

# NSW Government Campaign Advertising – Media Expenditure

Prepared & Published August 2021

Report covers advertising during period: 1/7/2020 – 30/6/2021

Final expenditure figures may be subject to adjustment. Media expenditure information may change following reconciliation of advertising placements at the completion of advertising.

Cluster	Agency	Total (\$)
Customer Service	Department of Customer Service	13,898,201
Customer Service	Greyhound Welfare and Integrity Commission	1,606
Customer Service	Independent Pricing and Regulatory Tribunal	6,592
Customer Service	Responsible Gambling Fund	2,029
Customer Service	Service NSW	287,057
Education	Department of Education	2,393,694
Education	NSW Education Standards Authority	10,346
Education	TAFE NSW	15,236,272
Health	ACI - NSW Agency for Clinical Innovation	5,403
Health	Ambulance Service of NSW	2,492
Health	Bureau of Health Information	922
Health	Cancer Institute of NSW	8,178,956
Health	Central Coast Local Health District	74,589
Health	Clinical Excellence Commission	428
Health	eHealth	19,124
Health	Far West NSW Local Health District	48,549
Health	Health Care Complaints Commission	2,945
Health	Health Education and Training Institute	2,375
Health	Health Infrastructure	9,392
Health	Health Professional Councils Authority	5,866
Health	Health System Support Group	7,334
Health	HealthShare NSW	3,985
Health	Hunter New England Local Health District	65,683
Health	Illawarra Shoalhaven Local Health District	67,542
Health	Justice Health and Forensic Mental Health Network	33,845
Health	Mental Health Commission of NSW	855
Health	Mid North Coast Local Health District	63,050
Health	Ministry of Health	956,939
Health	Murrumbidgee Local Health District	159,210
Health	Nepean Blue Mountains Local Health District	36,920
Health	Northern NSW Local Health District	60,035
Health	Northern Sydney Local Health District	100,494
Health	NSW Ambulance	14,083
Health	NSW Health Pathology	35,245
Health	NSW Health Service	2,446
Health	NSW Rural Doctors Network	16,800
Health	South Eastern Sydney Local Health District	109,474
Health	South Western Sydney Local Health District	49,091

Cluster	Agency	Total (\$)
Health	Southern NSW Local Health District	143,762
Health	Sydney Children's Hospitals Network	19,234
Health	Sydney Local Health District	81,169
Health	Western NSW Local Health District	1,684
Health	Western Sydney Local Health District	53,765
Planning, Industry and Environment	Biodiversity Conservation	14,038
Planning, Industry and Environment	Botanic Gardens Greater Sydney	150,261
Planning, Industry and Environment	Crown Lands Division	73,478
Planning, Industry and Environment	Department of Planning, Industry and Environment	3,430,311
Planning, Industry and Environment	Environment Protection Authority	1,808,980
Planning, Industry and Environment	Forestry Corporation of NSW	2,439
Planning, Industry and Environment	Heritage Division	6,215
Planning, Industry and Environment	Independent Planning Commission	9,123
Planning, Industry and Environment	Local Land Services	53,677
Planning, Industry and Environment	National Parks and Wildlife Service	11,430
Planning, Industry and Environment	National Resource Commission	26,362
Planning, Industry and Environment	National Trust of Australia	6,338
Planning, Industry and Environment	Natural Resources Commission	13,005
Planning, Industry and Environment	NSW Property	113,174
Planning, Industry and Environment	Sydney Olympic Park Aquatic Centre	400
Planning, Industry and Environment	Sydney Olympic Park Authority	117,739
Planning, Industry and Environment	Taronga Conservation Society Australia	971,453
Premier and Cabinet	Aboriginal Affairs NSW	1,026
Premier and Cabinet	Art Gallery of NSW	228,100
Premier and Cabinet	Australian Museum	835,851
Premier and Cabinet	Blue Mountains City Council	99,838
Premier and Cabinet	Department of Premier and Cabinet	619,273
Premier and Cabinet	Electoral Commission	41,594
Premier and Cabinet	Heritage Council of NSW	8,317
Premier and Cabinet	Independent Commission Against Corruption	1,026
Premier and Cabinet	Infrastructure NSW	161,188
Premier and Cabinet	Museum of Applied Arts & Sciences	352,952
Premier and Cabinet	NSW Electoral Commission	4,446
Premier and Cabinet	NSW Ombudsman	2,195
Premier and Cabinet	Parliament of NSW	6,179
Premier and Cabinet	Public Service Commission	10,129
Premier and Cabinet	State Library of NSW	99,974
Premier and Cabinet	Sydney Living Museum	270,117
Premier and Cabinet	Sydney Opera House	513,640
Premier and Cabinet	Western Parkland City Authority (WPCA)	1,065
Regional NSW	Department of Regional NSW	45,810
Stronger Communities	Corrective Services	36,581
Stronger Communities	Crown Solicitor's Office	2,822
Stronger Communities	Department of Communities and Justice	927,449
Stronger Communities	Fire and Rescue NSW	855

Cluster	Agency	Total (\$)
Stronger Communities	Historic Houses Trust of NSW	2,366
Stronger Communities	icare	282,019
Stronger Communities	Law Enforcement Conduct Commission	1,236
Stronger Communities	Legal Aid Commission of NSW	7,104
Stronger Communities	NSW Ageing & Disability Commission	40,254
Stronger Communities	NSW Crime Commission	513
Stronger Communities	NSW Director of Public Prosecutions	3,648
Stronger Communities	NSW Police Force	83,151
Stronger Communities	NSW Rural Fire Service	5,823
Stronger Communities	NSW Trustee and Guardian	487,088
Stronger Communities	Office of Sport	55,620
Stronger Communities	Rural Fire Service	1,093,055
Stronger Communities	State Emergency Service	75,496
Stronger Communities	Sydney Cricket and Sports Grounds	1,026
Transport	State Transit Authority	13,360
Transport	Sydney Metro	24,414
Transport	Transport for NSW	20,126,293
Treasury	Destination NSW	14,621,032
Treasury	Treasury	254,216

**State Owned Corporations:**

Cluster	Agency	Total (\$)
State-Owned Corporation	Delta Electricity	2,371
State-Owned Corporation	Essential Energy	597,007
State-Owned Corporation	Hunter Water	2,613
State-Owned Corporation	Sydney Water Corporation	11,899
State-Owned Corporation	Water NSW	90,702