

Current contracted apple marketing project actuals at 2022/23 and forecast to 2025/26

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
MT20600	Media Strategy Planning & Buying Services (Retainer Payments)	91,092	78,578		
MT21504	Apple and pear merchandising program	60,525			
MT22502	Apple and Pear Merchandising Program FY23 (MKTG)	125,738	125,738		
MT22640	Taste Australia	204,167			
AP21500	Storage, distribution and printing	855			
AP21600	Apple FY22 Campaign - Media	111,645			
AP21612	Apple FY22 campaign - social	9,500			
AP22500	FY23 Apple storage distribution and printing	8,416			
AP22501	Apples FY23 Retail Sampling Program	349,750			
AP22502	International Co-Promotions Apples FY23 (con-002549)		6,400		
AP22502	International Co-Promotions Apples FY23 (con-002548)	101,240	25,310		
AP22600	Apples Media FY23	686,000			
AP22610	Apples Creative and Production for FY24	450,000			
AP23502	Apple FY24 POS Materials/misc/printing/storage		50,000		
AP23503	Apples brand creative and production research stimulus	50,000			
AP23600	Apple Retail Media H1 FY24		97,780		
AP23601	Hit Refresh media amplification H1		287,304		
Total		2,248,928	671,110		