

NSW Government Campaign Advertising - Media expenditure

Report covers advertising during period: 1/7/2008 to 30/6/2009

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	Papunya	\$ 46,766
Australian Museum	School Holidays	\$ 34,982
Australian Museum	Surviving Australia	\$ 36,212
Australian Museum	When Mammoths Roamed	\$ 21,253
Australian Museum	Wildlife Photographer	\$ 42,286
Cancer Institute NSW	Best Intentions (<i>Anti-Tobacco / Quit Smoking</i>)	\$ 895,223
Cancer Institute NSW	Breast Screening - Pink Ribbon Day	\$ 7,328
Cancer Institute NSW	Bronchoscopy (<i>Anti-Tobacco / Quit Smoking</i>)	\$ 851,133
Cancer Institute NSW	Bubble Wrap (<i>Anti-Tobacco / Quit Smoking</i>)	\$ 20,030
Cancer Institute NSW	Carotid (<i>Anti-Tobacco / Quit Smoking</i>)	\$ 463,044
Cancer Institute NSW	Cervical Cancer	\$ 877,298
Cancer Institute NSW	Cherry And Pea (<i>Breast Cancer Awareness</i>)	\$ 500,533
Cancer Institute NSW	Cigarettes Are Eating You (<i>Anti-Tobacco / Quit Smoking</i>)	\$ 830,854
Cancer Institute NSW	Darker Side Tanning (<i>Melanoma Awareness</i>)	\$ 1,587,287
Cancer Institute NSW	Everybody Knows (<i>Anti-Tobacco / Quit Smoking</i>)	\$ 1,472,551
Cancer Institute NSW	Get Off Cigarettes (<i>Anti-Tobacco / Quit Smoking</i>)	\$ 1,121,570
Cancer Institute NSW	Lung Cancer - Anthony (<i>Anti-Tobacco / Quit Smoking</i>)	\$ 1,318,563
Cancer Institute NSW	Many Diseases (<i>Anti-Tobacco / Quit Smoking</i>)	\$ 1,261,612
Cancer Institute NSW	National Tobacco (<i>Anti-Tobacco / Quit Smoking</i>)	\$ 1,772,062
Cancer Institute NSW	Sponge (<i>Anti-Tobacco / Quit Smoking</i>)	\$ 150,000
Cancer Institute NSW	Take You Away (<i>Breast Cancer Awareness</i>)	\$ 844,349
Cancer Institute NSW	Voice Within - Stroke (<i>Anti-Tobacco / Quit Smoking</i>)	\$ 687,450
Cancer Institute NSW	Zita (<i>Anti-Tobacco / Quit Smoking</i>)	\$ 859,011
CMA - Central West	Watersmart Expo	\$ 640
Education & Training	Education Week	\$ 7,875
Education & Training	Get Ahead Start	\$ 7,619
Education & Training	Jan Enrolments	\$ 4,650
Education & Training	TAFE NSW	\$ 141,494
Education & Training	Teach NSW	\$ 2,880
Energy Australia	Apprentice Ad	\$ 39,006
Energy Australia	Brand Campaign	\$ 740,204
Energy Australia	Carbon Project Online	\$ 10,010
Energy Australia	Christmas Light Safety	\$ 66,720
Energy Australia	Dial Before You Dig	\$ 329,192
Energy Australia	EEC Open Day Online	\$ 7,500
Energy Australia	Energy 7.5	\$ 34,620
Energy Australia	Energy Efficiency	\$ 61,196
Energy Australia	Holiday Fun	\$ 60,000
Energy Australia	Mind The Zap	\$ 303,290
Energy Australia	Overhead Powerlines Online	\$ 22,698
Energy Australia	Price Rise	\$ 54,434
Energy Australia	Storm Safety	\$ 102,700
Energy Australia	Vic Site Commerce Online	\$ 26,271
Energy Australia	Victoria Re-Launch	\$ 161,329
Environment & Climate Change	Australia Day 2009	\$ 8,403
Environment & Climate Change	Energy Efficiency	\$ 989,248
Environment & Climate Change	Fund Program	\$ 21,480
Environment & Climate Change	Living Thing 2008 Online	\$ 95,446
Environment & Climate Change	Nabers	\$ 12,846
Housing	Riverwood And Kamira	\$ 97,278
Housing	Southern Projects	\$ 24,670
Hunter Development Corporation	Corporate	\$ 11,404
Hunter New England Health	Chlamydia Prevention	\$ 25,238
Hunter New England Health	Good For Kids Good For Life	\$ 78,688
Integral Energy	Brand 09	\$ 8,500
Integral Energy	Green Energy	\$ 52,827
Integral Energy	Public Electricity Safety	\$ 268,871
Integral Energy	Retail	\$ 8,625
Landcom	Corporate	\$ 49,205
Landcom	Engadine	\$ 32,196
Landcom	Garden Gates	\$ 172,162
Landcom	Green Square	\$ 13,425
Landcom	GyMEA Glade	\$ 28,699
Landcom	Koala Bay	\$ 100,122

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Department/Agency	Campaign Advertising Title	Media Expenditure
Landcom	Middleton Grange	\$ 21,701
Landcom	One Minto	\$ 185,400
Landcom	Park Central	\$ 5,015
Landcom	Prince Henry	\$ 11,660
Landcom	Renwick	\$ 1,287
Landcom	Royal Newcastle	\$ 4,088
Landcom	Shellharbour	\$ 24,704
Landcom	The Ponds	\$ 336,081
Landcom	Vantage	\$ 51,315
Landcom	Victoria Park	\$ 3,574
Landcom	Woodlands	\$ 5,909
Landcom	Yarrawarra	\$ 26,408
Mine Subsidence Board	General Awareness	\$ 36,500
Motor Accidents Authority	Accident Notification Form	\$ 25,639
Motor Accidents Authority	Arrive Alive	\$ 64,895
Motor Accidents Authority	General	\$ 38,921
Motor Accidents Authority	Green Slips	\$ 36,100
Motor Accidents Authority	Website Radio	\$ 61,525
Museum Of Arts / Science - Powerhouse	Star Wars	\$ 14,900
Newcastle Port Corporation	Business + Community	\$ 2,035
Newcastle Port Corporation	Community Briefing	\$ 63,953
Newcastle Port Corporation	Corporate	\$ 2,035
Newcastle Port Corporation	Export Awards	\$ 13,775
Newcastle Port Corporation	Positions Vacant	\$ 38,073
Newcastle Port Corporation	Public Notice	\$ 745
Newcastle Port Corporation	Recruitment Online	\$ 535
Newcastle Port Corporation	Tenders	\$ 6,077
NSW Fire Brigades	Fire Prevention Week	\$ 91,000
NSW Fire Brigades	Seniors Week	\$ 7,400
NSW Health	CDAT S	\$ 45,873
NSW Health	Childhood Obesity	\$ 738,481
NSW Health	General	\$ 7,110
NSW Health	Get Healthy	\$ 382,557
NSW Health	Responsible Drinking	\$ 730,041
NSW Health	Rethink Your Drink	\$ 65,238
NSW Health	Smoking In Cars	\$ 271,277
NSW Health	Tobacco Retailers	\$ 3,950
NSW Health	Winter Health	\$ 952,977
NSW Lotteries	\$2 Jackpot	\$ 2,062,193
NSW Lotteries	30 Million Jackpot Online	\$ 30,200
NSW Lotteries	40 Million Jackpot Online	\$ 24,800
NSW Lotteries	50 Million Jackpot Online	\$ 28,200
NSW Lotteries	90 Million Jackpot Online	\$ 30,000
NSW Lotteries	Angels Demons	\$ 203,297
NSW Lotteries	Bonus Offer	\$ 73,546
NSW Lotteries	Bulls Eye Bingo	\$ 158,550
NSW Lotteries	Corporate	\$ 742,739
NSW Lotteries	Father S Day	\$ 283,500
NSW Lotteries	Friday 13th	\$ 82,549
NSW Lotteries	I Spy Bingo	\$ 213,224
NSW Lotteries	Jackpot Testing Online	\$ 85,000
NSW Lotteries	Leap Frog	\$ 243,652
NSW Lotteries	Lotto	\$ 1,908,014
NSW Lotteries	Monday Super Draw	\$ 461,823
NSW Lotteries	Mothers Day	\$ 116,157
NSW Lotteries	Oz Lotto	\$ 3,534,981
NSW Lotteries	Powerball	\$ 2,382,391
NSW Lotteries	Qld & Vic 09 Online	\$ 82,450
NSW Lotteries	Scratch Snack & Relax	\$ 252,929
NSW Lotteries	State Origin	\$ 162,137
NSW Lotteries	Super Saturday	\$ 3,577,426
NSW Lotteries	Surf S Up Bingo	\$ 190,691
NSW Lotteries	The Mummy	\$ 266,506
NSW Lotteries	V8	\$ 244,333

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Department/Agency	Campaign Advertising Title	Media Expenditure
NSW Lotteries	Win For Life	\$ 330,647
NSW Lotteries	Winners	\$ 702,038
NSW Lotteries	Xmas Bonus Offer	\$ 54,420
NSW Maritime	Alcohol/Boating Awareness	\$ 1,807
NSW Maritime	Better Boating	\$ 9,972
NSW Maritime	Boat Licence Testing	\$ 180
NSW Maritime	Boating Safety	\$ 92,694
NSW Maritime	Boating-Variou	\$ 9,608
NSW Maritime	Corporate	\$ 54,467
NSW Maritime	Docklines	\$ 2,040
NSW Maritime	Easter	\$ 50,628
NSW Maritime	Foreshore	\$ 299
NSW Maritime	Hawkesbury River Ski Event	\$ 2,287
NSW Maritime	Hypothermia	\$ 10,751
NSW Maritime	Infrastructure Program	\$ 8,689
NSW Maritime	Life Jackets	\$ 15,484
NSW Maritime	Marine Notice	\$ 9,344
NSW Maritime	Marine Notices	\$ 26,665
NSW Maritime	Marine Rescue	\$ 19,613
NSW Maritime	Maritime Medal	\$ 6,488
NSW Maritime	Navigation Restriction	\$ 11,542
NSW Maritime	Port Of Eden/Yamba	\$ 4,560
NSW Maritime	Summer Safety 09a Online	\$ 20,205
NSW Maritime	Sydney Boatshow	\$ 10,686
NSW Maritime	Sydney Harbour Week	\$ 2,564
NSW Maritime	Water Safety	\$ 2,665
NSW Police Force	Aboriginal Exploitation Reward	\$ 3,650
NSW Police Force	Firearms Amnesty	\$ 124,890
NSW Police Force	Pedestrian Safety	\$ 3,217
NSW Sport & Recreation	Swimsafe	\$ 2,800
Office Of Liquor Gaming & Racing	Problem Gambling	\$ 771,024
Premier & Cabinet	Australia Day	\$ 5,760
Premier & Cabinet	Bushfire Live Sites	\$ 24,744
Premier & Cabinet	Cadetship	\$ 7,632
Premier & Cabinet	Connecting NSW	\$ 590,634
Premier & Cabinet	Festival First Night	\$ 44,522
Premier & Cabinet	General	\$ 34,160
Premier & Cabinet	Investing in A Better Future	\$ 655,276
Premier & Cabinet	Macquarie Night Lights	\$ 31,531
Premier & Cabinet	Macquarie Xmas Light Online	\$ 9,000
Premier & Cabinet	Premiers Public Forum	\$ 3,924
Premier & Cabinet	Sydneylink	\$ 353,786
Public Trustee NSW	Core Services	\$ 447,521
Railcorp	Anti Social Behaviour	\$ 83,130
Railcorp	Caringbah/Cronulla	\$ 65,250
Railcorp	Corrimal/Thirroul	\$ 64,600
Railcorp	Countrylink	\$ 335,387
Railcorp	Countrylink Outback 09 Online	\$ 21,566
Railcorp	Easter Show	\$ 55,680
Railcorp	Epping - Chatswood Rail Link	\$ 392,070
Railcorp	Fairfield/Glenfield	\$ 81,150
Railcorp	Gosford - Ronkana	\$ 38,140
Railcorp	Level Crossing Safety	\$ 20,790
Railcorp	National Safety Awareness	\$ 174,093
Railcorp	Off Peak Fare Trial	\$ 44,903
Railcorp	Operation Cbd	\$ 19,500
Railcorp	Personal Security	\$ 233,831
Railcorp	Safety Awareness Online	\$ 40,000
Railcorp	Scarborough/Austinmer	\$ 62,900
Railcorp	Timetable Change	\$ 130,364
Railcorp	Valentines Day 09 Online	\$ 17,953
Railcorp	World Youth Day	\$ 57,096
Railcorp	Wyang - Ronkana	\$ 54,260
Railcorp	Wyang-Wyee	\$ 108,520

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Department/Agency	Campaign Advertising Title	Media Expenditure
Railcorp	Xmas Closedown	\$ 57,300
Roads & Traffic Authority	Aust. Movie World Premiere	\$ 48,800
Roads & Traffic Authority	Bike Week	\$ 49,012
Roads & Traffic Authority	Bluff Pt	\$ 288
Roads & Traffic Authority	Christmas Parade	\$ 25,450
Roads & Traffic Authority	D.Drive RBT - Enforce	\$ 1,624,000
Roads & Traffic Authority	Double Demerits	\$ 1,238,057
Roads & Traffic Authority	Engineer Recruitment	\$ 95,119
Roads & Traffic Authority	E-Tag	\$ 69,275
Roads & Traffic Authority	Fatigue	\$ 289,701
Roads & Traffic Authority	Freeway Closure	\$ 8,983
Roads & Traffic Authority	Geared	\$ 28,508
Roads & Traffic Authority	Heavy Vehicle - lap	\$ 28,960
Roads & Traffic Authority	Heavy Vehicle 09 Online	\$ 14,323
Roads & Traffic Authority	Hv Fatigue Reform	\$ 275,308
Roads & Traffic Authority	June Long Weekend	\$ 37,225
Roads & Traffic Authority	M5 Night Closure	\$ 49,134
Roads & Traffic Authority	Mardi Gras Parade	\$ 38,125
Roads & Traffic Authority	Motorcycle Safety	\$ 108,461
Roads & Traffic Authority	My Address	\$ 134,631
Roads & Traffic Authority	My Rego	\$ 156,762
Roads & Traffic Authority	My RTA	\$ 19,000
Roads & Traffic Authority	National Transport Policy	\$ 9,238
Roads & Traffic Authority	No Standing	\$ 52,066
Roads & Traffic Authority	NRL Plates	\$ 48,760
Roads & Traffic Authority	Nth-Drink Drive	\$ 590
Roads & Traffic Authority	Nth-Enforce Drink RBT	\$ 18,448
Roads & Traffic Authority	Nth-RBT Charged	\$ 4,645
Roads & Traffic Authority	Number Plates	\$ 122,085
Roads & Traffic Authority	NYE Night Closure	\$ 47,138
Roads & Traffic Authority	Older Driver Reforms	\$ 108,514
Roads & Traffic Authority	Oxley Hwy	\$ 354
Roads & Traffic Authority	Pedestrian Safety - Wyd	\$ 270,151
Roads & Traffic Authority	Railway Crossing	\$ 210,450
Roads & Traffic Authority	RBT/Charged	\$ 47,475
Roads & Traffic Authority	School Safety	\$ 197,234
Roads & Traffic Authority	SHB ETAG Promo	\$ 19,355
Roads & Traffic Authority	SHB Toll Point	\$ 12,510
Roads & Traffic Authority	Short Term Tag	\$ 45,123
Roads & Traffic Authority	Speed Management	\$ 1,881,233
Roads & Traffic Authority	Speed Penalty Change	\$ 340,629
Roads & Traffic Authority	Speeding	\$ 3,230
Roads & Traffic Authority	Syd Running Festival	\$ 27,315
Roads & Traffic Authority	Sydney Festival First	\$ 15,000
Roads & Traffic Authority	Sydney Harbour Bridge Lane Changes	\$ 904,957
Roads & Traffic Authority	Sydney Harbour Tunnel Closure	\$ 54,815
Roads & Traffic Authority	Time Of Day Tolling	\$ 425,787
Roads & Traffic Authority	Various Events	\$ 37,449
Roads & Traffic Authority	Vehicle History Check	\$ 61,550
Roads & Traffic Authority	Vehicle Registration	\$ 272
Roads & Traffic Authority	Victoria Rd Upgrade	\$ 92,898
Roads & Traffic Authority	World Cruise Week	\$ 53,814
Roads & Traffic Authority	Xmas Plates Online	\$ 47,534
Roads & Traffic Authority	Youth - Speeding	\$ 2,603,913
RTA - Hunter Region	Drink Drive	\$ 14,684
RTA - Hunter Region	Drink Drive RBT	\$ 19,629
RTA - Hunter Region	Enforce - Drink	\$ 26,402
RTA - Hunter Region	Enforce - Speed	\$ 46,089
RTA - Hunter Region	Pedestrian Safety	\$ 10,607
RTA - Northern Region	Byron Bay Enforce	\$ 7,650
RTA - Northern Region	Drink Drive	\$ 58,835
RTA - Northern Region	Enforce - Drink RBT	\$ 12,873
RTA - Northern Region	Enforce - Speed	\$ 72,721
RTA - Northern Region	Enforce- Drink	\$ 15,305

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Department/Agency	Campaign Advertising Title	Media Expenditure
RTA - Northern Region	Enforce Drink & Speed	\$ 49,972
RTA - Northern Region	Enforce- RBT Charged	\$ 36,223
RTA - Northern Region	Heavy Vehicle	\$ 21,000
RTA - Northern Region	Motorcycle Safety	\$ 14,465
RTA - Recruitment	Apprenticeships	\$ 740
RTA - Recruitment	Cadet Recruitment	\$ 103,829
RTA - Recruitment	Recruitment	\$ 32,022
RTA - Recruitment	Traffic Op Training	\$ 2,960
RTA - South Western Region	Aboriginal Road Safety	\$ 15,356
RTA - South Western Region	Country Rd-Animals	\$ 15,816
RTA - South Western Region	Drink Drive	\$ 4,199
RTA - South Western Region	Drink Drive RBT	\$ 61,911
RTA - South Western Region	Enhanced Enforce - Drink	\$ 37,601
RTA - South Western Region	Enhanced Enforce - RBT Chg	\$ 4,199
RTA - South Western Region	Enhanced Enforce - Speed	\$ 63,470
RTA - South Western Region	Heavy Vehicles	\$ 40,420
RTA - South Western Region	Motorcycle Safety	\$ 34,404
RTA - South Western Region	Parent Learner Workshops	\$ 553
RTA - South Western Region	Pedestrian Safety	\$ 27,180
RTA - Southern Region	Enforce Speed	\$ 21,254
RTA - Southern Region	Heavy Vehicle - S/Belt	\$ 37,862
RTA - Southern Region	Motorcycle Safety	\$ 15,250
RTA - Southern Region	Parent Learner Workshop	\$ 8,051
RTA - Southern Region	RBT Charged	\$ 54,095
RTA - Southern Region	Snowsafes	\$ 58,712
RTA - Syd Client Services	Aboriginal Child Restraint	\$ 13,152
RTA - Syd Client Services	Bike Helmet Exchange	\$ 3,288
RTA - Syd Client Services	Drink Drive	\$ 11,300
RTA - Syd Client Services	Drink/Walk Safety	\$ 53,536
RTA - Syd Client Services	Heavy Vehicle - S/Belt	\$ 27,920
RTA - Syd Client Services	Motorcycle Safety	\$ 42,336
RTA - Syd Client Services	Operation Roadsafes	\$ 107,288
RTA - Syd Client Services	RBT Charged	\$ 15,364
RTA - Syd Client Services	School Zone Camera Enforce	\$ 21,451
RTA - Syd Client Services	Youth Speeding	\$ 41,700
RTA - Western Region	Black Ice	\$ 9,112
RTA - Western Region	Blackline Speeding	\$ 10,760
RTA - Western Region	Child Restraints	\$ 16,590
RTA - Western Region	Drink Drive	\$ 33,738
RTA - Western Region	Enforce - RBT Charged	\$ 5,588
RTA - Western Region	Enforce - Speed	\$ 93,578
RTA - Western Region	Fatigue	\$ 23,920
RTA - Western Region	Heavy Vehicles	\$ 29,768
RTA - Western Region	Occupant Restraint	\$ 38,592
RTA - Western Region	Speed	\$ 39,123
SESIAS	World Aids Day	\$ 7,500
State & Regional Development	Home Based Business	\$ 22,438
State & Regional Development	Manufacturing Week	\$ 23,797
State & Regional Development	Small Business September	\$ 132,355
State Electoral Commission	Info Seminar	\$ 1,008
State Electoral Commission	Local Elections	\$ 344,052
State Electoral Commission	Pre Poll Postal	\$ 192,847
State Electoral Commission	Register Your Material	\$ 20,111
State Electoral Commission	Remember To Vote	\$ 151,273
State Transit Authority	Newcastle Buses	\$ 23,800
State Transit Authority	Pre Pay Buses	\$ 311,359
State Transit Authority	Sydney Buses	\$ 46,385
Sydney Harbour Foreshore Authority	Aroma Online	\$ 28,037
Sydney Harbour Foreshore Authority	Australia Day	\$ 18,895
Sydney Harbour Foreshore Authority	Barangaroo	\$ 69,690
Sydney Harbour Foreshore Authority	Chinese Garden	\$ 5,000
Sydney Harbour Foreshore Authority	Christmas In Darling Harbour	\$ 24,505
Sydney Harbour Foreshore Authority	Darling Harbour	\$ 384,054
Sydney Harbour Foreshore Authority	Fiesta	\$ 39,900

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Department/Agency	Campaign Advertising Title	Media Expenditure
Sydney Harbour Foreshore Authority	Fire Water Online	\$ 2,273
Sydney Harbour Foreshore Authority	Fireworks Online	\$ 5,000
Sydney Harbour Foreshore Authority	Harbour Foreshore Search	\$ 3,740
Sydney Harbour Foreshore Authority	Hoopla	\$ 76,148
Sydney Harbour Foreshore Authority	Jazz Festival	\$ 33,787
Sydney Harbour Foreshore Authority	Lawson Menzies 09 Online	\$ 4,667
Sydney Harbour Foreshore Authority	Markets By Moonlight	\$ 112,245
Sydney Harbour Foreshore Authority	Moon Festival	\$ 5,310
Sydney Harbour Foreshore Authority	Rewards At The Rocks Online	\$ 17,616
Sydney Harbour Foreshore Authority	Rider Spoke	\$ 8,100
Sydney Harbour Foreshore Authority	Rocksleasing Commercial Online	\$ 20,100
Sydney Harbour Foreshore Authority	Sydney Harbour Week	\$ 21,701
Sydney Harbour Foreshore Authority	The Rocks	\$ 176,968
Sydney Harbour Foreshore Authority	The Rocks Discovery Museum	\$ 13,000
Sydney Harbour Foreshore Authority	The Rocks Market	\$ 107,810
Sydney Harbour Foreshore Authority	Winter School Holiday	\$ 9,000
Sydney Harbour Foreshore Authority	Xmas At The Rocks	\$ 32,185
Sydney Olympic Park Aquatic	Splash Festival	\$ 17,697
Sydney Olympic Park Aquatic	Water Playground	\$ 5,418
Sydney Olympic Park Authority	Kids In The Park	\$ 145,408
Sydney Olympic Park Authority	Movies In The Overflow	\$ 8,846
Sydney Olympic Park Authority	Music By Moonlight	\$ 45,683
Sydney Olympic Park Authority	Syd Olympic Park Search	\$ 16,438
Sydney Olympic Park Authority	Sydney Weekender	\$ 8,146
Sydney Olympic Park Authority	Whats On	\$ 12,448
Sydney Water Corporation	Every Drop Counts	\$ 35,631
Sydney Water Corporation	Licensed Plumbers	\$ 16,773
Sydney Water Corporation	Love Your Garden	\$ 35,000
Sydney Water Corporation	Water For Life - Cald	\$ 36,230
Sydney Water Corporation	Water Restrictions	\$ 47,517
Sydney Water Corporation	Water Saving Rules	\$ 30,603
Sydney Water Corporation	Water Wise Rules	\$ 193,055
TAFE - Hunter	Applications	\$ 94,767
TAFE - Hunter	Corporate	\$ 22,574
TAFE - Hunter	Corporate	\$ 138,505
TAFE - Hunter	Course Vacancies	\$ 193,799
TAFE - Hunter	Enrolments	\$ 49,341
TAFE - Hunter	Hunter Tafe Application Online	\$ 164
TAFE - Hunter	Hunter Tafe Search	\$ 8,313
TAFE - Hunter	Open Day	\$ 6,520
TAFE - Hunter	Positions Vacant	\$ 1,164
TAFE - Hunter	Positions Vacant	\$ 290
TAFE - Hunter	Radio	\$ 150
TAFE - Hunter	Semester 2	\$ 19,611
TAFE - Hunter	Step Ahead	\$ 4,142
TAFE - World Skills Aust	World Skills	\$ 61,081
Tourism New South Wales #	AHA Awards	\$ 10,000
Tourism New South Wales #	Billy Elliot	\$ 101,023
Tourism New South Wales #	Coffs Harbour Virgin Blue	\$ 12,340
Tourism New South Wales #	Countrylink	\$ 289,641
Tourism New South Wales #	Easter Hols Promotion	\$ 138,035
Tourism New South Wales #	Events Search	\$ 24,167
Tourism New South Wales #	Grand Pacific Drive	\$ 154,844
Tourism New South Wales #	Heart Of Country	\$ 463,279
Tourism New South Wales #	Hunter Valley	\$ 169,923
Tourism New South Wales #	Jetstar	\$ 992,938
Tourism New South Wales #	Lord Howe Island	\$ 92,004
Tourism New South Wales #	Luxury	\$ 87,514
Tourism New South Wales #	Mice	\$ 14,062
Tourism New South Wales #	Monet	\$ 486,772
Tourism New South Wales #	Mudgee Food & Wine Online	\$ 9,000
Tourism New South Wales #	My Australia Families Magazine	\$ 18,500
Tourism New South Wales #	North Coast	\$ 654,187
Tourism New South Wales #	North Coast Jetstar 09	\$ 9,050

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Department/Agency	Campaign Advertising Title	Media Expenditure
Tourism New South Wales #	North Coast Virgin Blue	\$ 68,759
Tourism New South Wales #	NSW Events Calendar	\$ 105,000
Tourism New South Wales #	Outback	\$ 369,128
Tourism New South Wales #	Regional NSW Brand	\$ 2,800
Tourism New South Wales #	Shoalhaven 09 Online	\$ 23,263
Tourism New South Wales #	Snow NSW	\$ 516,223
Tourism New South Wales #	South Coast	\$ 677,422
Tourism New South Wales #	Suite Dreams Online	\$ 43,059
Tourism New South Wales #	Summer Families	\$ 6,667
Tourism New South Wales #	Sydney	\$ 840,186
Tourism New South Wales #	Sydney - Vivid	\$ 957,943
Tourism New South Wales #	Sydney Events 09 Online	\$ 53,242
Tourism New South Wales #	Sydney Summer	\$ 131,604
Tourism New South Wales #	Sydney Surrounds	\$ 359,441
Tourism New South Wales #	Tourism NSW Sem Search	\$ 99,006
Tourism New South Wales #	Travel Trade	\$ 6,000
Tourism New South Wales #	Virgin Blue	\$ 627,681
Tourism New South Wales #	Vivacity Online	\$ 165,460
Tourism New South Wales #	We Are Family Online	\$ 14,500
Tourism New South Wales #	World Masters Games	\$ 176,717
Tourism New South Wales #	Year Of Astronomy Search	\$ 5,970
Transgrid	Aerial Inspections	\$ 20,296
Water & Energy	MWP Progress Report Online	\$ 41,373
Water & Energy	Water For Life	\$ 893,454
Water & Energy	Water For Life 09	\$ 41,600
Workcover NSW	Festive Season	\$ 49,970
Workcover NSW	Homecomings	\$ 1,249,525
Workcover NSW	Inspector Recruitment	\$ 128,165
Workcover NSW	Safe Work Awards	\$ 100,360
Workcover NSW	Safework Week	\$ 101,288
Workcover NSW	Workshop	\$ 75,242
Workcover NSW	Young Workers	\$ 112,197
World Youth Day Co-Ord Authority	World Youth Day	\$ 656,059
Zoological Parks Board	Bequest	\$ 4,374
Zoological Parks Board	Carpark Redevelopment	\$ 63,839
Zoological Parks Board	Easter Campaign	\$ 49,856
Zoological Parks Board	Great Southern Oceans	\$ 79,984
Zoological Parks Board	July School Holidays	\$ 19,612
Zoological Parks Board	June Long Weekend	\$ 50,281
Zoological Parks Board	Leopard Seal	\$ 36,430
Zoological Parks Board	May June 09 Online	\$ 12,244
Zoological Parks Board	Mother S Day	\$ 21,092
Zoological Parks Board	My Families	\$ 6,000
Zoological Parks Board	School Holidays	\$ 37,678
Zoological Parks Board	Seal Show Launch	\$ 37,691
Zoological Parks Board	Taronga Zoo Online	\$ 31,000
Zoological Parks Board	Tassie Devil Appeal	\$ 2,150
Zoological Parks Board	Western Plains Zoo	\$ 9,779
Zoological Parks Board	World Youth Day	\$ 30,460
Zoological Parks Board	Wpzs School Holidays	\$ 32,734
Zoological Parks Board	Zoo Friends	\$ 16,942
Zoological Parks Board	Zoo Parents	\$ 11,836

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.