### Government advertising expenditure

Details of government advertising expenditure in 2020–21

(campaigns with a media spend of $100,000 or greater)

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Name of campaign | Campaign summary | Start/end date | Advertising (media) expenditure (excl. GST)  $’000 | Creative and campaign develop-ment expenditure  (excl. GST)  $’000 | Research and evaluation expenditure (excl. GST)  $’000 | Print and collateral expenditure  (excl. GST)  $’000 | Other campaign expenditure  (excl. GST)  $’000 | Total  $’000 |
| Deadly & Proud | Deadly & Proud features 21 Aboriginal storytellers from across the state who share their stories of pride in ancient cultures, resilience, community and the historic path to treaty.  It aims to encourage Victorians to feel pride in our rich history and in our progress towards treaty. | February 2021  – June 2021 (in market) | 1,957.8 | 667.4 | 109.6 | 40.7 | 204.8 | 2,980.2 |
| Stay Safe Stay Open | A strategic campaign in response to COVID-19 to support the sustainment of safe, protective behaviours by the community to help stop the spread of the virus as well as promoting ongoing adherence to restrictions in place. | November 2020 – June 2021 | 4,928.2 | 2,856.2 | 95.3 | – | 12 | 7,891.7 |
| Staying Apart Keeps Us Together | A strategic campaign in response to COVID-19 to support the sustainment of social inclusion and wellbeing within the community as well as promoting ongoing adherence to restrictions in place. | July 2020 – October 2020 | 7,909.6 | 2,679.4 | 121.1 | – | – | 10,710.1 |