

# NSW Government Campaign Advertising – Media Expenditure

Prepared & Published June 2024

Report covers advertising during period: 1/7/2023– 31/03/2024

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                    | Archibald                         | \$ 42,782    |
| Art Gallery of NSW                    | Hive Festival                     | \$ 19,863    |
| Art Gallery of NSW                    | Kandinsky & Bourgeois             | \$ 1,333,485 |
| 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                | \$ 15,968    |
| Australian Museum                     | Brand                             | \$ 673       |
| Australian Museum                     | Education Ads                     | \$ 4,857     |
| Australian Museum                     | Frog ID                           | \$ 19,706    |
| Australian Museum                     | Hologram Dinosaurs                | \$ 86,950    |
| Australian Museum                     | Nights At The Museum              | \$ 27,419    |
| Australian Museum                     | Ramses                            | \$ 713,585   |
| Australian Museum                     | Wansolmoana Gallery               | \$ 223,381   |
| Cancer Institute NSW                  | Bowel Cancer Screening            | \$ 13        |
| Cancer Institute NSW                  | Breastscreen                      | \$ 1,242,616 |
| Cancer Institute NSW                  | Skin Cancer                       | \$ 967,850   |
| Cancer Institute NSW                  | Tobacco                           | \$ 210,993   |
| Cancer Institute NSW                  | Vaping                            | \$ 1,018,142 |
| Department of Communities and Justice | Coercive Control Microsite        | \$ 49,761    |
| Department of Communities and Justice | Sheriff Officer Recruitment       | \$ 14,872    |
| Department of Customer Service        | Active & Creative Kids Voucher    | \$ 101,970   |
| Department of Customer Service        | Bush Fire Ready                   | \$ 239,027   |
| Department of Customer Service        | End Of Life Planner               | \$ 7,964     |
| Department of Customer Service        | Food Delivery Rider Safety        | \$ 2,287     |
| Department of Customer Service        | Have Your Say X Tafe NSW Campaign | \$ 19,565    |
| Department of Customer Service        | ID Support NSW                    | \$ 98,497    |
| Department of Customer Service        | Mental Health Communication       | \$ 29,817    |
| Department of Customer Service        | Get Ready                         | \$ 205,248   |
| Department of Customer Service        | Registry Weddings                 | \$ 18,317    |
| Department of Customer Service        | Safework Month                    | \$ 54,503    |
| Department of Customer Service        | SEM Disaster Campaign             | \$ 45,699    |
| 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               | 1000 Public Sector A&T            | \$ 29,317    |
| Department of Education               | Always On Social                  | \$ 8,218     |

| Agency                                       | Campaign Name                     | Total (\$)   |
|--|-----------------------------------|--------------|
| Department of Education                      | Attendance                        | \$ 508,149   |
| Department of Education                      | Careers NSW                       | \$ 273,781   |
| Department of Education                      | ECEC Brighter Beginnings          | \$ 181,725   |
| Department of Education                      | Education Week                    | \$ 11,817    |
| Department of Education                      | Future Teacher Scholarship        | \$ 81,287    |
| Department of Education                      | My Future My Culture My Way       | \$ 85,602    |
| Department of Education                      | Opportunity                       | \$ 71,427    |
| Department of Education                      | Selective HS Applications         | \$ 13,401    |
| Department of Education                      | Share Our Space                   | \$ 24,402    |
| Department of Education                      | SHS High School                   | \$ 218       |
| Department of Education                      | SMH Independent School Guide      | \$ 17,009    |
| Department of Education                      | Stay Healthy                      | \$ 29,598    |
| Department of Education                      | Teacher Supply                    | \$ 69,818    |
| Department of Education                      | Training Awards                   | \$ 47,199    |
| Department of Education                      | Wish I'd Known                    | \$ 1,277     |
| Department of Enterprise, Investment & Trade | Advanced Manufacturing            | \$ 10,990    |
| Department of Enterprise, Investment & Trade | Always On SEM & Social            | \$ 85,128    |
| Department of Enterprise, Investment & Trade | China Clinical Trials             | \$ 10,429    |
| Department of Enterprise, Investment & Trade | Gambleaware                       | \$ 1,299,677 |
| Department of Enterprise, Investment & Trade | Gambleaware Education Schools     | \$ 4,812     |
| Department of Enterprise, Investment & Trade | The Number That Changed Our Life  | \$ 214,492   |
| Department of Enterprise, Investment & Trade | Screen NSW                        | \$ 3,530     |
| Department of Enterprise, Investment & Trade | Sydney Precinct                   | \$ 67,393    |
| Department of Planning and Environment       | Agritourism Reforms               | \$ 9,635     |
| Department of Planning and Environment       | Air Quality                       | \$ 17,212    |
| Department of Planning and Environment       | Grand Cliff Top Walk              | \$ 2,063     |
| Department of Planning and Environment       | Southern Right Whales             | \$ 30,165    |
| Department of Planning and Environment       | Tomaree Coastal Walk              | \$ 17,434    |
| Department of Planning and Environment       | Walks Near Me                     | \$ 18,022    |
| Department of Planning and Environment       | Wombeyan Caves                    | \$ 5,287     |
| Department of Regional NSW                   | Key Worker Attraction             | \$ 238,873   |
| Destination NSW                              | Always On Events                  | \$ 1,093,695 |
| Destination NSW                              | Always On SEM                     | \$ 460,721   |
| Destination NSW                              | EDM Acquisition                   | \$ 100,590   |
| Destination NSW                              | Feel New Sydney                   | \$ 36,631    |
| Destination NSW                              | Feel NSW Visitor Brand            | \$ 42,156    |
| Destination NSW                              | FIFA Women's World Cup 2023       | \$ 1,732,852 |
| Destination NSW                              | Great Southern Nights             | \$ 528,990   |
| Destination NSW                              | Regional Conferencing             | \$ 5,104     |
| Destination NSW                              | Vivid Sydney                      | \$ 460,912   |
| Destination NSW                              | What's On Sydney                  | \$ 191,101   |
| Environment Protection Authority             | Asbestos Awareness                | \$ 4,577     |
| Environment Protection Authority             | Consumer Recycling                | \$ 113,129   |
| Environment Protection Authority             | Household Problem Waste           | \$ 319,139   |
| Environment Protection Authority             | World Environment Day             | \$ 9,564     |
| Fire and Rescue NSW                          | Permanent Firefighter Recruitment | \$ 28,970    |
| Health System Support Group                  | Covid-19                          | \$ 80,555    |

| Agency                             | Campaign Name                       | Total (\$) |
|------------------------------------|-------------------------------------|------------|
| Health System Support Group        | Winter Wellness                     | \$ 68,942  |
| Infrastructure NSW                 | The Hawkesbury-Nepean Valley Floods | \$ 88,009  |
| Investment NSW                     | Industry Manufacturing              | \$ 6,123   |
| Investment NSW                     | Jobs Connect                        | \$ 137,420 |
| Investment NSW                     | Skilled Migration                   | \$ 24,430  |
| Investment NSW                     | Wine Programme HK                   | \$ 3,956   |
| Ministry of Health                 | Beat The Heat                       | \$ 222,724 |
| Ministry of Health                 | Carbon Monoxide Poisoning           | \$ 30,733  |
| Ministry of Health                 | Childhood Vaccinations              | \$ 195,029 |
| Ministry of Health                 | HIV Mandarin                        | \$ 50,722  |
| Ministry of Health                 | Hyperemesis Gravidarum              | \$ 60,320  |
| Ministry of Health                 | JR Medical Officer Recruitment      | \$ 49,624  |
| Ministry of Health                 | Sepsis Awareness                    | \$ 3,526   |
| Ministry of Health                 | Take Blaktion                       | \$ 49,281  |
| 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                | \$ 29,707  |
| Museum of Applied Arts & Sciences  | Always On SEM & Social              | \$ 23,765  |
| Museum of Applied Arts & Sciences  | Atmospheric                         | \$ 105,062 |
| Museum of Applied Arts & Sciences  | Castle Hill Renewal Alchemist       | \$ 879     |
| Museum of Applied Arts & Sciences  | Future Fashion                      | \$ 20,889  |
| Museum of Applied Arts & Sciences  | Paradise Camp                       | \$ 8,437   |
| Museum of Applied Arts & Sciences  | Powerhouse Renewal                  | \$ 95,307  |
| Museum of Applied Arts & Sciences  | School Holidays                     | \$ 3,411   |
| 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             | Coomaditchie: The Art of Place      | \$ 3,559   |
| Museums of History NSW             | Free Admissions                     | \$ 143,045 |
| Museums of History NSW             | Ngaya (I Am)                        | \$ 651     |
| Museums of History NSW             | Sydney Open                         | \$ 25,787  |
| Museums of History NSW             | The Peoples House                   | \$ 42,025  |
| NSW Ageing & Disability Commission | Know Your Rights                    | \$ 116,725 |
| NSW Police Force                   | Criminal Record                     | \$ 46,850  |
| NSW Police Force                   | Hate Crime Awareness                | \$ 217     |
| NSW Police Force                   | Police Check                        | \$ 9,418   |
| NSW Police Force                   | You Should Be A Cop                 | \$ 200,490 |
| NSW Trustee and Guardian           | Make A Will                         | \$ 93,470  |
| Place Management NSW               | Barangaroo Christmas                | \$ 6,531   |
| Place Management NSW               | Darling Harbour Christmas           | \$ 8,584   |
| Place Management NSW               | Song For Freedom                    | \$ 6,123   |
| Place Management NSW               | Spring School Holidays              | \$ 4,462   |
| Place Management NSW               | The Rocks Christmas                 | \$ 8,868   |
| Place Management NSW               | The Rocks Dining                    | \$ 49,921  |
| Premier's Department               | Australia Day                       | \$ 157,742 |
| Premier's Department               | Graduate Program Recruitment        | \$ 34,574  |

| Agency                                 | Campaign Name                    | Total (\$)   |
|--|----------------------------------|--------------|
| Royal Botanic Gardens and Domain Trust | Visit The Botanical Garden       | \$ 5,105     |
| Rural Fire Service of NSW              | Fire Danger Ratings              | \$ 1,169,236 |
| Rural Fire Service of NSW              | Live Bush Fire Ready             | \$ 1,213,355 |
| Service NSW                            | Service NSW Business Bureau      | \$ 25,762    |
| Southern NSW Local Health District     | Safe Haven                       | \$ 20,079    |
| Sydney Olympic Park Authority          | Spring School Holidays           | \$ 11,881    |
| 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                     | All About Women                  | \$ 17,721    |
| Sydney Opera House                     | Angelique Kidjo                  | \$ 8,547     |
| Sydney Opera House                     | Arlo Parks                       | \$ 2,865     |
| Sydney Opera House                     | Black Country, New Road          | \$ 1,240     |
| Sydney Opera House                     | Brand Terms                      | \$ 11,423    |
| Sydney Opera House                     | Caroline Polacheck               | \$ 2,620     |
| Sydney Opera House                     | Circus 1903                      | \$ 126,631   |
| Sydney Opera House                     | Creative Learning                | \$ 7,131     |
| Sydney Opera House                     | Dance Rites                      | \$ 1,844     |
| Sydney Opera House                     | Do You Hear The People Sing      | \$ 27        |
| 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                           | \$ 120,081   |
| Sydney Opera House                     | Kids Autumn                      | \$ 8,980     |
| Sydney Opera House                     | Kids GP Autumn                   | \$ 6,710     |
| Sydney Opera House                     | Kids GP Winter/Spring 2023       | \$ 17,156    |
| Sydney Opera House                     | Kids Summer School Holiday       | \$ 17,428    |
| Sydney Opera House                     | Lee Fields                       | \$ 700       |
| Sydney Opera House                     | Live At SOH                      | \$ 493       |
| Sydney Opera House                     | Malevo                           | \$ 61,994    |
| Sydney Opera House                     | Miss Saigon                      | \$ 6,604     |
| Sydney Opera House                     | Outlines                         | \$ 10,635    |
| Sydney Opera House                     | Paul Weller                      | \$ 868       |
| Sydney Opera House                     | Romeo & Juliet                   | \$ 10,120    |
| Sydney Opera House                     | Sparks                           | \$ 2,321     |
| Sydney Opera House                     | Steve Lacy                       | \$ 9,869     |
| Sydney Opera House                     | Sweeney Todd                     | \$ 15,431    |
| Sydney Opera House                     | The Harbour                      | \$ 11,078    |
| Sydney Opera House                     | Tours                            | \$ 9,554     |
| Sydney Opera House                     | Unknown Mortal Orchestra         | \$ 2,423     |
| Sydney Opera House                     | Vistar Bark Of Millions          | \$ 6,000     |
| Sydney Opera House                     | Vivid Live                       | \$ 27,918    |
| Sydney Opera House                     | What's On                        | \$ 67,860    |
| Sydney Opera House                     | Wilco                            | \$ 2,530     |
| Sydney Opera House                     | Youseff Dayes                    | \$ 598       |
| TAFE NSW                               | Annual Program                   | \$ 6,155,984 |
| TAFE NSW                               | Connecting Learning Centres TAFE | \$ 4,971     |

| Agency                                 | Campaign Name                                 | Total (\$)   |
|--|---|--------------|
| TAFE NSW                               | Institute of Applied Technology - Digital     | \$ 270,669   |
| TAFE NSW                               | Institute of Applied Technology- Construction | \$ 185,695   |
| TAFE NSW                               | Information Sessions                          | \$ 4,145     |
| 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                                 | \$ 98,445    |
| Taronga Conservation Society Australia | Sydney General Admission                      | \$ 692,008   |
| Taronga Conservation Society Australia | Western Plains                                | \$ 257,607   |
| Taronga Conservation Society Australia | Wildlife Retreat                              | \$ 263,800   |
| Taronga Conservation Society Australia | Zoo Friends                                   | \$ 140,095   |
| Transport for NSW                      | 16 Cities                                     | \$ 27,392    |
| Transport for NSW                      | Bicycle Safety                                | \$ 448,876   |
| Transport for NSW                      | Bus Driver Recruitment                        | \$ 235,669   |
| Transport for NSW                      | Bus Safety                                    | \$ 56,509    |
| Transport for NSW                      | Casual Speeding                               | \$ 3,195,932 |
| Transport for NSW                      | Central Coast & Newcastle                     | \$ 2,923     |
| Transport for NSW                      | Connected Bus                                 | \$ 25,589    |
| Transport for NSW                      | Drink Driving                                 | \$ 1,910,154 |
| Transport for NSW                      | Easter Road Safety                            | \$ 17,239    |
| Transport for NSW                      | Enforceable Undertakings                      | \$ 464,842   |
| Transport for NSW                      | Enforcement - Double Demerit                  | \$ 2,361,293 |
| Transport for NSW                      | Enforcement Police Operation                  | \$ 45        |
| Transport for NSW                      | E-Scooter Trial                               | \$ 111,403   |
| Transport for NSW                      | Falcon Street                                 | \$ 19,969    |
| Transport for NSW                      | Fatigue                                       | \$ 1,229,890 |
| Transport for NSW                      | Future Transport- Overarching Return to Work  | \$ 98,729    |
| Transport for NSW                      | Future - Warringah Freeway                    | \$ 111,021   |
| Transport for NSW                      | Heavy Vehicles                                | \$ 608,329   |
| Transport for NSW                      | Level Crossing                                | \$ 390,975   |
| Transport for NSW                      | Lifejackets                                   | \$ 527,940   |
| Transport for NSW                      | Live Traffic July School Holiday              | \$ 46,329    |
| Transport for NSW                      | Maritime Priority Issues                      | \$ 616,514   |
| Transport for NSW                      | Motorcycle Awareness Month                    | \$ 19,885    |
| Transport for NSW                      | Motorcycles                                   | \$ 157       |
| Transport for NSW                      | Older Road Users                              | \$ 748       |
| Transport for NSW                      | Opal Fare And Travel Reward                   | \$ 42,048    |
| Transport for NSW                      | Opal Travel App                               | \$ 29,000    |
| Transport for NSW                      | Over-Height Vehicles                          | \$ 6,785     |
| Transport for NSW                      | Overseas Licence Policy Change                | \$ 138,817   |
| Transport for NSW                      | Park And Ride                                 | \$ 74,158    |
| Transport for NSW                      | Parra Light Rail - Testing                    | \$ 14,291    |
| Transport for NSW                      | Pedestrian Safety                             | \$ 276,596   |
| Transport for NSW                      | Personal Water Craft                          | \$ 156,610   |
| Transport for NSW                      | Road Rules Awareness                          | \$ 20,122    |
| Transport for NSW                      | Road Safety - School Zones                    | \$ 150,752   |

| Agency            | Campaign Name                               | Total (\$) |
|-------------------|---|------------|
| Transport for NSW | Road Safety In Your Workplace               | \$ 199     |
| Transport for NSW | Rozelle Interchange                         | \$ 480,263 |
| 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                         | \$ 31,183  |
| Transport for NSW | Sydney Gateway                              | \$ 83,779  |
| Transport for NSW | Sydney Metro T3 Disruption                  | \$ 38,743  |
| Transport for NSW | T3 Bankstown Line                           | \$ 76,950  |
| Transport for NSW | The Crescent Overpass                       | \$ 44,186  |
| Transport for NSW | Trainlink                                   | \$ 403,022 |
| Transport for NSW | Transport Safety For Parents                | \$ 3,709   |
| Transport for NSW | Temp Transport Plan T3 April 2024 Trackwork | \$ 12      |
| Transport for NSW | Used Car Safety Rating                      | \$ 148,206 |
| Transport for NSW | Walker Street                               | \$ 7,072   |
| Transport for NSW | Winter Ice And Snow - West                  | \$ 22,547  |
| Treasury          | Destination Charging                        | \$ 130,861 |