

# NSW Government Campaign Advertising – Media Expenditure

Prepared & Published October 2024

Report covers advertising during period: 1/7/2023– 30/06/2024

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	\$ 259,896
Art Gallery of NSW	Always On	\$ 120,583
Art Gallery of NSW	Archibald	\$ 42,782
Art Gallery of NSW	AWS Archibald, Wynne and Sulman	\$ 92,176
Art Gallery of NSW	Hive Festival	\$ 19,863
Art Gallery of NSW	Kandinsky & Bourgeois	\$ 1,469,427
Art Gallery of NSW	New Building Launch	\$ 5,127
Art Gallery of NSW	Volume Festival	\$ 457,206
Australian Museum	Australian Museum Tourism	\$ 30,000
Australian Museum	Bilas	\$ 68,138
Australian Museum	Birds Of Australia	\$ 20,759
Australian Museum	Brand Campaign	\$ 119,558
Australian Museum	Education Ads	\$ 10,989
Australian Museum	Frog ID	\$ 19,706
Australian Museum	Hologram Dinosaurs	\$ 86,950
Australian Museum	Nights At The Museum	\$ 29,725
Australian Museum	Ramses	\$ 814,452
Australian Museum	Thin Ice VR	\$ 30,197
Australian Museum	Wansolmoana Gallery	\$ 223,381
Cancer Institute NSW	Bowel Cancer Screening	\$ 13
Cancer Institute NSW	Breastscreen	\$ 1,573,628
Cancer Institute NSW	Skin Cancer	\$ 969,406
Cancer Institute NSW	Tobacco	\$ 3,098,648
Cancer Institute NSW	Vaping	\$ 1,828,045
Department of Climate Change, Energy, the Environment and Water	Destination Charging	\$ 162,204
Department of Climate Change, Energy, the Environment and Water	Grand Cliff Top Walk	\$ 19,970
Department of Climate Change, Energy, the Environment and Water	Wombeyan Caves	\$ 17,925
Department of Climate Change, Energy, the Environment and Water	Agritourism Reforms	\$ 9,635
Department of Climate Change, Energy, the Environment and Water	Air Quality	\$ 17,212
Department of Communities and Justice	Aboriginal Campaign	\$ 20,688
Department of Communities and Justice	Coercive Control	\$ 454,965
Department of Communities and Justice	Emergency Foster Care	\$ 672
Department of Communities and Justice	Make No Doubt	\$ 197,090
Department of Communities and Justice	Sheriff Officer Recruitment	\$ 14,872

Agency	Campaign Name	Total (\$)
Department of Communities and Justice	Step Together	\$ 1,306
Department of Customer Service	Active & Creative Kids Voucher	\$ 175,043
Department of Customer Service	Bush Fire Ready - Regional Print	\$ 239,027
Department of Customer Service	Covid Booster - Regional Print	\$ 244,684
Department of Customer Service	Emergency Flood NSW	\$ 204
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	\$ 20,516
Department of Customer Service	ID Support NSW	\$ 98,497
Department of Customer Service	Know Your Apps – Regional Print	\$ 79,320
Department of Customer Service	Know Your Rights - Regional Print	\$ 44,067
Department of Customer Service	Make a Will – Regional Print	\$ 24,528
Department of Customer Service	Mental Health Communication	\$ 29,817
Department of Customer Service	Mine Subsidence	\$ 228,306
Department of Customer Service	Get Ready – Regional Print	\$ 205,248
Department of Customer Service	Registry Weddings	\$ 45,159
Department of Customer Service	Respect At Work	\$ 699
Department of Customer Service	Safework	\$ 476,572
Department of Customer Service	SEM Disaster Campaign	\$ 99,788
Department of Customer Service	Service For Business	\$ 72,895
Department of Customer Service	Service NSW Business Bureau	\$ 296,284
Department of Customer Service	Service NSW Business Bureau – Regional Print	\$ 103,655
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	\$ 30,265
Department of Education	Always On Social	\$ 26,588
Department of Education	Attendance	\$ 973,526
Department of Education	Careers NSW	\$ 273,781
Department of Education	Early Childhood Education and Care - Brighter Beginnings	\$ 390,096
Department of Education	Education Week	\$ 11,817
Department of Education	Engaging Our Sector	\$ 18,065
Department of Education	Educational Pathways Program - Parents & Home Employee	\$ 39,756
Department of Education	Future Teacher Scholarship	\$ 81,287
Department of Education	My Future My Culture My Way	\$ 62,131
Department of Education	Opportunity Class Campaign	\$ 106,269
Department of Education	Quality In Early Childhood Education and Care	\$ 37,783
Department of Education	Regulatory Awareness	\$ 74,765
Department of Education	Selective HS Applications	\$ 13,401
Department of Education	Share Our Space	\$ 24,402
Department of Education	SMH Independent School Guide	\$ 17,009
Department of Education	Stay Healthy	\$ 29,598

Agency	Campaign Name	Total (\$)
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 and Trade	Advanced Manufacturing	\$ 10,990
Department of Enterprise, Investment and Trade	Always On Sem & Social	\$ 110,942
Department of Enterprise, Investment and Trade	China Clinical Trials	\$ 10,429
Department of Enterprise, Investment and Trade	Gambleaware	\$ 2,048,984
Department of Enterprise, Investment and Trade	Gambleaware Education Schools	\$ 43,936
Department of Enterprise, Investment and Trade	Industry Manufacturing	\$ 6,123
Department of Enterprise, Investment and Trade	Number That Changed Our Life	\$ 716,959
Department of Enterprise, Investment and Trade	Parents Tactical Campaign	\$ 31,588
Department of Enterprise, Investment and Trade	Screen NSW	\$ 3,530
Department of Enterprise, Investment and Trade	Sydney Precinct	\$ 69,919
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, Housing and Infrastructure	Floods Recovery	\$ 19,760
Department of Planning, Housing and Infrastructure	Local Elections 2024	\$ 22,459
Department of Regional NSW	Key Worker Attraction	\$ 421,853
Department of Regional NSW	Recreational Fishing Licence	\$ 17,298
Destination NSW	Always On Events	\$ 1,722,961
Destination NSW	Always On SEM	\$ 560,712
Destination NSW	EDM Acquisition	\$ 100,590
Destination NSW	Feel New Sydney	\$ 506,292
Destination NSW	Feel NSW Visitor Brand	\$ 42,156
Destination NSW	FIFA Women's World Cup 2023	\$ 1,732,852
Destination NSW	Great Southern Nights	\$ 529,275
Destination NSW	Regional Conferencing	\$ 33,228
Destination NSW	Always On Social	\$ 1,010,647
Destination NSW	Uber Test	\$ 56,025
Destination NSW	Vivid Sydney	\$ 937,913
Destination NSW	What's on Sydney	\$ 191,101
Environment Protection Authority	Asbestos Awareness	\$ 4,577
Environment Protection Authority	Consumer Recycling	\$ 270,435
Environment Protection Authority	Household Problem Waste	\$ 513,398
Environment Protection Authority	World Environment Day	\$ 9,564
Fire and Rescue NSW	Permanent Firefighter Recruitment	\$ 28,970
Health System Support Group	Respiratory Illnesses 2024	\$ 291,052
Health System Support Group	Sepsis Awareness	\$ 113,732
Infrastructure NSW	The Hawkesbury-Nepean Valley	\$ 88,009
Investment NSW	Jobs Connect	\$ 137,420
Investment NSW	Skilled Migration	\$ 49,704
Investment NSW	Wine Programme HK	\$ 3,956
Ministry of Health	Beat The Heat	\$ 222,724
Ministry of Health	Carbon Monoxide Poisoning	\$ 30,733

Agency	Campaign Name	Total (\$)
Ministry of Health	Childhood Vaccinations	\$ 233,117
Ministry of Health	Covid-19	\$ 80,555
Ministry of Health	HIV Mandarin	\$ 59,106
Ministry of Health	Hyperemesis Gravidarum	\$ 101,218
Ministry of Health	Jr Medical Officer Recruitment	\$ 49,624
Ministry of Health	Respiratory Illnesses 2024	\$ 66,389
Ministry of Health	Take Blaktion	\$ 51,044
Ministry of Health	Winter Wellness	\$ 183,282
Museum of Applied Arts & Sciences	100 Climate Conversations	\$ 27,692
Museum of Applied Arts & Sciences	1001 Remarkable Objects	\$ 115,204
Museum of Applied Arts & Sciences	A Line A Web A World	\$ 29,707
Museum of Applied Arts & Sciences	Always On SEM	\$ 46,752
Museum of Applied Arts & Sciences	Atmospheric	\$ 105,062
Museum of Applied Arts & Sciences	Castle Hill Renewal Alchemy Exhibition	\$ 77,888
Museum of Applied Arts & Sciences	Future Fashion	\$ 20,889
Museum of Applied Arts & Sciences	Paradise Camp	\$ 8,437
Museum of Applied Arts & Sciences	Powerhouse	\$ 98,084
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	\$ 17,839
Museums of History NSW	Free Admissions	\$ 143,045
Museums of History NSW	Ngaya (I Am)	\$ 7,951
Museums of History NSW	Property Campaign	\$ 52,917
Museums of History NSW	Sydney Open	\$ 25,787
Museums of History NSW	The Peoples House	\$ 42,025
Museums of History NSW	Tourism Campaign	\$ 18,818
NSW Ageing & Disability Commission	Know Your Rights	\$ 209,526
NSW Electoral Commission	Northern Tablelands	\$ 30,300
NSW Electoral Commission	Political Donation	\$ 144,347
NSW Electoral Commission	Temporary Election Workforce	\$ 22,310
NSW Police Force	Criminal Record	\$ 59,817
NSW Police Force	Empower You	\$ 19,955
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 State Emergency Service	Future Floods Evacuation	\$ 120,736
NSW State Emergency Service	Volunteer Recruitment	\$ 133,209
NSW Trustee and Guardian	Make A Will	\$ 158,473
Place Management NSW	Barangaroo Christmas	\$ 6,531
Place Management NSW	Barangaroo Summer	\$ 6,586
Place Management NSW	Damulay Ngurang	\$ 1,908
Place Management NSW	Darling Harbour Christmas	\$ 8,584
Place Management NSW	Darling Harbour Winterfest	\$ 247
Place Management NSW	Lunar New Year	\$ 3,402
Place Management NSW	NAIDOC Week Barangaroo	\$ 1,041

Agency	Campaign Name	Total (\$)
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
Place Management NSW	Vivid 2024	\$ 6,585
Premier's Department	Afloat Magazine	\$ 3,959
Premier's Department	Australia Day	\$ 152,926
Premier's Department	Graduate Program Recruitment	\$ 34,574
Reconstruction Authority	Know Your Apps	\$ 176,329
Royal Botanic Gardens and Domain Trust	Science Communications	\$ 39,049
Royal Botanic Gardens and Domain Trust	Visit The Botanical Garden	\$ 5,105
Rural Fire Service of NSW	Fire Danger Ratings	\$ 1,170,778
Rural Fire Service of NSW	Live Bushfire Ready	\$ 1,216,201
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	\$ 18,522
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	\$ 4,301
Sydney Opera House	Do You Hear the People Sing - Screen	\$ 7,332
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	Gospel According To Paul	\$ 9,378
Sydney Opera House	In The Heights	\$ 41,919
Sydney Opera House	Jennifer Doudna	\$ 842
Sydney Opera House	Kids Autumn	\$ 8,980
Sydney Opera House	Kids GP Autumn	\$ 15,696
Sydney Opera House	Kids GP Winter/Spring 2023	\$ 17,156
Sydney Opera House	Kids Summer School Holiday	\$ 17,428
Sydney Opera House	Kids Winter	\$ 24,521
Sydney Opera House	Lee Fields	\$ 700
Sydney Opera House	Live At SOH	\$ 15,050
Sydney Opera House	Malevo	\$ 61,994
Sydney Opera House	Maui	\$ 2,724
Sydney Opera House	Miss Saigon	\$ 6,604
Sydney Opera House	Outlines	\$ 10,635
Sydney Opera House	Passenger	\$ 680

Agency	Campaign Name	Total (\$)
Sydney Opera House	Paul Weller	\$ 868
Sydney Opera House	Romeo & Juliet	\$ 38,960
Sydney Opera House	Singapore Symphony Orchestra	\$ 3,000
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	Thom Yorke	\$ 7,354
Sydney Opera House	Tours	\$ 14,290
Sydney Opera House	Unknown Mortal Orchestra	\$ 2,423
Sydney Opera House	Utzon Music	\$ 8,398
Sydney Opera House	Vistar Bark Of Millions	\$ 6,000
Sydney Opera House	Vivid Live	\$ 251,170
Sydney Opera House	What's On	\$ 87,208
Sydney Opera House	Wilco	\$ 2,530
Sydney Opera House	Youseff Dayes	\$ 598
TAFE NSW	Annual Program	\$ 9,347,073
TAFE NSW	Connecting Learning Centres Tafe	\$ 4,971
TAFE NSW	Hydrogen Microskills	\$ 30,605
TAFE NSW	Institute of Applied Technology - Digital	\$ 323,376
TAFE NSW	Institute of Applied Technology- Construction	\$ 214,443
TAFE NSW	Information Sessions	\$ 5,409
TAFE NSW	Micro Skills	\$ 5,882
TAFE NSW	Open Day Ultimo	\$ 40,267
TAFE NSW	Paid To Learn	\$ 86,848
TAFE NSW	Women In Business	\$ 153
Taronga Conservation Society Australia	Brand Purpose	\$ 98,445
Taronga Conservation Society Australia	Sydney General Admission	\$ 933,426
Taronga Conservation Society Australia	Western Plains	\$ 320,289
Taronga Conservation Society Australia	Wildlife Retreat	\$ 391,632
Taronga Conservation Society Australia	Zoo Friends	\$ 171,412
Transport for NSW	16 Cities	\$ 27,392
Transport for NSW	Animals On Country Roads	\$ 46,612
Transport for NSW	Bicycle Safety	\$ 462,081
Transport for NSW	Bus Driver Recruitment	\$ 287,763
Transport for NSW	Bus Safety	\$ 56,509
Transport for NSW	Casual Speeding	\$ 4,893,330
Transport for NSW	Central Coast & Newcastle	\$ 2,923
Transport for NSW	Child Car Seat Safety	\$ 48,235
Transport for NSW	Connected Bus	\$ 45,706
Transport for NSW	Drink Driving	\$ 2,755,091
Transport for NSW	Easter Road Safety	\$ 19,601
Transport for NSW	Enforceable Undertakings	\$ 750,902
Transport for NSW	Enforcement - Double Demerit	\$ 3,459,226
Transport for NSW	Enforcement Police Operation	\$ 22,455
Transport for NSW	E-Scooter Trial	\$ 125,331

Agency	Campaign Name	Total (\$)
Transport for NSW	Falcon Street	\$ 19,969
Transport for NSW	Fatigue	\$ 1,892,941
Transport for NSW	Future Transport - Overarching Return to Work	\$ 98,729
Transport for NSW	Heavy Vehicles	\$ 650,894
Transport for NSW	Level Crossing	\$ 589,108
Transport for NSW	Lifejackets	\$ 765,372
Transport for NSW	Live Traffic July School Holiday	\$ 46,329
Transport for NSW	Man On The Street Towards	\$ 16,532
Transport for NSW	Maritime Priority Issues	\$ 766,148
Transport for NSW	Motorcycle Awareness Month	\$ 20,042
Transport for NSW	National Road Safety Week	\$ 11,891
Transport for NSW	Older Road Users	\$ 19,996
Transport for NSW	Opal Fare And Travel Reward	\$ 42,048
Transport for NSW	Opal Travel App	\$ 29,000
Transport for NSW	Over-Height Vehicles	\$ 26,687
Transport for NSW	Overseas Licence Policy Change	\$ 176,235
Transport for NSW	Park And Ride	\$ 162,600
Transport for NSW	Parramatta Light Rail	\$ 160,213
Transport for NSW	Pedestrian Safety	\$ 694,837
Transport for NSW	Point To Point	\$ 74,594
Transport for NSW	Personal Water Craft	\$ 190,547
Transport for NSW	Road Rule Awareness Youth	\$ 29,722
Transport for NSW	Road Safety - School Zones	\$ 190,814
Transport for NSW	Road Safety in Your Workplace	\$ 48,374
Transport for NSW	Rozelle Interchange	\$ 480,263
Transport for NSW	Rural Contactless Ticketing	\$ 28,940
Transport for NSW	Safer Roads FY23-24	\$ 54,585
Transport for NSW	Seatbelt Detection Cameras	\$ 405,635
Transport for NSW	Seatbelts	\$ 170,027
Transport for NSW	Seatbelts On Buses	\$ 250,046
Transport for NSW	Snowy Mountains Bus Trial	\$ 67,227
Transport for NSW	Southern Lines Trackwork	\$ 11,864
Transport for NSW	Summer Roads Safety	\$ 31,183
Transport for NSW	Sydney Gateway	\$ 88,269
Transport for NSW	Sydney Metro T3 Disruption	\$ 55,928
Transport for NSW	T3 Bankstown Line	\$ 76,950
Transport for NSW	T4 And South Coast Line Trackwork	\$ 6,327
Transport for NSW	The Crescent Overpass	\$ 44,186
Transport for NSW	Trainlink	\$ 864,003
Transport for NSW	Transport Safety For Parents	\$ 29,159
Transport for NSW	Temporary Transport Plan T3 April 2024 Trackwork	\$ 20,427
Transport for NSW	Used Car Safety Rating	\$ 149,175
Transport for NSW	Walker Street	\$ 7,072
Transport for NSW	Warringah Freeway	\$ 184,031
Transport for NSW	Winter Ice And Snow	\$ 31,781

Agency	Campaign Name	Total (\$)
Transport for NSW	Women & Girls Safety	\$ 301,991

### Campaign Media Expenditure - Multicultural and Aboriginal Media

*Prepared and published in February 2025. The data below supersedes information that was previously published in October 2024*

The combined total figures for NSW Government campaign advertising expenditure with Multicultural and Aboriginal media and also total media expenditure are provided on an annual basis.

Note: Final expenditure figures may be subject to adjustment. Media expenditure information may change following reconciliation of advertising placements at the completion of advertising.

FY23/24	Multicultural and Aboriginal	Grand Total
Total Spend	\$6,872,168	\$72,228,416
Percentage of Total Spend	9.5%	100.0%