



# Freedom of Information Request: FOI 24-411

Table 1:

Expenditure by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts for the Online Safety Campaign expenditure by audience research, advertising and promotion categories, monthly from 1 April 2023 to 31 March 2024 (GST exclusive).

Expenditure categories	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024
Audience research			\$172,777.63					\$8,973.90	\$117,582.35			\$34,817.25
Advertising (media placement)											\$124,512.05	\$377,455.74
Promotion (public relations)									\$210,915.00			\$137,000.00
<b>TOTAL</b>			<b>\$172,777.63</b>					<b>\$8,973.90</b>	<b>\$328,497.35</b>		<b>\$124,512.05</b>	<b>\$549,272.99</b>

Note: blank cells indicate no expenditure in that category for that month.