### Government advertising expenditure

Details of government advertising expenditure in 2021–22

(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 |
| COVID-19 QR Code ‘Check-in’ campaign 2021–22 | Continuing campaign from 2021–22 to support the requirement for visitors to ‘check in’ at a range of public venues and on public transport | 1 July 2021  – 20 October 2021 | 1,449.4 | 359.8 | – | – | – | 1,809.2 |
| COVID-19 Stay Safe Stay Open — Check In (COVID-19 Digital Certificate) 2021–22 campaign | Campaign to support retail businesses and venues required to check proof of vaccination under COVID-19 settings | 20 October 2021 – 4 December 2021 | 883.1 | 487.6 | – | – | – | 1,370.7 |
| COVID-19 Summer 2021–22 campaign | Summer campaign that included messaging about COVID-19 Digital Vaccination Certificates and COVIDSafe behaviours | 5 December 2021  – 5 March 2022 | 928.3 | 189.4 | – | – | – | 1,117.7 |
| COVID-19 Autumn 2022 campaign | Autumn campaign that included messaging about COVIDSafe behaviours | 1 March 2022  – 28 May 2022 | 829.4 | 617.5 | 37.7 | – | – | 1,484.6 |
| Wage Inspectorate Victoria — 2021–22 Wage Theft campaign | Campaign to introduce Wage Inspectorate Victoria and Victoria’s new wage theft laws | 1 July 2021 – 24 July 2021 | 296.9 | 120.0 | 15.0 | – | – | 431.9 |