

Current contracted 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
BA21501	Banana storage and dispatch	5,540			
BA21507	Australian bananas school partnership	10,000			
BA21513	Banana community events/samples FY23	35,905			
BA21514	Banana ambassador role (Billy Slater)	30,000			
BA21515	Social boosting banana tactical campaign	10,500			
BA21603	Australian bananas retail support	45,000			
BA21604	Bananas H1 media (FY23)	1,281,838			
BA22500	Bananas website updates and hosting FY23	9,415			
BA22501	Bananas merchandise FY23	54,650			
BA22502	Bananas POS printing FY23	57,754			
BA22503	Banana storage and dispatch FY23	12,007			
BA22504	Project Manager - Supply Chain Engagement	83,316	41,658		
BA22505	Banana in store merchandising program FY23	180,959			
BA22506	Exp Only: H2 Jan-Jul, banana retail events		37,500		
BA22507	Exp Only: H1 Jul-Dec, banana retail events		37,500		
BA22601	Bananas media H2 FY23	1,100,000			
BA22610	Bananas H1 creative	50,000			
BA22611	Bananas social media Q1	50,000			
BA22612	Public relations & social media Banana tactical campaign	109,500			
BA22613	Bananas PR/social October 22	100,000			
BA22614	Bananas FY23 H2 PR/social media	250,000			
BA22615	Bananas FY23 H2 creative	20,000			

Current contracted marketing projects

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
BA23500	Exp Only: H2 Jan-Jul, banana creative & talent fees (incl. retail media)		60,000		
BA23501	Exp Only: Banana merchandise FY24		60,000		
BA23502	Exp Only: Community events, samples and website FY24		60,000		
BA23503	Exp Only: H1 Jul-Dec, banana creative & talent fees (incl. retail media)		60,000		
BA23504	Exp Only: FY24 banana storage, dispatch, printing		60,000		
BA23505	Exp Only: Point of sale bananas FY24		60,000		
BA23507	Kids Banana education program FY24/FY25		120,000	120,000	
BA23509	Banana ambassador role, Billy Slater		30,000		
BA23600	FY24 H1 Jul-Dec, banana media (incl. retail media)		882,500		
BA23610	Banana public relations and social media FY24		150,000		
MT20600	Media strategy, planning & buying services (retainer)	178,781	129,653		
MT20600	Media strategy, planning & buying services (performance)	28,596	35,746		
Total		3,703,761	1,824,557	120,000	