

Annual departmental advertising placement spend 2024–25

| Department | Category | | Total (\$) |
|--|------------------|-------------------|------------------|
| | Campaign (\$) | Non-campaign (\$) | |
| Corrective Services | 494,065 | 32,057 | 526,122 |
| Customer Services, Open Data and Small and Family Business | 1,972 | 0 | 1,972 |
| Education [#] | 921,300 | 64,158 | 985,458 |
| Environment, Tourism, Science and Innovation | 146,799 | 9,290 | 156,089 |
| Families, Seniors, Disability Services and Child Safety | 0 | 0 | 0 |
| Fire | 1,432,208 | 0 | 1,432,208 |
| Health [#] | 3,944,117 | 26,027 | 3,970,143 |
| Housing and Public Works | 1,457,012 | 29,958 | 1,486,970 |
| Justice | 0 | 1,129 | 1,129 |
| Local Government, Water and Volunteers | 6,842 | 0 | 6,842 |
| Natural Resources and Mines, Manufacturing and Regional and Rural Development | 0 | 54,220 | 54,220 |
| Police | 4,614,443 | 5,473 | 4,619,916 |
| Premier and Cabinet | 1,605,278 | 72,299 | 1,677,577 |
| Primary Industries [#] | 495,141 | 155,786 | 650,927 |
| Sport, Racing and Olympic and Paralympic Games | 25,275 | 0 | 25,275 |
| State Development, Infrastructure and Planning | 961,687 | 34,518 | 996,205 |
| Trade, Employment and Training | 8,257 | 1,040 | 9,297 |
| Transport and Main Roads | 12,765,584 | 147,970 | 12,913,554 |
| Treasury | 1,588,832 | 26,682 | 1,615,514 |
| Women, Aboriginal and Torres Strait Islander Partnerships and Multiculturalism | 0 | 0 | 0 |
| Youth Justice and Victim Support | 0 | 0 | 0 |
| <i>Agriculture and Fisheries*</i> | <i>591,539</i> | <i>89,169</i> | <i>680,708</i> |
| <i>Child Safety, Seniors, Disability Services*</i> | <i>713,193</i> | <i>9,738</i> | <i>722,931</i> |
| <i>Children, Youth Justice and Multicultural Affairs*</i> | <i>512</i> | <i>1,154</i> | <i>1,667</i> |
| <i>Communities, Housing and Digital Economy*</i> | <i>3,584</i> | <i>0</i> | <i>3,584</i> |
| <i>Employment, Small Business and Training*</i> | <i>182,814</i> | <i>0</i> | <i>182,814</i> |
| <i>Energy and Climate*</i> | <i>5,077,721</i> | <i>10,845</i> | <i>5,088,566</i> |
| <i>Energy and Public Works*</i> | <i>30,865</i> | <i>0</i> | <i>30,865</i> |
| <i>Environment and Science*</i> | <i>1,585,795</i> | <i>5,013</i> | <i>1,590,808</i> |
| <i>Environment, Science and Innovation*</i> | <i>0</i> | <i>73,367</i> | <i>73,367</i> |
| <i>Fire and Emergency Services*</i> | <i>468,288</i> | <i>0</i> | <i>468,288</i> |
| <i>Housing*</i> | <i>0</i> | <i>4,614</i> | <i>4,614</i> |
| <i>Housing, Local Government, Planning and Public Works*</i> | <i>1,847,817</i> | <i>23,658</i> | <i>1,871,475</i> |
| <i>Justice and Attorney-General*</i> | <i>4,207,155</i> | <i>32,030</i> | <i>4,239,184</i> |

| | | | |
|---|-------------------|------------------|-------------------|
| <i>Regional Development, Manufacturing and Water*</i> | 0 | 6,334 | 6,334 |
| <i>Resources*</i> | 100,007 | 51,670 | 151,677 |
| <i>State Development and Infrastructure*</i> | 0 | 83,944 | 83,944 |
| <i>State Development, Infrastructure, Local Government and Planning*</i> | 1,075,955 | 2,393 | 1,078,348 |
| <i>Tourism and Sport[#]*</i> | 188 | 3,329 | 3,517 |
| <i>Treaty, Aboriginal and Torres Strait Islander Partnerships Communities and the Arts*</i> | 0 | 12,152 | 12,152 |
| <i>Youth Justice*</i> | 0 | 19,158 | 19,158 |
| <i>Youth Justice, Employment, Small Business and Training*</i> | 5,840 | 0 | 5,840 |
| TOTAL LINE DEPARTMENTS | 46,360,085 | 1,089,175 | 47,449,260 |

[#]Department received Australia Government funding as outlined below.

| Department | Australian Government funding amount 2024-25 |
|--------------------|---|
| Education | \$6,658.42 |
| Health | \$228,947.82 |
| Primary Industries | \$302,704.34 |
| Tourism and Sport* | \$188.12 |
| TOTAL | \$538,498.70 |

**N.B. Departments that have changed or were abolished due to Machinery-of-Government changes.*

Amounts included are in Australian dollars and rounded to the nearest \$1.

Non-campaign includes expenditure for recruitment advertising, excluding SEEK.