |
| RTA - Western Region | Black Ice | \$ 10,056 |
| RTA - Western Region | Drink Drive | \$ 8,920 |
| RTA - Western Region | EEP S Backline/Eastern Links | \$ 48,080 |
| RTA - Western Region | EEP S Osh/Nightrider | \$ 46,910 |
| RTA - Western Region | EEPS | \$ 86,938 |
| RTA - Western Region | Fatigue | \$ 80,123 |
| RTA - Western Region | Heavy Vehicle-Fatigue | \$ 34,500 |
| RTA - Western Region | Heavy Vehicles | \$ 21,000 |
| RTA - Western Region | Ice & Snow | \$ 15,840 |
| RTA - Western Region | Indigeneous | \$ 41,628 |
| RTA - Western Region | Motorcycle Safety | \$ 24,057 |
| RTA - Western Region | Parent Workshop | \$ 10,720 |
| RTA - Western Region | Seatbelts | \$ 42,672 |
| RTA - Western Region | Speed | \$ 530 |
| RTA - Western Region | Speed/Drink | \$ 27,207 |
| SES&IHS | World Aids Day | \$ 3,913 |
| State Transit Authority | Pre Pay (Ozad) | \$ 4,482 |
| State Transit Authority | Route 40 Ozad | \$ 3,318 |
| State Transit Authority | Sydney Buses | \$ 65,532 |
| State & Regional Development | Business Masterclass Online | \$ 4,625 |
| State & Regional Development | Manufacturing Week | \$ 34,439 |
| State & Regional Development | Microbiz Week | \$ 22,907 |
| State & Regional Development | Small Business September | \$ 175,447 |
| State & Regional Development | Water Adjustment Innovation | \$ 15,557 |
| State & Regional Development | Western Sydney Business Employ | \$ 52,650 |
| State Electoral Commission | EO-Recruitment Campaign Online | \$ 14,978 |
| State Electoral Commission | Local Elections | \$ 105,446 |
| Sydney Harbour Foreshore Authority | Australia Day | \$ 36,085 |
| Sydney Harbour Foreshore Authority | Brand DH 09/10 Online | \$ 51,400 |
| Sydney Harbour Foreshore Authority | Chinese Garden | \$ 5,306 |
| Sydney Harbour Foreshore Authority | Christmas In Darling Harb | \$ 15,912 |
| Sydney Harbour Foreshore Authority | Coffee Aroma Festiva | \$ 77,000 |
| Sydney Harbour Foreshore Authority | Corporate | \$ 30,786 |
| Sydney Harbour Foreshore Authority | Crave At The Rocks Online | \$ 3,316 |
| Sydney Harbour Foreshore Authority | Darling Harbour | \$ 124,855 |
| Sydney Harbour Foreshore Authority | DH Australia Day Online | \$ 3,406 |
| Sydney Harbour Foreshore Authority | Fiesta | \$ 40,279 |
| Sydney Harbour Foreshore Authority | Hoopla | \$ 41,296 |
| Sydney Harbour Foreshore Authority | Jazz Festival | \$ 47,060 |
| Sydney Harbour Foreshore Authority | Markets By Moonlight | \$ 36,335 |
| Sydney Harbour Foreshore Authority | New Years Eve Online | \$ 2,940 |
| Sydney Harbour Foreshore Authority | Rocks Brand | \$ 96,639 |
| Sydney Harbour Foreshore Authority | Rocks Fire Water | \$ 43,636 |
| Sydney Harbour Foreshore Authority | Rocks Market Branding | \$ 29,935 |
| Sydney Harbour Foreshore Authority | Rocks Retail Leasing Online | \$ 22,151 |
| Sydney Harbour Foreshore Authority | The Rocks | \$ 179,103 |
| Sydney Harbour Foreshore Authority | The Rocks Australia Day Online | \$ 5,191 |
| Sydney Harbour Foreshore Authority | Timeout SHFA Online | \$ 4,800 |
| Sydney Harbour Foreshore Authority | Xmas Online | \$ 3,318 |
| Sydney Metro Authority | Sydney Metro | \$ 118,950 |
| Sydney Olympic Park Authority | Brand | \$ 86,715 |
| Sydney Olympic Park Authority | Education Sign-Ups Online | \$ 1,000 |
| Sydney Olympic Park Authority | Kids In The Park | \$ 139,200 |
| Sydney Olympic Park Authority | Movies In The Overflow | \$ 25,291 |
| Sydney Olympic Park Authority | Splash Festival | \$ 17,489 |
| Sydney Olympic Park Authority | Sydney Olympic Park Search | \$ 16,135 |
| Sydney Water Corporation | Licensed Plumbers | \$ 16,973 |
| Sydney Water Corporation | Plumber 09 Online | \$ 4,926 |
| Sydney Water Corporation | Water For Life | \$ 950,545 |
| Sydney Water Corporation | Water Wise Rules | \$ 2,848,993 |
| TAFE - Hunter Marketing | Applications | \$ 55,172 |
| TAFE - Hunter Marketing | Corporate | \$ 197,319 |
| TAFE - Hunter Marketing | Course Vacancies | \$ 236,570 |
| TAFE - Hunter Marketing | Courses | \$ 17,392 |

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|---------------------------|-------------------------------|-------------------|
| TAFE - Hunter Marketing | Enrolments | \$ 39,919 |
| TAFE - Hunter Marketing | Hunter TAFE Sem Search | \$ 17,041 |
| Tourism New South Wales # | (Caravan + Camping) Ccia | \$ 94,498 |
| Tourism New South Wales # | Additional Budget Online 09 | \$ 18,793 |
| Tourism New South Wales # | Autumn Leaves Online | \$ 17,639 |
| Tourism New South Wales # | Boys Own Adventure | \$ 126,248 |
| Tourism New South Wales # | CCIA Online | \$ 10,103 |
| Tourism New South Wales # | Coffs Coast Online | \$ 17,528 |
| Tourism New South Wales # | Countrylink | \$ 351,134 |
| Tourism New South Wales # | Crave | \$ 657,883 |
| Tourism New South Wales # | Edinburgh Military Tattoo | \$ 52,344 |
| Tourism New South Wales # | FIFA Fanfest | \$ 68,931 |
| Tourism New South Wales # | Gq Online | \$ 2,000 |
| Tourism New South Wales # | Gq Sponsorship | \$ 40,285 |
| Tourism New South Wales # | Heart Of Country | \$ 288,134 |
| Tourism New South Wales # | Hunter Valley | \$ 105,912 |
| Tourism New South Wales # | Lord Howe Island | \$ 112,336 |
| Tourism New South Wales # | Luxury | \$ 50,611 |
| Tourism New South Wales # | Mamma Mia | \$ 78,203 |
| Tourism New South Wales # | Mice | \$ 130,692 |
| Tourism New South Wales # | Miscellaneous | \$ 22,371 |
| Tourism New South Wales # | Murray - Search | \$ 41,266 |
| Tourism New South Wales # | Nenw - New England North West | \$ 176,911 |
| Tourism New South Wales # | North Coast | \$ 168,736 |
| Tourism New South Wales # | North Coast Flood Relief | \$ 124,510 |
| Tourism New South Wales # | NSW Holidays Online | \$ 42,633 |
| Tourism New South Wales # | October School Holidays | \$ 50,390 |
| Tourism New South Wales # | Outback | \$ 275,564 |
| Tourism New South Wales # | Regional NSW Brand | \$ 1,419,637 |
| Tourism New South Wales # | Repco Rally Online | \$ 24,080 |
| Tourism New South Wales # | Riverina Online | \$ 10,060 |
| Tourism New South Wales # | Sch Hols Summer Online | \$ 8,575 |
| Tourism New South Wales # | School Hols Oct Online | \$ 2,650 |
| Tourism New South Wales # | Snowies | \$ 368,061 |
| Tourism New South Wales # | Snowy Mountains - Autumn | \$ 153,125 |
| Tourism New South Wales # | Snowy Mtns (Y&R) | \$ 64,207 |
| Tourism New South Wales # | South Coast | \$ 6,724 |
| Tourism New South Wales # | Summer Holiday | \$ 132,265 |
| Tourism New South Wales # | Sydneyney | \$ 543,060 |
| Tourism New South Wales # | Sydneyney - Wicked | \$ 97,165 |
| Tourism New South Wales # | Sydneyney Brand | \$ 2,318,707 |
| Tourism New South Wales # | Sydneyney Partner Ihg Online | \$ 12,238 |
| Tourism New South Wales # | Sydneyney Surrounds | \$ 33,000 |
| Tourism New South Wales # | Sydneycity Secrets Online | \$ 16,859 |
| Tourism New South Wales # | Taronga Zoo | \$ 60,706 |
| Tourism New South Wales # | Tourism NSW Sem Search | \$ 260,718 |
| Tourism New South Wales # | TWPZ NRMA Online | \$ 22,463 |
| Tourism New South Wales # | Ultimate Boys Wknd Online | \$ 10,925 |
| Tourism New South Wales # | Vivacity | \$ 816,210 |
| Tourism New South Wales # | Vivid | \$ 159,827 |
| Tourism New South Wales # | Winter School Holidays | \$ 26,599 |
| Workcover NSW | Home Safe | \$ 17,211 |
| Workcover NSW | Homecomings | \$ 1,478,054 |
| Workcover NSW | Paralympians | \$ 33,408 |
| Workcover NSW | Safe Work Awards Online | \$ 31,660 |
| Workcover NSW | School Construction Zone | \$ 634,453 |
| Workcover NSW | Worksafe Awards | \$ 42,249 |
| Zoological Parks Board | Easter Campaign | \$ 83,972 |
| Zoological Parks Board | Elephant | \$ 436,918 |
| Zoological Parks Board | July School Holidays | \$ 9,260 |
| Zoological Parks Board | October School Holidays | \$ 101,749 |
| Zoological Parks Board | Taronga Zoo July Online | \$ 32,804 |
| Zoological Parks Board | Wild Aussies | \$ 152,036 |
| Zoological Parks Board | Zoo Friends | \$ 16,973 |

NOTES:

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