

NSW Government Campaign Advertising – Media Expenditure

Prepared & Published December 2024

Report covers advertising during period: 1/7/2024– 30/09/2024

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	Alphonse Mucha	\$ 209,164
Art Gallery of NSW	Always On	\$ 14,547
Art Gallery of NSW	Art For All	\$ 3,364
Art Gallery of NSW	Archibald, Wynne and Sulman	\$ 32,503
Art Gallery of NSW	Brand Campaign 2024	\$ 16,969
Art Gallery of NSW	Magritte	\$ 6,936
Art Gallery of NSW	Volume 2024	\$ 43,308
Australian Museum	Australian Geographic Nature Photographer of the Year	\$ 9,451
Australian Museum	Australian Museum Tourism	\$ 14,356
Australian Museum	Birds Of Australia	\$ 4,148
Australian Museum	Thin Ice VR	\$ 19,083
Cancer Institute NSW	Breastscreen	\$ 6,351
Cancer Institute NSW	Vaping	\$ 6,976
Department of Climate Change, Energy, the Environment and Water	Electricity Roadmap	\$ 36,006
Department of Climate Change, Energy, the Environment and Water	Saving Our Species	\$ 32,414
Department of Communities and Justice	Aboriginal Campaign	\$ 5,926
Department of Communities and Justice	Caseworker Recruitment	\$ 28,570
Department of Communities and Justice	Coercive Control	\$ 221,243
Department of Communities and Justice	Emergency Foster Care	\$ 12,511
Department of Communities and Justice	Step Together	\$ 3,362
Department of Customer Service	FLU CALD	\$ 9,846
Department of Customer Service	EnergyCo Community Benefits - Regional Press	\$ 54,465
Department of Customer Service	Have Your Say	\$ 42,002
Department of Customer Service	Know Your Rights - Regional Press	\$ 50,120
Department of Customer Service	Respect At Work	\$ 147,707
Department of Customer Service	Small Business Month	\$ 22,376
Creative Industries, Tourism, Hospitality and Sport	Responsible Gambling Fund -Always On SEM & Youtube	\$ 10,187
Creative Industries, Tourism, Hospitality and Sport	Responsible Gambling Fund - Always On Social	\$ 16,801
Creative Industries, Tourism, Hospitality and Sport	Gambleaware	\$ 201
Department of Enterprise, Investment and Trade	Gambleaware - Education in school	\$ 5,499

Agency	Campaign Name	Total (\$)
Creative Industries, Tourism, Hospitality and Sport	Online Sports Betting Harm	\$ 42,615
Creative Industries, Tourism, Hospitality and Sport	Parents Tactical Campaign	\$ 27,593
Department of Planning, Housing and Infrastructure	Know your APP	\$ 130,740
Department of Planning, Housing and Infrastructure	Local Elections 2024	\$ 72,312
Department of Planning, Housing and Infrastructure	NSW Housing Pattern Book	\$ 19,496
Department of Primary Industries and Regional Development	Essential Worker Attraction	\$ 100,991
Destination NSW	Always On Events	\$ 103,551
Destination NSW	AO SEM	\$ 72,853
Destination NSW	Always On Social	\$ 12,021
Destination NSW	Bowral Classic	\$ 4,517
Destination NSW	Regional Conferencing	\$ 24,590
Destination NSW	Sydney Contemporary	\$ 178,758
Environment Protection Authority	Household Chemical Cleanout	\$ 43,717
Health System Support Group	Junior Medical Officer Recruitment	\$ 15,056
Health System Support Group	Respiratory Illnesses 2024	\$ 140,204
Health System Support Group	Single Front Door	\$ 98,138
Investment NSW	Skilled Migration	\$ 95
Ministry of Health	Jr Medical Officer Recruitment	\$ 5,090
Ministry of Health	No Smoking Means No Vaping	\$ 7,348
Ministry of Health	Play Safe	\$ 46,607
Ministry of Health	Respiratory Illnesses 2024	\$ 230,185
Multicultural NSW	Continuum	\$ 13,501
Multicultural NSW	Harmony Dinner CALD Print	\$ 6,196
Museum of Applied Arts & Sciences	100 Climate Conversations	\$ 136
Museum of Applied Arts & Sciences	Future Fashion	\$ 214
Museum of Applied Arts & Sciences	Sydney Design Week	\$ 50,724
Museum of Applied Arts & Sciences	Sydney Science Festival	\$ 40,585
Museums of History NSW	Sydney Open 2024	\$ 1,479
NSW Ageing & Disability Commission	Know Your Rights	\$ 52,723
NSW Electoral Commission	Local Election	\$ 2,106,032
NSW Electoral Commission	Stop And Consider	\$ 368,561
NSW Electoral Commission	Temporary Election Workforce	\$ 46,085
NSW Police Force	Professional Mobility Program	\$ 18,901
NSW Trustee and Guardian	Make A Will - Local Area Marketing	\$ 22,817
Place Management NSW	Barangaroo Always On Brand	\$ 3,961
Place Management NSW	Barangaroo Aboriginal Cultural	\$ 2,898
Place Management NSW	Barangaroo Free Things To Do	\$ 2,671
Place Management NSW	Barangaroo NAIDOC Week	\$ 1,041
Place Management NSW	Darling Harbour Olympics	\$ 6,071
Place Management NSW	Darling Harbour Winterfest	\$ 14,293
Place Management NSW	Spring School Holidays	\$ 1,867

Agency	Campaign Name	Total (\$)
Place Management NSW	The Rocks Dining	\$ 49,239
Public Service Commission	Graduate Program Recruitment	\$ 21,148
Service NSW	Service NSW Business Bureau	\$ 1,837
Sydney Opera House	Dance Rites '24	\$ 4,541
Sydney Opera House	Elf The Musical	\$ 14,655
Sydney Opera House	Herbie Hancock	\$ 1,392
Sydney Opera House	In The Heights	\$ 21,576
Sydney Opera House	Kids Spring	\$ 17,789
Sydney Opera House	Kids Winter	\$ 8,476
Sydney Opera House	La Clique	\$ 40,524
Sydney Opera House	Live at Sydney Opera House	\$ 14,085
Sydney Opera House	Maui	\$ 2,383
Sydney Opera House	Max Richter	\$ 1,667
Sydney Opera House	Passenger	\$ 3,205
Sydney Opera House	Penn & Teller	\$ 17,276
Sydney Opera House	Singapore Symphony Orchestra	\$ 1,304
Sydney Opera House	Youtube Playlist	\$ 9,757
Sydney Opera House	Spiderverse	\$ 8,031
Sydney Opera House	The The	\$ 1,414
Sydney Opera House	Thom Yorke	\$ 1,966
Sydney Opera House	Uncovered	\$ 2,948
Sydney Opera House	Unwrapped	\$ 4,636
Sydney Opera House	Utzon Music	\$ 1,004
Sydney Opera House	What's On	\$ 46,111
TAFE NSW	Annual Program	\$ 2,158,643
TAFE NSW	Institute of Applied Technology - Construction	\$ 84,357
Taronga Conservation Society Australia	Brand Purpose	\$ 14,746
Taronga Conservation Society Australia	Sydney General Admission	\$ 265,057
Taronga Conservation Society Australia	Western Plains	\$ 115,082
Taronga Conservation Society Australia	Wildlife Retreat	\$ 105,130
Taronga Conservation Society Australia	Zoo Friends	\$ 52,896
The Cabinet Office	Rural Women's Gathering	\$ 2,870
Transport for NSW	2024 Rail & Bus Timetable	\$ 39,518
Transport for NSW	Bicycle Safety	\$ 3,290
Transport for NSW	Bus Driver Recruitment	\$ 53,322
Transport for NSW	Casual Speeding	\$ 1,104,210
Transport for NSW	Child Care Seat Safety	\$ 213
Transport for NSW	Drink Driving	\$ 174,409
Transport for NSW	Double Demerits	\$ 830,216
Transport for NSW	Fatigue	\$ 75,237
Transport for NSW	Heavy Vehicles	\$ 105,843
Transport for NSW	Level Crossing	\$ 4,916
Transport for NSW	Lifejackets	\$ 4,832
Transport for NSW	Man On The Street	\$ 531,058

Agency	Campaign Name	Total (\$)
Transport for NSW	Overarching Public Transport	\$ 75,477
Transport for NSW	Over-Height Vehicles	\$ 29,737
Transport for NSW	Parramatta Light Rail	\$ 55,169
Transport for NSW	Pedestrian Crossing	\$ 122,830
Transport for NSW	Road Rules Awareness	\$ 19,200
Transport for NSW	Road Safety - School Zones	\$ 39,597
Transport for NSW	Rural Road Safety Month	\$ 11,493
Transport for NSW	School Crossing Supervisors	\$ 2,643
Transport for NSW	Seatbelt Detection Cameras	\$ 1,972
Transport for NSW	Seatbelts	\$ 2,246
Transport for NSW	Seatbelts On Buses	\$ 99,182
Transport for NSW	Southwest Link	\$ 160,573
Transport for NSW	Sydney Gateway - Awareness	\$ 276,635
Transport for NSW	Sydney Metro App Download	\$ 9,990
Transport for NSW	Sydney Metro City & South	\$ 870,458
Transport for NSW	T4 & South Coast Line Train	\$ 13,516
Transport for NSW	Trainlink	\$ 144,295
Transport for NSW	Winter Ice & Snow 2024	\$ 21,508
Transport for NSW	Women & Girls Safety	\$ 78,780