

Current contracted marketing projects

Current contracted projects in the Macadamia Fund as at July 1, 2024, which are aligned to the respective outcomes and strategies in the macadamia SIP, can be seen below. More information about these projects is available on the Hort Innovation website where the projects have a hyperlink.

Macadamia current contracted marketing project actuals at 2023/24 and forecast to 2026/27

Project code	Project title	2022/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MC18507	Macadamia Marketing Manager	402,618	73,703		
MC21504	Macadamia marketing support services	202,434	203,805		
MC21505	Marketing coordination project management services	89,376	44,689		
MC22501	Macadamia consumer digital campaign (Australia)	273,065	55,960		
MC22502	Trade: Editor/content development	162,875	43,690		
MC22503	Macadamia trade customer acquisition and consumer digital campaign (Japan and South Korea)	434,580	470,740		
MC22504	Macadamia trade customer acquisition and consumer digital campaign (China and Taiwan)	365,264	365,264	151,847	
MC23500	Nuts for Life annual contribution fee FY24	71,286			
MC23501	Macadamia domestic campaign FY24 – Creative and PR	313,250			
MC23502	Macadamia domestic campaign FY24 – Media extension of MC23600	4,488			
MC23503	Macadamia application solutions guide	31,996	31,995	95,987	
MC23600	Macadamias domestic campaign FY24 – Media	275,000			
MC24501	Macadamia India trade acquisition and consumer awareness campaign		326,000	334,000	

Project code	Project title	2022/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MT20600	Media retainer and incentive	19,178			
Total		2,645,410	1,615,846	581,834	