

# Nursery Fund marketing project summary

July 2021 – June 2022

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Project code	Project title	Delivery Partner	\$
MT21500	Marketing Hype Reel	Hort Innovation	933
MT21501	Marketing Reporting Template	Hort Innovation	210
NY17519	Nursery Industry Marketing Program	Republic of Everyone Pty Ltd	715,000
NY21500	Nursery Brand Identity Consumer Testing	The Navigators Community	13,255
NY21600 / MT20600	Nursery Media for relaunch	Atomic Search	94,100
NY20910	Industry advice & grower consultation	Hort Innovation	998
NY21910	Industry advice & grower consultation	Hort Innovation	1,459
<b>TOTAL</b>			<b>825,955</b>