

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
MT20600	Media Strategy Planning & Buying Services (Retainer Payments)	3,585			
CY22500	Cherry State Based Promotions FY23	24,545			
CY22501	Radio campaign Cherries - Talent, dispatch, posters	3,960			
CY22600	Radio Campaign Cherries FY23	36,040			
CY22620	Cherry FY24 Paid social media and influencer	5,000	40,000		
CY22641	International Cherry Marketing Program Vietnam FY23	100,000			
CY23640	International Cherry Program FY24		100,000		
Total		173,130	140,000		