

Joint Select Committee on Social Media and Australian Society | Questions on notice (22 Oct 2024)

The Alannah & Madeline Foundation has received funding for programs and value in kind support from the following social media and technology platforms over the past five years.

Organisation	Year/s	Revenue \$	Value in Kind \$	Total \$
Meta / Facebook	2020	125,000.00	5,000.00	130,000.00
Tik Tok	2020	25,785.00	-	25,785.00
Google	2020, 2023	402,134.61	222,025.76	624,160.37
Telstra	2020 - 2024	1,229,796.56	-	1,229,796.56
Twitter	2020	-	16,000.00	16,000.00
		1,782,716.17	243,025.76	2,025,741.93

	Revenue \$	Value in Kind \$	Sub Total \$	Total \$
Meta/Facebook, 2020				
This Digital Home - an ethnographic research project exploring how families used technology during the COVID-19 pandemic; with specific focus on understanding how technology influenced social connection, health and well-being, community involvement and play and learning.	125,000	5,000	130,000	130,000
TikTok, 2020				
Collaboration Agreement for the creation of six adapted " Be informed " media literacy videos and Media Literacy Lab digital assets.	25,785	-	25,785	25,785
Google, 2020 / 2023				
Annual Google Adwords grant – up to \$10k per month for non-profit organisations	-	222,025.76	222,025.76	624,160.37
Media Literacy Lab - an innovative, new educational resource designed to increase essential media literacy knowledge and skills of young people aged 12-16 years.	402,134.61	-	402,134.61	

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	Revenue \$	Value in Kind \$	Sub Total \$	Total \$
Telstra, 2020 - 2024				
Telstra Foundation Digital Skills Grant to provide professional development opportunities for educators to teach media literacy and early years educators digital literacy and online safety.	448,288.00	-	448,288.00	1,229,769.56
Digitalk development of content and a website to provide online safety advice to Australian parents and caregivers	355,000.00	-	355,000.00	
General Donations	426,508.56	-	426,508.56	
Twitter, 2020				
Promotion of Dolly's Dream for 2020 Safer Internet Day	-	16,000.00	16,000	16,000