

Unite Against COVID-19 Campaign and Vaccine Campaign, Total Monthly expenditure by category

Service	2019/20 Expenditure						2020/21 Expenditure												2021/22 Expenditure												2022/23 Expenditure					
	April to June	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar		
Advertising	19,454,089	380,077	3,279,096	466,059	2,479,874	1,222,123	1,353,402	554,867	1,424,928	2,486,822	2,737,251	3,291,404	4,343,421	3,750,925	7,573,469	6,511,276	4,746,498	8,302,065	6,162,746	4,827,357	5,647,009	7,064,106	3,873,979.46	4,129,928	4,504,363	141,227.23	2,287,888.84	195,596.56	853,852	555,239.06	-45,552.59					
Advertising - Video/Script Production					65,667	3,476	6,450	70,000																												
Website	468,845	31,067	47,551	82,449	49,987	38,703	-11,448	41,436	12,288	62,779	91,156	130,906	41,966	-24,028	40,893	9,995	72,279	56,360	120,116	0	88,189	42,246	7,804	13,306	7,921	12,221	80,764	49,203	-11,735	72,077		-18,657				
Translations	290,479	1,296	40,937	9,524	120,590	-44,726	-74,550	39,393	131	45,082	53,727	36,830	82,485	9,315	124,827	100,762	21,906	59,881	21,870	4,060	2,893	346,743	124,977	2,770	2,740	2,508	46,126	39,633	8,350	21,916						
Printing	215,067							14,027	201,766	37,579	31,024	83,052	267,110		156,168	3,718	80,205	49,991	87,077	115,076	6,153	49,059	14,549	293	1,077	0	1,489	0	746	3,498						
Other	175,823	-2,600	22,300	15,587		31,400		6,852	6,961	99,406	-4,905	105,153	131,411	37,470	119,093	199,740	104,007	313,413	141,361	19,010	3,850	234,364	81,692	4,974	9,176	141,734	75,647	48,669	39,676	48,960	5,000	284	7,500			
Total	20,604,303	390,440	3,389,884	573,619	2,716,147	1,250,978	1,273,855	726,175	1,646,074	2,711,468	2,908,253	3,647,495	4,866,393	3,773,683	8,014,150	8,825,491	5,024,896	8,781,720	6,532,969	4,966,103	5,747,854	7,735,517	4,083,034	4,136,475	297,161,734	263,814	331,694	890,890	701,689			0	7,500			

Expenditure on combined Unite Against COVID-19 and Vaccine Campaigns by year or category or total

	2019/20	2020/21 (includes vaccines)	2021/22 (includes vaccines)	2022/23 to 31 March 2023	ALL COSTS TO DATE
Advertising	19,454,089	23,979,014	69,183,721	5,400,196	118,017,020
Advertising - Video/Script Production	0	145,615	0	0	145,615
Total Advertising	19,454,089	24,124,629	69,183,721	5,400,196	118,162,635
Website	468,845	619,500	504,181	183,871	1,776,396
Translations	290,479	310,728	840,205	168,533	1,609,945
Printing	215,067	634,558	563,987	5,734	1,419,345
Other	175,823	411,365	1,334,951	367,471	2,289,609
Total Other Publicity	1,150,214	1,976,151	3,243,323	725,608	7,095,296
TOTAL CAMPAIGN COSTS (excluding personnel)	20,604,303	26,100,780	72,427,044	6,125,804	125,257,931

Expenditure on Unite Against COVID-19 Campaign by year or category or total - ended 16 November 2022

	2019/20	2020/21	2021/22	2022/23 to 31 March 2023	ALL UNITE CAMPAIGN COSTS TO DATE
Advertising	19,454,089	16,471,020	31,664,611	5,400,196	72,989,916
Advertising - Video/Script Production	0	145,615	0	0	145,615
Total Advertising	19,454,089	16,616,635	31,664,611	5,400,196	73,135,531
Website	468,845	577,036	504,181	183,871	1,733,932
Translations	290,479	211,105	568,383	168,533	1,238,500
Printing	215,067	632,868	563,987	5,734	1,417,655
Other	175,823	351,815	1,251,190	367,471	2,146,299
Total Other Publicity	1,150,214	1,772,824	2,887,741	725,608	6,536,387
TOTAL CAMPAIGN COSTS (excluding personnel)	20,604,303	18,389,459	34,552,352	6,125,804	79,671,918

Expenditure on Vaccination Campaign by year or category or total - ended 30 June 2022

	2019/20	2020/21	2021/22	2022/23	ALL VACCINE CAMPAIGN COSTS TO DATE
Advertising	0	7,507,993	37,519,110	0	45,027,103
Advertising - Video/Script Production	0	0	0	0	0
Total Advertising	0	7,507,993	37,519,110	0	45,027,103
Website	0	42,464	0	0	42,464
Translations	0	99,625	271,822	0	371,447
Printing	0	1,690	0	0	1,690
Other	0	59,550	83,760	0	143,310
Total Other Publicity	0	203,329	355,582	0	558,911
TOTAL CAMPAIGN COSTS (excluding personnel)	0	7,711,322	37,874,692	0	45,586,014

Expenditure on Vaccine campaign by month 2020/21					
Mar	Apr	May	June	Total	
\$	644,569.44	\$ 1,773,391	\$ 2,409,199	\$ 2,884,162	\$ 7,711,322

Expenditure on Vaccine campaign by month 2021/22													
Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total	
\$	2,074,739.45	\$ 2,606,784	\$ 3,020,335	\$ 5,019,834	\$ 4,715,599	\$ 3,176,454	\$ 4,141,113	\$ 2,484,431	\$ 2,946,499	\$ 2,630,583	\$ 2,765,645	\$ 2,292,673	\$ 37,874,692

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