

Macadamia marketing levy fund

Project summary July 2016 – December 2016

Project number	Project name	July – December
MC15501	Health Positioning & Consumer Insights	11,950
MC15502	Trade Activity	598
MC15503	Content Development and Communications	21,784
MC15504	Domestic Consumer Campaign	9,168
MC15509	China Consumer Campaign	2,905
MC15510	Program Administration	9,075
MC16500	Macadamia Marketing Program Review	39,600
MC16501	Enhance the value of macadamias and Consumer insights	14,250
MC16502	Maintain and develop trade databases and e-newsletters	188,719
MC16503	Website and brand assets maintenance	59,025
MC16504	Domestic consumer campaign	106,064
MC16505	Japan consumer campaign	90,000
MC16506	German consumer campaign	60,000
MC16507	South Korea consumer campaign	90,000
MC16508	Taiwan consumer campaign	90,000
MC16509	China consumer campaign	400,000
MC16510	Program Administration	34,198
MC16511	Statistics	9,682
MC16512	Program Evaluation	7,427
NL14002	Nuts For Life Program 2014-2015 - Child Marketing	7,330
Total		1,251,775