

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
MC18507	Macadamia Marketing Manager	224,608	402,618		
MC19502	Macadamia Consumer Digital Campaign - Australia	46,844			
MC19503 (a)	Macadamia Consumer Campaign - China CON-002401	131,864			
MC19503 (b)	Macadamia Consumer Campaign - Taiwan CON-001953	82,305			
MC19504	Macadamia Consumer Campaign - Japan & Korea	66,269			
MC19505	Macadamia Marketing Coordinator	22,535			
MC19506	Trade Content Development	35,200			
MC19507	Macadamia Trade PR program	150,652			
MC20502	International Insight Data	32,775			
MC21504	Macadamia Marketing Support Services	203,806	203,806	203,806	
MC21505	Marketing coordination project management services	67,033	89,378	44,689	
MC21506	Australian Macadamia Brand Positioning & Innovation Platforms	30,000			
MC22500	Nuts for life annual contribution fee	66,623			
MC22501	Macadamia consumer digital campaign (Aus)	162,880	273,065	55,960	
MC22502	Trade: Editor/content development	125,960	161,260	42,205	
MC22503	Macadamia Trade Customer Acquisition and Consumer Digital campaign (Japan and South Korea)	253,505	434,580	470,740	
MC22504	Macadamia Trade Customer Acquisition and Consumer Digital	250,128	365,266	365,264	151,847

Current contracted marketing projects

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
	campaign (China and Taiwan)				
MC22610	Macadamias creative strategy	87,000			
MT20600	Media retainer and incentive		19,175		
Total		2,039,987	1,949,148	1,182,664	151,847