

# NSW Government Campaign Advertising – Media Expenditure

Prepared & Published July 2020

Report covers advertising during period: 1/7/2019 – 30/6/2020

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 advertising.

Agency	Campaign Name	Total (\$)
Art Gallery of NSW	Archibald	27,255
Art Gallery of NSW	Art Gallery School Holidays	18,961
Art Gallery of NSW	Japan Supernatural	290,529
Art Gallery of NSW	Kaldor	7,969
Art Gallery of NSW	Marcel Duchamp	22,274
Art Gallery of NSW	Portfolio Concrete Playground	194
Art Gallery of NSW	Quilty	5,706
Art Gallery of NSW	Together In Art	14,773
Australian Museum	MUA General	35,463
Cancer Institute of NSW	Bowel Cancer	2,722,335
Cancer Institute of NSW	Breastscreen	757,124
Cancer Institute of NSW	Tobacco	6,342,321
Department of Communities and Justice	Domestic Violence	168,513
Department of Communities and Justice	FACS	117,711
Department of Communities and Justice	NSW Ageing and Disability Communication	4,815
Department of Communities and Justice	Seniors Festival	15,601
Department of Customer Service	Bushfire Customer Care	75,888
Department of Customer Service	Bushfire Relief	6,923
Department of Customer Service	Cost of Living	277,240
Department of Customer Service	Cost of Living Energy	85,041
Department of Customer Service	COVID Business	384,854
Department of Customer Service	COVID-19 Response	4,371,273
Department of Customer Service	Emergency Services Levy Insurance Monitor	140,217
Department of Customer Service	Exposure to Crystalline	89,347
Department of Customer Service	Making Business Easier	100,348
Department of Customer Service	My Community Project	39,533
Department of Customer Service	Registry Weddings	19,944
Department of Customer Service	Safe Works	80,297
Department of Customer Service	Safety Culture	690
Department of Customer Service	Seniors Energy Rebate	11,414
Department of Customer Service	Speak Up App Search	2,865
Department of Customer Service	Stay At Home	227,908
Department of Customer Service	Volunteer Firefighter's Financial	6,410
Department of Education	Education	414,253
Department of Education	Learning From Home	24,624
Department of Education	Regional Training Awards	42,928
Department of Education	School Spectacular	22,000
Department of Education	Share Our Space	96,938
Department of Planning, Industry and Environment	Camping and Accommodation	32,612
Department of Planning, Industry and Environment	Cemeteries	3,531
Department of Planning, Industry and Environment	Crown Land	5,353

Agency	Campaign Name	Total (\$)
Department of Planning, Industry and Environment	Cumberland Plains	36,363
Department of Planning, Industry and Environment	Don't be a Tosser	844,458
Department of Planning, Industry and Environment	Energy Disruption Emergency	1,531
Department of Planning, Industry and Environment	Energy Saver	4,853
Department of Planning, Industry and Environment	Floodplain Harvesting	3,012
Department of Planning, Industry and Environment	Gondwana Events	1,033
Department of Planning, Industry and Environment	Heritage Stoneworks	20,000
Department of Planning, Industry and Environment	Katoomba Airfield	7,312
Department of Planning, Industry and Environment	Life Launcher	28,638
Department of Planning, Industry and Environment	National Parks Campaign	22,553
Department of Planning, Industry and Environment	NSW Defence	28,304
Department of Planning, Industry and Environment	Regional Connectivity Roadshow	12,006
Department of Planning, Industry and Environment	Regional NSW	93,438
Department of Planning, Industry and Environment	Small Business	15,000
Department of Planning, Industry and Environment	Thredbo Valley Track	12,479
Department of Planning, Industry and Environment	Training Awards	4,296
Department of Planning, Industry and Environment	Water Resource	10,307
Department of Planning, Industry and Environment	Water Sharing Plan	1,312
Department of Planning, Industry and Environment	Wild About Whales	10,451
Department of Premier and Cabinet	Australia Day	21,774
Department of Premier and Cabinet	Australia Day Campaign	15,687
Department of Premier and Cabinet	Barangaroo Brand	193,058
Department of Premier and Cabinet	Community Building Partnership	71,876
Department of Premier and Cabinet	My Community Project	198,483
Department of Premier and Cabinet	National Disability	89,935
Department of Premier and Cabinet	NSW Bushfire Inquiries	3,337
Department of Premier and Cabinet	NSW Bushfire Memorial	23,594
Department of Premier and Cabinet	Ruby Princess Enquiry	24,415
Department of Premier and Cabinet	Stronger Country Communities	72,554
Department of Premier and Cabinet	Sydney Living Museums	296,712
Destination NSW	Always On	1,438,019
Destination NSW	Broken Hill	190,493
Destination NSW	Eurobodalla	313,569
Destination NSW	Frozen	74,378
Destination NSW	Gondwana Choral Fest	111
Destination NSW	International COVID	457,771
Destination NSW	International Food & Wine	153,440
Destination NSW	It's On	213,878
Destination NSW	It's On Sydney In Summer	274,039
Destination NSW	lovensw	2,992,229
Destination NSW	Maitland	49,104
Destination NSW	Orange	30,330
Destination NSW	Palm Beach	9,477
Destination NSW	Penrith	18,355
Destination NSW	Port Stephens	39,016
Destination NSW	Regional Drives Campaign	6,330
Destination NSW	RTF - South Coast 2018	35,843
Destination NSW	Rugby 9s	46,490
Destination NSW	South Coast	32,864
Destination NSW	Sydney In Winter	155,386

Agency	Campaign Name	Total (\$)
Destination NSW	The Murray	101,526
Destination NSW	Times Square	184,072
Destination NSW	Travel Weekly	1,071
Destination NSW	Vivid	23,791
Destination NSW	World Cup	462,495
Environment Protection Authority	Asbestos	113,149
Environment Protection Authority	Bin Trim Campaign	33,383
Environment Protection Authority	Clean Fill	86,832
Environment Protection Authority	Community Recycling	75,223
Environment Protection Authority	Consumer Recycling	294,963
Environment Protection Authority	Lead Awareness	27,331
icare	Blue Mountains	31,191
icare	GP Engagement	68,236
icare	Respect & Resilience	12,351
icare	Return to Work	11,734
Infrastructure NSW	Flood Safety	359,610
Mid North Coast Local Health District	Go 4 Fun	4,522
Ministry of Health	Aboriginal Health	63,727
Ministry of Health	Flu Immunisation	48,819
Ministry of Health	Go 4 Fun	27,632
Ministry of Health	Health	48,218
Ministry of Health	Health Support	184,461
Ministry of Health	Immunisation	498,801
Ministry of Health	Junior Medical Officer	52,508
Ministry of Health	Preventative Health	115,845
Ministry of Health	Q Fever	113,891
Ministry of Health	Safety Festival	74,974
Museum of Applied Arts & Sciences	Australian Geographic Photo	28,504
Museum of Applied Arts & Sciences	Education	38,568
Museum of Applied Arts & Sciences	July School Holidays	9,113
Museum of Applied Arts & Sciences	Museum Discovery Centre	25,098
Museum of Applied Arts & Sciences	Powerhouse Museum	23,116
Museum of Applied Arts & Sciences	Spring School Holidays	23,771
Museum of Applied Arts & Sciences	Step Into Paradise	246,259
Museum of Applied Arts & Sciences	Sydney Science Festival	64,604
NSW Ageing & Disability Commission	Aging and Disability	148,949
NSW Police Force	Community Portal	5,962
NSW Police Force	NSW Driver Fatigue	13,580
NSW Police Force	Recruitment	136,533
NSW Property	Darling Harbour	27,948
NSW Property	The Rocks	46,958
NSW Trustee and Guardian	First Choice Trustee	463,624
Office of Sport	Active Kids	241,954
Office of Sport	World Cup	81,916
Responsible Gambling Fund	Responsible Gambling Awareness	58,283
Rural Fire Service	How Fire Proof Is Your Plan?	1,179,468
State Library of NSW	State Library	114,179
Subsidence Advisory	Mine Safety	1,077
Sydney Olympic Park Authority	Business Events	15,972
Sydney Olympic Park Authority	Health Club & School Holidays	31,636

Agency	Campaign Name	Total (\$)
Sydney Olympic Park Authority	Innovation	5,970
Sydney Olympic Park Authority	School Holiday Program	14,000
Sydney Olympic Park Authority	SOPA Brand Activity	266,911
Sydney Opera House	All About Women 2020	9,637
Sydney Opera House	Always On	144,817
Sydney Opera House	Antidote	25,514
Sydney Opera House	April School Holidays	11,940
Sydney Opera House	Burn the Floor	37,850
Sydney Opera House	Cirque Stratosphere	287,723
Sydney Opera House	Contemporary Music Multi Prop	22,654
Sydney Opera House	Everybody's Talking About Jamie	71
Sydney Opera House	From Our House to Yours	3,499
Sydney Opera House	Google Grant	2,890
Sydney Opera House	Hair	48,477
Sydney Opera House	Kids Annual 2019 (June Onwards)	59,308
Sydney Opera House	Michael Pollan	2,561
Sydney Opera House	Myra Dubois Radio Production	771
Sydney Opera House	Opera Australia Retargeting	3,229
Sydney Opera House	Penn & Teller	14,842
Sydney Opera House	Pure Dance	24,272
Sydney Opera House	Romeo & Juliet	805
Sydney Opera House	Six The Musical	132,727
Sydney Opera House	Summer Kids	74,146
Sydney Opera House	The Choir of Man	63,654
Sydney Opera House	Tours Australian Open Print 2020	44,818
Sydney Opera House	Vivid Live - Jill Scott	8
TAFE NSW	Aboriginal Engagement Coordinator	518
TAFE NSW	B2B	47,040
TAFE NSW	B2B Business & Admin	37,746
TAFE NSW	B2B Future of Work	32,651
TAFE NSW	B2B Leadership Management	33,838
TAFE NSW	B2C Semester 1	2,465,191
TAFE NSW	Bushfire Relief	82,335
TAFE NSW	CALD Indigenous Road Safety Portfolio	64,487
TAFE NSW	Connected Learning Centres	1,390
TAFE NSW	Destination Australia	11,815
TAFE NSW	Fee Free Traineeship	50
TAFE NSW	Future Career	146,893
TAFE NSW	Job Getter	16
TAFE NSW	Onshore International	556,503
TAFE NSW	Semester 1	11,397
TAFE NSW	Semester 2	3,431,349
TAFE NSW	Short Courses	311,074
TAFE NSW	Skills for Business	249,175
TAFE NSW	TAFE Infrastructure	10,046
TAFE NSW	TAFE Semester 1	93,936
TAFE NSW	Women In Business	65,916
TAFE NSW	Work Health & Safety	31,572
Taronga Conservation Society Australia	Taronga Channel Trial	118,300
Taronga Conservation Society Australia	Taronga TV	12,837

Agency	Campaign Name	Total (\$)
Taronga Conservation Society Australia	Taronga Western Plains	145,754
Taronga Conservation Society Australia	Taronga Western Sydney SEM	38,616
Taronga Conservation Society Australia	Taronga Zoo Brand	644,372
Taronga Conservation Society Australia	Taronga Zoo Education	66,468
Taronga Conservation Society Australia	Taronga Zoo FIT	30,697
Taronga Conservation Society Australia	Taronga Zoo Wildlife Retreat	114,157
Taronga Conservation Society Australia	Wild Ropes	695
Taronga Conservation Society Australia	Zoo Friends	65,536
Transport for NSW	16 Regions Wagga Wagga	37,124
Transport for NSW	Brookvale Disruption	5,353
Transport for NSW	Bus Safety Week	19,307
Transport for NSW	Coach Broken Hill	873
Transport for NSW	Cold Water	19,302
Transport for NSW	Community Engagement Bankstown	17,025
Transport for NSW	Contactless Buses	179,945
Transport for NSW	Contactless Heavy Rail	17,372
Transport for NSW	Country Roads	3,200,905
Transport for NSW	COVID Tactical Transport	117,496
Transport for NSW	Digital Drivers Licence	5,035
Transport for NSW	Drink Driving Metro	721,045
Transport for NSW	Drink Driving Reform	56,880
Transport for NSW	Drink Driving Regional	496,617
Transport for NSW	Drug Driving	4,686
Transport for NSW	Dubbo	967
Transport for NSW	Emergency Vehicle Road Safety	661,332
Transport for NSW	Enforcement	3,824,165
Transport for NSW	Essential Workers	75,898
Transport for NSW	Fatigue	998,301
Transport for NSW	Flange Gap Advertising	13,327
Transport for NSW	Heavy Vehicle Safety Truck Aware	82,525
Transport for NSW	Heavy Vehicle Safety Truck Aware - Statewide	664,436
Transport for NSW	Holiday Travel Airport Travel	6,522
Transport for NSW	Hunter Fatigue	13,636
Transport for NSW	Late Night Transport	9,331
Transport for NSW	Level Crossings	520,772
Transport for NSW	Life Jackets	768,397
Transport for NSW	Light Rail Testing	1,068,800
Transport for NSW	Local Area Marketing - K&K on the Parade	85,478
Transport for NSW	M4 Disruption	32,488
Transport for NSW	M4 Smart Motorways	92,731
Transport for NSW	M4 Tunnels	522,907
Transport for NSW	M5 East Disruption	36,479
Transport for NSW	Maritime Priority Issues	132,321
Transport for NSW	Mobile Phone Detection	1,112,170
Transport for NSW	Motorcycles	936,359
Transport for NSW	NSW Train Fare Compliance	62,877
Transport for NSW	NYE on the Cahill	18,862
Transport for NSW	On Demand Edmondson Park	3,770
Transport for NSW	On Demand Ferries	12,777
Transport for NSW	On Demand Ponds Norwest	15,308

Agency	Campaign Name	Total (\$)
Transport for NSW	Opal	92,174
Transport for NSW	Opal Fare Change June	11,792
Transport for NSW	Parramatta Disruption	95,750
Transport for NSW	Pedestrian Safety	613,624
Transport for NSW	Personal Watercraft Enforcement	208,740
Transport for NSW	Plan Disruption Central Coast	41,638
Transport for NSW	Planned Metro NW Trackwork	6,731
Transport for NSW	Regions Tweed Heads	56,271
Transport for NSW	Road Safety In Your Workplace	5,353
Transport for NSW	Road Safety Summer Tactical	23,129
Transport for NSW	Safer Roads Save Lives	4,282
Transport for NSW	School Zones	260,625
Transport for NSW	Service Adjustments	65,703
Transport for NSW	SIBS Program	1,398
Transport for NSW	Speeding Tactical	23,864
Transport for NSW	Standard Working Timetable Changes	21,971
Transport for NSW	Station Hopper Caringbah	5,962
Transport for NSW	Sydney Harbour Tunnel Disrupt	40,082
Transport for NSW	Sydney Metro	1,147,884
Transport for NSW	Sydney Metro Community Engagement	1,071
Transport for NSW	Sydney Metro FB Insta Leads	31,272
Transport for NSW	T3 Line Shutdown	53,264
Transport for NSW	T4 Line Shutdown	16,768
Transport for NSW	T6 Carlingford Line Shutdown	50,070
Transport for NSW	Tamworth Country Music Festival	6,237
Transport for NSW	Train Timetable Changes	136,996
Transport for NSW	Trainlink	446,826
Transport for NSW	Trainlink H&S Coach Goulburn	1,340
Transport for NSW	Travel Choices	65,737
Transport for NSW	Trip Planner Updates	30,991
Transport for NSW	Warringah Road Open	17,289
Transport for NSW	Winter Weather Ice & Snow	34,207
Treasury	Small Business	15,000

**State Owned Corporations:**

Agency	Campaign Name	Total (\$)
Essential Energy	Essential Energy	370,840