

NSW Government Campaign Advertising – Media Expenditure

Prepared & Published November 2022

Report covers advertising during period: 1/7/2021– 30/6/2022

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	69,919
Art Gallery of NSW	Hilma af Klint	3,274
Art Gallery of NSW	Matisse	451,867
Australian Museum	Brand	149,453
Australian Museum	Frog ID	15,625
Australian Museum	Jurassic World	461,460
Cancer Institute NSW	Bowel Cancer	2,916,719
Cancer Institute NSW	Breast Screen	137,815
Cancer Institute NSW	Skin Cancer	418,313
Cancer Institute NSW	Tobacco	7,073,733
Department of Communities and Justice	Aging and Disability	10,540
Department of Communities and Justice	Seniors Festival	7,741
Department of Communities and Justice	Sexual Consent	150,430
Department of Communities and Justice	Volunteering	51,333
Department of Customer Service	Business Connect	45,418
Department of Customer Service	Cost of Living	6,342,135
Department of Customer Service	Customer Services	204,890
Department of Customer Service	Dine & Discover	824,913
Department of Customer Service	Fall From Heights	308,938
Department of Customer Service	Flood Disaster	429,656
Department of Customer Service	Mental Health Month	34,447
Department of Customer Service	Mentally Healthy Workplaces	453,342
Department of Customer Service	MHSEM	7,361
Department of Customer Service	Mouse Plague	22,465
Department of Customer Service	NSW Gov COVID-19	24,377,900
Department of Customer Service	Speak Up	87,918
Department of Education	Back To School	18,100
Department of Education	Careers	113,551
Department of Education	EDUC General	192,226
Department of Education	EdWeek	5,492
Department of Education	EPPP - I Wish I'd Known	19,889
Department of Education	HSC	48,100
Department of Education	Inclusive Respectful School	9,886
Department of Education	Infrastructure Traineeship	7,097
Department of Education	Job Trainer	715,118
Department of Education	Learning From Home	105,850

Agency	Campaign Name	Total (\$)
Department of Education	My Future My Culture	10,872
Department of Education	Online Recruitment	36,943
Department of Education	Online Teach Learning Resource	59,518
Department of Education	Opportunity Classes	12,459
Department of Education	Scholarships	12,023
Department of Education	Share Our Space	25,450
Department of Education	Skills Awareness	861,866
Department of Education	Skills Hub	26,566
Department of Education	Summer Skills	50,600
Department of Education	Trade Pathways	95,133
Department of Education	Training Awards	173,917
Department of Education	Veteran Skills	44,752
Department of Education	Winter Skills	9,983
Department of Education	Year 7 Selective High School A	5,000
Department of Enterprise, Investment and Trade	Dubai Expo 2020 Show	92,112
Department of Enterprise, Investment and Trade	Global Office Rollout	16,486
Department of Enterprise, Investment and Trade	INVSTU	62,894
Department of Enterprise, Investment and Trade	Street Parties	75,545
Department of Enterprise, Investment and Trade	Study Campaign	27,597
Department of Planning and Environment	Accelerating Net Zero Building	23,820
Department of Planning and Environment	Asbestos	468,074
Department of Planning and Environment	Ban on single use plastics	92,829
Department of Planning and Environment	Everyone Plant One	43,576
Department of Planning and Environment	Fish for Life	72,296
Department of Planning and Environment	Infrastructure Contributions	28,100
Department of Planning and Environment	Local Diversity	12,974
Department of Planning and Environment	Marine	264,814
Department of Planning and Environment	NSWMAR	2,461,744
Department of Planning and Environment	Regional Exhibitions	30,276
Department of Planning and Environment	Short Term Rental Accommodation	28,100
Department of Planning and Environment	Water Metering	127,608
Department of Premier and Cabinet	Australia Day	160,234
Department of Premier and Cabinet	By - Elections	58,086
Department of Premier and Cabinet	Cash Caps	200,023
Department of Premier and Cabinet	Community BLDG Partnership	44,427
Department of Premier and Cabinet	Icare	45,579
Department of Premier and Cabinet	Local Council Elections	16,335
Department of Premier and Cabinet	Local Elections Recruitment	48,100
Department of Premier and Cabinet	Local Government Elections	1,831,932
Department of Premier and Cabinet	NSW Bushfire Inquiries	21,270
Department of Premier and Cabinet	Powerhouse Museum	3,598
Department of Premier and Cabinet	State Funeral	11,709
Department of Premier and Cabinet	State Service Eddie Jaku	10,441
Department of Premier and Cabinet	Tender Support	29,229
Department of Premier and Cabinet	West Invest	61,325

Agency	Campaign Name	Total (\$)
Destination NSW	Always On	2,892,995
Destination NSW	Australian Turf Club	228,219
Destination NSW	DNSW Co-op package	146,940
Destination NSW	Elevate	235,334
Destination NSW	Events	212,697
Destination NSW	FIBA Women's Basketball World Cup	38,773
Destination NSW	Great Southern Nights	707,650
Destination NSW	Hawkesbury	119,821
Destination NSW	International Airport	34,143
Destination NSW	North Coast Food Trail	135,233
Destination NSW	P.R Partnerships	260,670
Destination NSW	PR Booking	1,068,858
Destination NSW	Recovery	1,565,794
Destination NSW	REX	196,208
Destination NSW	Road trips	22,087
Destination NSW	Singapore Recovery	139,613
Destination NSW	Visitor Brand	12,704,254
Destination NSW	Vivid	923,599
Environment Protection Authority	Asbestos	30
Environment Protection Authority	Clean Fill	47,102
Environment Protection Authority	Consumer Recycling	629,033
Environment Protection Authority	Don't Be A Tosser	2,169
Environment Protection Authority	Environment Protection Authority	36,385
Environment Protection Authority	Marine	561
Infrastructure NSW	Get Ready Animals	34,730
Infrastructure NSW	Go 4 Fun	104,432
Infrastructure NSW	Hawkesbury Nepean Floods	20,000
Investment NSW	NSW Defence	7,861
Ministry of Health	Aboriginal Health	48,100
Ministry of Health	Breastfeeding	44,521
Ministry of Health	Flu Vaccination	128,607
Ministry of Health	Gradstart	35,963
Ministry of Health	HIV Discreet Lives	97,791
Ministry of Health	HIV Testing Week	38,100
Ministry of Health	Immunisation	427,573
Ministry of Health	Meningococcal	28,100
Ministry of Health	Play Safe 2022	41,052
Ministry of Health	Preventative Health	7,460
Ministry of Health	Q Fever	113,095
Ministry of Health	Staff Safety	45,352
Ministry of Health	Vaping	103,429
Museum of Applied Arts & Sciences	100 Conversations	54,470
Museum of Applied Arts & Sciences	Carla Zampatti	104
Museum of Applied Arts & Sciences	Eucalyptusdom	81,459
Museum of Applied Arts & Sciences	NGMMAS	15,479

Agency	Campaign Name	Total (\$)
Museum of Applied Arts & Sciences	Parramatta Ground Breaking	104,562
Museum of Applied Arts & Sciences	Powerhouse Museum	24,533
Museum of Applied Arts & Sciences	POWWSH	2,038
Museum of Applied Arts & Sciences	Re-Opening Campaign	407,700
Museum of Applied Arts & Sciences	Sydney Design Week Traditional	37,514
Museum of Applied Arts & Sciences	Sydney Science Festival	49,742
Natural Resources Commission	Behaviour Change Campaign	46,304
NSW Ageing & Disability Commission	Aging and Disability	7,289
NSW Ageing & Disability Commission	Know Your Right	53,985
NSW Births, Deaths & Marriages	Australian Death Notification Service	104,041
NSW Births, Deaths & Marriages	Registry Weddings	5,603
NSW Police Force	Criminal History Checks	137,377
NSW Property	Darling Harbour	40,734
NSW Property	PHMLAL	14,557
NSW Property	PHMROL	20,920
NSW Property	The Rocks	58,297
NSW State Emergency Service	Central Coast & Hunter Region	19,269
NSW State Emergency Service	Georges River Flood Awareness	6,308
NSW State Emergency Service	Northern Rivers	66,334
NSW Trustee and Guardian	I Will	485,867
Office of Sport	First Lap	73,411
Office of Sport	Milton Island Sport and Rec	2,087
Place Management NSW	The Rocks	20,230
Responsible Gambling Fund	Betiquette	771,998
Responsible Gambling Fund	Parents Campaign OMG	8,977
Responsible Gambling Fund	Responsible Gambling Awareness	416,544
Royal Botanic Gardens	Royal Botanic Garden	2,500
Rural Fire Service of NSW	Prepare Act Survive FY22	1,433,822
SafeWork	Quadbike Safety	5,270
SafeWork	SafeWork Quad Bike	95,563
Service NSW	Energy Rebate	161
Service NSW	Registry Weddings	17,827
Service NSW	Residential Tenancy Reforms	28,412
State Library of NSW	State Library Brand	65,747
Sydney Living Museum	Free Weekends	91,486
Sydney Living Museum	Gerwyn Davies 21/22	61,338
Sydney Living Museum	History Reflected	39,788
Sydney Living Museum	How to Move a Zoo	63,065
Sydney Living Museum	Hyde Park Barracks	198,348
Sydney Olympic Park Authority	Park Sounds	11,458
Sydney Opera House	All About Women	6,720
Sydney Opera House	Antidote	2,572
Sydney Opera House	CFC/CL Combined	4,396
Sydney Opera House	Combined Kids Show	7,567
Sydney Opera House	Creative Learning	1,924

Agency	Campaign Name	Total (\$)
Sydney Opera House	Cry Baby	651
Sydney Opera House	DYHTTPS	11,252
Sydney Opera House	Edward the Emu	16,848
Sydney Opera House	Email Lead Acquisition	5,015
Sydney Opera House	Fangirls	35,191
Sydney Opera House	Find Your Sydney Opera House	167,424
Sydney Opera House	Grug FY22	6,432
Sydney Opera House	KWSH - Creation	1,579
Sydney Opera House	KWSH - Tempo	1,249
Sydney Opera House	L'Hotel	1,038
Sydney Opera House	Liminal Music Series	14,697
Sydney Opera House	Magic Beach	12,870
Sydney Opera House	Mary Coustas	1,548
Sydney Opera House	Penn & Teller	7,837
Sydney Opera House	Scaredy Cat	8,003
Sydney Opera House	Six FY22	206,926
Sydney Opera House	Stream	30,002
Sydney Opera House	Sydney Opera House Google Grant	2,959
Sydney Opera House	The Twits	6,369
Sydney Opera House	Umbilical Brothers	12,597
Sydney Opera House	UnWrapped 2022	5,021
Sydney Opera House	Vivid	151,813
Sydney Opera House	Wonders 2021	14,520
TAFE NSW	A B Test	5,353
TAFE NSW	Aviation	23,141
TAFE NSW	Connected Learning Centres	36,896
TAFE NSW	Eartrain	17,835
TAFE NSW	Edstravaganza	155,348
TAFE NSW	Launch Pad	368,616
TAFE NSW	Magazines	4,923
TAFE NSW	Ranks to Recognition	150,555
TAFE NSW	Singleton Diggers EOI	262
TAFE NSW	Skillmax	21,410
TAFE NSW	TAFE Annual Program	13,339,345
TAFE NSW	TAFE NSW New Contract	7,763
TAFE NSW	Teachers Recruitment Program	169,793
Taronga Conservation Society Australia	Foundation Xmas	44,656
Taronga Conservation Society Australia	Sydney Admissions	131,460
Taronga Conservation Society Australia	Taronga Western Plains	301,122
Taronga Conservation Society Australia	Taronga Wildlife Retreat	365,224
Taronga Conservation Society Australia	Taronga Zoo Brand	644,456
Taronga Conservation Society Australia	Zoo Friends	266,383
Transport for NSW	16 Cities	59,427
Transport for NSW	Active Transport	700,325
Transport for NSW	Alpine Snow	1,747

Agency	Campaign Name	Total (\$)
Transport for NSW	Be Truck Aware	113,844
Transport for NSW	Bus Safety Week	59,366
Transport for NSW	Central Coast Fatigue	2,303
Transport for NSW	Child Restraints	2,044
Transport for NSW	Community Recycling	30,298
Transport for NSW	Community Transport	124,028
Transport for NSW	Connect Bus Phase 2	4,000
Transport for NSW	Connected Buses	63,106
Transport for NSW	Contactless Buses	179,664
Transport for NSW	Country Roads	3,109,713
Transport for NSW	COVID Tactical	104,335
Transport for NSW	Digital Trip Planner Tools	60,253
Transport for NSW	Drink Driving Metro	1,481,410
Transport for NSW	Drink Drug Driving Reforms	55,698
Transport for NSW	Enforceable Undertakings	566,893
Transport for NSW	Enforcement	3,743,243
Transport for NSW	Face Mask Refresh	8,738
Transport for NSW	Fare Free	198,216
Transport for NSW	Fatigue	1,653,824
Transport for NSW	Harbour Bridge	162,341
Transport for NSW	Heavy Vehicle Harvest Awareness	17,485
Transport for NSW	Holiday Travel	50,000
Transport for NSW	Horses in Traffic	30,012
Transport for NSW	HV Truck Aware State Wide	621,646
Transport for NSW	Inner West Pedestrian	9,391
Transport for NSW	IP Parramatta Light Rail	101,368
Transport for NSW	IP Rozelle The Crescent	6,443
Transport for NSW	IP Summer Travel Disruptions	71,808
Transport for NSW	Isolated Community Bus Trials	28,107
Transport for NSW	Keolis Downer Hunter	19,461
Transport for NSW	Level Crossings	502,720
Transport for NSW	Life Jackets	751,178
Transport for NSW	Maritime Priority Issues	530,489
Transport for NSW	Mobility	64,059
Transport for NSW	Motorcycles	1,221,813
Transport for NSW	National Road Safety Week	30,000
Transport for NSW	Online Fitness to Drive Med	450
Transport for NSW	OPAL	21,049
Transport for NSW	Opal Fare Changes June	7,793
Transport for NSW	Park & Ride	25,345
Transport for NSW	Park & Ride 8 Car Parks	4,466
Transport for NSW	Park & Ride Connect	32,115
Transport for NSW	Pedestrian Safety	114,104
Transport for NSW	Point 2 Point COVID	419,178
Transport for NSW	PT - West Ryde Park & Ride	9,613

Agency	Campaign Name	Total (\$)
Transport for NSW	PT COVID Roadmap to Reopening	124,419
Transport for NSW	PT L1 Dulwich Hill Closure	97,499
Transport for NSW	PT Park & Ride Revesby	8,652
Transport for NSW	PT Region 9	179,503
Transport for NSW	PT Snowy Mountain Bus Trial	10,287
Transport for NSW	PWC Enforcement	102,598
Transport for NSW	Regional Concession	16,735
Transport for NSW	Road Rules Awareness Week	36,075
Transport for NSW	Road Safety - Seatbelt Awareness	36,826
Transport for NSW	Road Safety - Summer Road Safety	162,808
Transport for NSW	Road Safety - Used Car Safety Rating	121,796
Transport for NSW	Road Safety - Food Delivery Service	8,913
Transport for NSW	Road Safety - Rural Road Safety Month	12,846
Transport for NSW	Road Safety In Your Workplace	44,061
Transport for NSW	Rozelle Interchange Disruption	64,096
Transport for NSW	Safer Roads	40,000
Transport for NSW	Safer Speeds	652,811
Transport for NSW	School Zones	181,096
Transport for NSW	Snowy Mountains	5,057
Transport for NSW	Speeding	3,861,201
Transport for NSW	Sydney Metro	34,176
Transport for NSW	T3 Line Shutdown	87,893
Transport for NSW	T3T4 Trackwork	121,094
Transport for NSW	Trainlink	656,606
Transport for NSW	Transport Recruitment	90,000
Transport for NSW	Travel Choices	48,862
Transport for NSW	Winter W Ice & Snow	45,631
Treasury	Business Connect	30,257
Treasury	Export Assistance Grant	3,000
Treasury	Small Business Month	53,574

State Owned Corporations:

Agency	Campaign Name	Total (\$)
Essential Energy	Apprentice Recruitment	56,557
Essential Energy	Brand	87,636
Essential Energy	Community Choices	106,285
Essential Energy	Public Electrical Safety Awareness	246,919
Essential Energy	Regulatory Proposal	13,749
Essential Energy	Tariff Trials	9,008
Sydney Water	Waste Water	1,448,648
Sydney Water	Water Fix	22,893
Sydney Water	Water Wise	2,088,170