

Annual departmental advertising placement spend 2023–24

Department	Category		Total (\$)
	Campaign (\$)	Non-campaign (\$)	
Agriculture and Fisheries	2,973,444	44,576	3,018,020
Child Safety, Seniors and Disability Services	637,397	0	637,397
Corrective Services	721,610	19,887	741,497
Education	3,704,763	124,084	3,828,847
Employment, Small Business and Training	1,054,716	302	1,055,018
Energy and Climate	2,010,888	31,717	2,042,604
Environment, Science and Innovation	0	16,762	16,762
Fire and Emergency	4,677,919	16,360	4,694,280
Health	8,887,258	30,538	8,917,796
Housing, Local Government, Planning and Public Works	566,966	24,466	591,432
Justice and Attorney-General	674,585	17,010	691,595
Police Service	3,048,536	47,038	3,095,574
Premier and Cabinet	441,642	173,706	615,349
Regional Development, Manufacturing and Water	299,724	73,323	373,048
Resources	262	76,602	76,864
State Development and Infrastructure	0	71,398	71,398
Tourism and Sport	610,399	2,583	612,982
Transport and Main Roads	8,065,075	474,964	8,540,039
Treasury	2,012,824	24,828	2,037,652
Treaty, Aboriginal and Torres Strait Islander Partnerships, Communities and the Arts	0	30,591	30,591
Youth Justice	0	0	0
<i>Children, Youth Justice and Multicultural Affairs*</i>	<i>957,042</i>	<i>20,926</i>	<i>977,969</i>
<i>Communities, Housing and Digital Economy*</i>	<i>307,116</i>	<i>1,870</i>	<i>308,986</i>
<i>Energy and Public Works*</i>	<i>498,464</i>	<i>52,310</i>	<i>550,774</i>
<i>Environment and Science*</i>	<i>866,193</i>	<i>140,881</i>	<i>1,007,074</i>
<i>Housing*</i>	<i>86,165</i>	<i>2,362</i>	<i>88,527</i>
<i>Seniors, Disability Services and Aboriginal and Torres Strait Islander Partnerships*</i>	<i>-8,144</i>	<i>659</i>	<i>-7,484</i>
<i>State Development, Infrastructure, Local Government and Planning*</i>	<i>5,895,383</i>	<i>81,705</i>	<i>5,977,088</i>
<i>Tourism, Innovation and Sport*</i>	<i>22,510</i>	<i>4,221</i>	<i>26,730</i>
<i>Youth Justice, Employment, Small Business and Training*</i>	<i>99,722</i>	<i>0</i>	<i>99,722</i>
TOTAL LINE DEPARTMENTS	49,112,460	1,605,670	50,718,130

*N.B. Departments that have changed or were abolished due to machinery-of-government during the 2023–24 financial year.

Amounts included are in Australian dollars and rounded to the nearest \$1.
Non-campaign includes expenditure for recruitment advertising, excluding SEEK.