

NSW Government Campaign Advertising – Media Expenditure

Prepared & Published April 2024

Report covers advertising during period: 1/7/2022– 31/12/2023

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	\$ 42,444
Art Gallery of NSW	Kandinsky and Louise Bourgeois	\$ 768,253
Art Gallery of NSW	New Building Launch	\$ 5,127
Art Gallery of NSW	Volume Festival	\$ 360,509
Australian Museum	Bilas	\$ 68,138
Australian Museum	Birds Of Australia	\$ 11,846
Australian Museum	Brand	\$ 673
Australian Museum	Frog ID	\$ 19,706
Australian Museum	Hologram Dinosaurs	\$ 86,950
Australian Museum	Nights At The Museum	\$ 27,419
Australian Museum	Ramses	\$ 404,749
Australian Museum	Wansolmoana Gallery	\$ 223,357
Cancer Institute NSW	Bowel Cancer Screening	\$ 13
Cancer Institute NSW	Breastscreen	\$ 1,107,203
Cancer Institute NSW	Skin Cancer	\$ 137,741
Department of Communities and Justice	Coercive Control Microsite	\$ 34,213
Department of Communities and Justice	Sheriff Officer Recruitment	\$ 14,872
Department of Customer Service	Bush Fire Ready	\$ 127,396
Department of Customer Service	End Of Life Planner	\$ 7,964
Department of Customer Service	Food Delivery Rider Safety	\$ 2,287
Department of Customer Service	ID Support NSW	\$ 98,497
Department of Customer Service	Mental Health Communication	\$ 19,939
Department of Customer Service	Regional Print - Get Ready	\$ 205,178
Department of Customer Service	Safework Month	\$ 54,503
Department of Customer Service	SEM Disaster Campaign	\$ 6,362
Department of Customer Service	Small Business Month	\$ 40,076
Department of Customer Service	Working At Heights	\$ 40,138
Department of Customer Service	Workplace Wellbeing Assessment	\$ 65,829
Department of Customer Service	World Congress	\$ 19,862
Department of Education	Attendance	\$ 337,244
Department of Education	Careers NSW	\$ 273,781
Department of Education	Education Week	\$ 11,817
Department of Education	Future Teacher Scholarship	\$ 81,287
Department of Education	My Future My Culture My Way	\$ 85,533
Department of Education	Opportunity	\$ 71,427
Department of Education	Selective HS Applications	\$ 13,619
Department of Education	Share Our Space	\$ 24,402
Department of Education	Stay Healthy	\$ 29,598
Department of Education	Teacher Supply	\$ 69,818
Department of Education	Wish I'd Known	\$ 1,277

Agency	Campaign Name	Total (\$)
Department of Enterprise, Investment and Trade	Advanced Manufacturing	\$ 10,986
Department of Enterprise, Investment and Trade	Always On SEM & Social	\$ 48,411
Department of Enterprise, Investment and Trade	Gambleaware	\$ 478,229
Department of Enterprise, Investment and Trade	The Number That Changed Our Life	\$ 36,034
Department of Enterprise, Investment and Trade	Sydney Precinct	\$ 33,258
Department of Planning and Environment	Southern Right Whales	\$ 30,165
Department of Planning and Environment	Tomaree Coastal Walk	\$ 20,180
Department of Planning and Environment	Walks Near Me	\$ 18,022
Destination NSW	Always On Events	\$ 778,079
Destination NSW	AO SEM	\$ 361,730
Destination NSW	EDM Acquisition	\$ 100,590
Destination NSW	EV Talent - Steph Catley	\$ 127,466
Destination NSW	Feel New Sydney	\$ 12,228
Destination NSW	Feel NSW Visitor Brand	\$ 42,156
Destination NSW	FIFA Womens World Cup 2023	\$ 1,603,864
Destination NSW	Great Southern Nights	\$ 1,247
Destination NSW	Regional Conferencing	\$ 2,149
Destination NSW	Always On Social	\$ 415,772
Destination NSW	What's on Sydney	\$ 191,101
Environment Protection Authority	Asbestos Awareness	\$ 4,577
Environment Protection Authority	Consumer Recycling	\$ 87,871
Environment Protection Authority	Household Problem Waste	\$ 132,923
Environment Protection Authority	World Environment Day	\$ 9,564
Fire and Rescue NSW	Permanent Firefighter Recruitment	\$ 28,970
Health System Support Group	Winter Wellness	\$ 68,942
Infrastructure NSW	The Hawkesbury-Nepean Valley Floods	\$ 88,009
Investment NSW	Jobs Connect	\$ 137,420
Ministry of Health	Beat The Heat	\$ 151,555
Ministry of Health	Carbon Monoxide Poisoning	\$ 30,733
Ministry of Health	Childhood Vaccinations	\$ 156,859
Ministry of Health	Covid-19	\$ 80,405
Ministry of Health	HIV Mandarin	\$ 48,946
Ministry of Health	Hyperemesis Gravidarum	\$ 46,693
Ministry of Health	Jr Medical Officer Recruit	\$ 37,346
Ministry of Health	Take Blaktion	\$ 16,809
Ministry of Health	Winter Wellness	\$ 114,339
Museum of Applied Arts & Sciences	100 Climate Conversations	\$ 10,442
Museum of Applied Arts & Sciences	1001 Remarkable Objects	\$ 114,904
Museum of Applied Arts & Sciences	A Line A Web A World	\$ 24,680
Museum of Applied Arts & Sciences	Atmospheric	\$ 105,062
Museum of Applied Arts & Sciences	Future Fashion	\$ 10,495
Museum of Applied Arts & Sciences	Paradise Camp	\$ 8,437
Museum of Applied Arts & Sciences	Powerhouse Renewal	\$ 103,354
Museum of Applied Arts & Sciences	Sydney Design Week	\$ 60,876
Museum of Applied Arts & Sciences	Sydney Science Festival	\$ 74,237
Museum of Applied Arts & Sciences	Winter School Holidays	\$ 6,231
Museums of History NSW	Free Admissions	\$ 89,295
Museums of History NSW	Sydney Open	\$ 25,787
Museums of History NSW	The Peoples House	\$ 36,777
NSW Ageing & Disability Commission	Know Your Rights	\$ 116,725

Agency	Campaign Name	Total (\$)
NSW Police Force	Criminal Record	\$ 29,542
NSW Police Force	You Should Be A Cop	\$ 200,049
NSW Trustee and Guardian	Make A Will	\$ 251
Place Management NSW	Song For Freedom	\$ 6,123
Place Management NSW	Spring School Holidays	\$ 4,484
Place Management NSW	The Rocks Dining	\$ 49,921
Premier's Department	Graduate Program Recruitment	\$ 34,574
Royal Botanic Gardens and Domain Trust	Visit The Botanical Garden	\$ 4,538
Rural Fire Service of NSW	Fire Danger Ratings	\$ 909,865
Rural Fire Service of NSW	Live Bush Fire Ready	\$ 47,820
Southern NSW Local Health District	Safe Haven	\$ 20,079
Sydney Olympic Park Authority	Spring School Holidays	\$ 6,163
Sydney Olympic Park Authority	Winter School Holidays	\$ 5,214
Sydney Opera House	50/50	\$ 3,870
Sydney Opera House	50th Birthday	\$ 124,572
Sydney Opera House	Angelique Kidjo	\$ 1,922
Sydney Opera House	Arlo Parks	\$ 2,865
Sydney Opera House	Black Country, New Road	\$ 1,240
Sydney Opera House	Caroline Polacheck	\$ 2,620
Sydney Opera House	Circus 1903	\$ 126,631
Sydney Opera House	Creative Learning	\$ 2,740
Sydney Opera House	Dance Rites	\$ 1,844
Sydney Opera House	Emotive Brand Video	\$ 121,567
Sydney Opera House	Exposed	\$ 6,140
Sydney Opera House	Fran Lebowitz	\$ 2,613
Sydney Opera House	Gatsby	\$ 69,940
Sydney Opera House	Kids GP Winter/Spring 2023	\$ 17,156
Sydney Opera House	Kids Summer School Holiday	\$ 14,828
Sydney Opera House	Lee Fields	\$ 700
Sydney Opera House	Malevo	\$ 56,654
Sydney Opera House	Miss Saigon	\$ 6,604
Sydney Opera House	Outlines	\$ 10,635
Sydney Opera House	Paul Weller	\$ 868
Sydney Opera House	Sparks	\$ 2,321
Sydney Opera House	Steve Lacy	\$ 4,676
Sydney Opera House	Sweeney Todd	\$ 15,431
Sydney Opera House	Tours	\$ 4,899
Sydney Opera House	Unknown Mortal Orchestra	\$ 1,240
Sydney Opera House	Vistar Bark Of Millions	\$ 6,000
TAFE NSW	Annual Program	\$ 3,961,806
TAFE NSW	Connecting Learning Centres Tafe	\$ 4,971
TAFE NSW	Institute of Applied Technology - Digital	\$ 146,756
TAFE NSW	Institute of Applied Technology- Construction	\$ 117,023
TAFE NSW	Micro Skills	\$ 5,882
TAFE NSW	Open Day Ultimo	\$ 40,267
TAFE NSW	Paid To Learn	\$ 37,949
TAFE NSW	Women In Business	\$ 153
Taronga Conservation Society Australia	Brand Purpose	\$ 49,672
Taronga Conservation Society Australia	Sydney General Admission	\$ 456,326

Agency	Campaign Name	Total (\$)
Taronga Conservation Society Australia	Western Plains	\$ 165,457
Taronga Conservation Society Australia	Wildlife Retreat	\$ 177,867
Taronga Conservation Society Australia	Zoo Friends	\$ 85,479
Transport for NSW	16 Cities	\$ 26,427
Transport for NSW	Bicycle Safety	\$ 192,854
Transport for NSW	Bus Driver Recruitment	\$ 235,669
Transport for NSW	Casual Speeding	\$ 1,641,790
Transport for NSW	Drink Driving	\$ 1,111,671
Transport for NSW	Enforceable Undertakings	\$ 323,906
Transport for NSW	Enforcement - Double Demerit	\$ 1,106,327
Transport for NSW	E-Scooter Trial	\$ 75,926
Transport for NSW	Falcon Street	\$ 19,969
Transport for NSW	Fatigue	\$ 620,549
Transport for NSW	Future - Warringah Freeway	\$ 80,762
Transport for NSW	Heavy Vehicles	\$ 346,142
Transport for NSW	Level Crossing	\$ 301,102
Transport for NSW	Lifejackets	\$ 351,797
Transport for NSW	Live Traffic July School Holiday 2023	\$ 46,329
Transport for NSW	Maritime Priority Issues	\$ 373,233
Transport for NSW	Motorcycle Awareness Month	\$ 19,885
Transport for NSW	Older Road Users	\$ 748
Transport for NSW	Opal Fare And Travel Reward	\$ 43,897
Transport for NSW	Over-Height Vehicles	\$ 6,785
Transport for NSW	Overseas Licence Policy Change	\$ 121,693
Transport for NSW	Park And Ride	\$ 74,158
Transport for NSW	Pedestrian Safety	\$ 11,939
Transport for NSW	Personal Water Craft	\$ 40,786
Transport for NSW	Road Rules Awareness	\$ 20,122
Transport for NSW	Road Safety - School Zones	\$ 76,974
Transport for NSW	Rozelle Interchange	\$ 361,508
Transport for NSW	Rural Contactless Ticketing	\$ 28,940
Transport for NSW	Snowy Mountains Bus Trial	\$ 50,664
Transport for NSW	Southern Lines Trackwork	\$ 11,864
Transport for NSW	Summer Roads Safety	\$ 7,868
Transport for NSW	Sydney Gateway	\$ 83,779
Transport for NSW	Sydney Metro T3 Disruption	\$ 13,334
Transport for NSW	T3 Bankstown Line	\$ 78,519
Transport for NSW	The Crescent Overpass	\$ 44,186
Transport for NSW	Trainlink	\$ 255,211
Transport for NSW	Used Car Safety Rating	\$ 64,993
Transport for NSW	Walker Street	\$ 7,072
Transport for NSW	Winter Ice And Snow - West	\$ 22,547