

Current contracted marketing projects

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

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

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MG22500	Mango Supply Chain Engagement Manager FY23	20,000			
MG22600	Mango media FY23	-2,414			
MG23500	Mango POS FY24/FY25	12,075	30,000		
MG23501	Mango Supply Chain Engagement Manager FY24/25	89,200	100,000		
MG23502	Mango creative: Taste the Sunshine campaign (expenses only)	26,500			
MG23600	Mango media: domestic including retail media and NZ	269,501			
MG23610	Mango public relations FY24	100,000			
MG23640	International mango marketing program FY24	55,000			
MG24501	Brisbane Markets PR sponsorship (expenses only)		4,000		
MG24601	Mango marketing program FY25		352,000		
MT20600	Media retainer	21,585			
MT20600	Media incentive	1,307			
Total		592,754	486,000		