

NSW Government Advertising– Media Expenditure

Prepared & Published Nov 2022

Report covers advertising during period: 1/7/2021 – 30/06/2022

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	33,452,276
Customer Service	Fair Trading	5,977
Customer Service	Independent Pricing and Regulatory Tribunal	10,484
Customer Service	NSW Births, Deaths & Marriages	109,644
Customer Service	SafeWork	100,833
Customer Service	Service NSW	90,046
Education	Department of Education	2,914,896
Education	NSW Education Standards Authority	16,223
Education	TAFE NSW	14,644,952
Enterprise, Investment and Trade	Art Gallery of NSW	525,393
Enterprise, Investment and Trade	Australian Museum	628,254
Enterprise, Investment and Trade	Department of Enterprise, Investment and Trade	276,039
Enterprise, Investment and Trade	Destination NSW	21,646,105
Enterprise, Investment and Trade	Investment NSW	29,094
Enterprise, Investment and Trade	Liquor & Gaming NSW	48,638
Enterprise, Investment and Trade	Museum of Applied Arts & Sciences	818,246
Enterprise, Investment and Trade	NSW Institute of Sport	902
Enterprise, Investment and Trade	Office of Sport	82,432
Enterprise, Investment and Trade	Office of the Greyhound Welfare and Integrity Commission	1,236
Enterprise, Investment and Trade	Responsible Gambling Fund	1,197,519
Enterprise, Investment and Trade	State Library of NSW	67,542
Enterprise, Investment and Trade	Sydney Living Museum	457,665
Enterprise, Investment and Trade	Sydney Opera House	755,793
Enterprise, Investment and Trade	Venues NSW	4,681
Health	Ambulance Service of NSW	17,856
Health	Cancer Institute NSW	10,546,580
Health	Central Coast Local Health District	74,734
Health	Hunter New England Local Health District	140,749
Health	Illawarra Shoalhaven Local Health District	9,560
Health	Justice Health and Forensic Mental Health Network	9,569
Health	Mid North Coast Local Health District	99,171
Health	Ministry of Health	1,433,828
Health	Murrumbidgee Local Health District	36,067
Health	Nepean Blue Mountains Local Health District	9,815
Health	Northern Sydney Local Health District	713
Health	South Eastern Sydney Local Health District	29,752
Health	South Western Sydney Local Health District	35,224
Health	Southern NSW Local Health District	58,936
Health	Sydney Local Health District	6,781
Health	Western NSW Local Health District	412
Health	Western Sydney Local Health District	50,563

Planning and Environment	Aboriginal Housing Office	17,197
Planning and Environment	Biodiversity Conservation	9,810
Planning and Environment	Crown Lands	65,211
Planning and Environment	Department of Planning and Environment	5,490,280
Planning and Environment	Environment Protection Authority	729,521
Planning and Environment	Environmental Trust	7,888
Planning and Environment	Heritage Council of NSW	45,977
Planning and Environment	Heritage Division	56,308
Planning and Environment	Housing and Property	31,134
Planning and Environment	Independent Planning Commission	14,117
Planning and Environment	National Parks and Wildlife Service	30,377
Planning and Environment	Natural Resources Commission	63,459
Planning and Environment	NSW Property	134,508
Planning and Environment	Sydney Olympic Park Authority	13,810
Planning and Environment	Taronga Conservation Society Australia	1,766,889
Premier and Cabinet	Aboriginal Affairs	18,105
Premier and Cabinet	Department of Premier and Cabinet	2,568,959
Premier and Cabinet	Independent Commission Against Corruption	1,026
Premier and Cabinet	NSW Aboriginal Land Council	11,762
Premier and Cabinet	NSW Electoral Commission	165,766
Premier and Cabinet	NSW Ombudsman	2,735
Premier and Cabinet	Parliamentary Counsel's Office	9,042
Premier and Cabinet	Public Service Commission	34,337
Regional NSW	Department of Regional NSW	122,848
Regional NSW	Local Land Services	86,154
Stronger Communities	Corrective Services	147,367
Stronger Communities	Crown Solicitor's Office	4,575
Stronger Communities	Department of Communities and Justice	875,467
Stronger Communities	Fire and Rescue NSW	1,927
Stronger Communities	Legal Aid Commission of NSW	13,923
Stronger Communities	NSW Ageing & Disability Commission	61,870
Stronger Communities	NSW Crime Commission	1,844
Stronger Communities	NSW Police Force	178,727
Stronger Communities	NSW State Emergency Service	101,105
Stronger Communities	NSW Trustee and Guardian	540,040
Stronger Communities	NSW Trustee and Guardian	22,127
Stronger Communities	Office of the Children's Guardian	1,610
Stronger Communities	Office of the Director of Public Prosecutions	4,062
Stronger Communities	Office of the Law Enforcement Conduct Commission	177
Stronger Communities	Rural Fire Service of NSW	1,451,875
Transport	Greater Cities Commission	6,064
Transport	Infrastructure NSW	172,061
Transport	Place Management NSW	20,230
Transport	Royal Botanic Gardens	2,500
Transport	State Transit Authority of NSW	10,378
Transport	Sydney Metro	52,163
Transport	Transport for NSW	25,352,159
Transport	Western Sydney Parklands	2,840
Treasury	Energy NSW	2,248

Treasury	Treasury	122,629
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State Owned Corporations:

Cluster	Agency	Total (\$)
Planning and Environment	Hunter Water	3,756
Planning and Environment	Sydney Water	3,568,838
Planning and Environment	Water NSW	258,362
Regional NSW	Forestry Corporation of NSW	7,284
Transport	Port Authority of New South Wales	9,849
Treasury	Essential Energy	524,384