



OFFICIAL: Sensitive

Your Ref : 20079041
Our Ref : 25-0613
Telephone: 7322 3347
Facsimile: 7322 4180



Email: [Redacted]

Dear [Redacted]

Re: Freedom of Information Act application

In reference to your application made pursuant to the *Freedom of Information Act 1991* (FOI Act), access was sought to:

“Documents showing the cost of advertising road safety messages for 2022, 2023, YTD2024. A table of costs would suffice detailing the dollar amount of advertising each month of each year.”

South Australia Police (SAPOL) has located information that falls within the scope of your request and has agreed to **release the information in full**.

Cost of Road Safety Advertising

	Jan 2022 – Dec 2022	Jan 2023 – Dec 2023	Jan 2024 – 5 Sep 2024
JAN	466,581	337,692	95,996
FEB	354,367	200,856	832,744
MAR	189,189	227,600	501,852
APR	1,270,868	659,162	1,232,898
MAY	1,421,980	766,197	740,311
JUN	384,893	2,468,147	1,888,426
JUL	57,904	31,590	33,606
AUG	223,285	267,883	366,892
SEP	315,229	25,000	
OCT	230,592	239,123	
NOV	523,777	338,639	
DEC	711,945	847,258	
ex GST	\$6,150,610	\$6,409,147	\$5,692,725

Statistics are representative of Campaign Advertising, Digital Advertising and Market Research tracking, not wages, overheads etc.



Disclosure Log

In accordance with the requirements of Premier and Cabinet Circular PC045, details of your FOI application, and the documents to which you are given access will be published on the SAPOL website Disclosure Log.

A copy of PC045 can be found at:

https://www.dpc.sa.gov.au/data/assets/pdf_file/0019/20818/PC045-Disclosure-Logs.pdf.

If you disagree with publication, please advise the undersigned in writing by 18 October 2024.

Yours sincerely

A handwritten signature in blue ink that reads "K Johnson". The signature is written in a cursive style.

Senior Sergeant Kelly Johnson
Freedom of Information Unit
(Accredited Freedom of Information Officer)

19 September 2024