

Appendix One: Amount that Corrections has spent on advertising and promotional campaigns between 27 November 2023 and 21 March 2025, broken down by platform.

Media platform	Total spent
Television	\$1,633,269
Cinema	\$285,771
Press	\$46,270
Radio	\$114,022
Search	\$52,513
Digital	\$1,347,498
Out of home	\$181,365

Table notes:

- Out of home advertising includes billboards, buses, street posters, and so forth.
- The Search media platform relates to sponsored search results on internet search engines such as Google.
- Digital media includes advertising spending on Meta (Facebook and Instagram) costs of \$390,274 and TikTok costs of \$79,495, with the remainder of spend relating to display banners and videos placed on ad networks.
- Press refers to newspaper advertisements including classified listings.
- Radio refers to free to air radio and streaming services.