

10180 (2026). Camilla Belich to the Minister for ACC: How much has been spent on external communications, public relations, advertising, or media monitoring by each department or entity for which the Minister is responsible in each financial year since 2021/22, broken down by department or entity and by spending category?

The following table details ACC's expenditure since the 2021/22 financial year on the development, production, and promotion of materials to support ACC's engagement, behaviour change, and marketing activities in the following areas.

Financial year	Creative development and production services	Strategic media/advertising buying services	Total cost (\$ excl GST)
2021/22	\$2,164,469	\$6,787,663	\$8,952,132
2022/23	\$1,814,127	\$7,666,959	\$9,481,086
2023/24	\$1,078,954	\$7,529,292	\$8,608,246
2024/25	\$1,727,908	\$6,322,172	\$8,050,080
2025/26 (forecast to 30/6)	\$2,058,000	\$6,980,000	\$9,038,000

The table below shows ACC's spend on external media monitoring services since the 2021/22 financial year.

Financial Year	Agency	Total cost (\$ excl GST)
2021/22	iSentia	\$96,900
2022/23	iSentia	\$54,510
	Meltwater	\$140,000
2023/24	Meltwater	\$140,000
2024/25	Meltwater	\$140,000
2025/26 forecast	Streem	\$89,940

Notes on data

- iSentia provides media monitoring, including quarterly insights reporting on all relevant ACC mentions across print, broadcast, internet and social media.
- Meltwater provides media monitoring, including e-Newsletter, dashboard and monthly reporting on all relevant ACC mentions across print, broadcast, internet, and social media.
- Streem provides media monitoring, including real-time dashboard monitoring and monthly media performance report.