

Current contracted marketing projects

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

Nursery 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
MT20600	Marketing retainer	22,887			
MT20600	Marketing incentive	1,464			
NY17519	Nursery industry marketing program	654,992	218,336		
NY23600	Nursery media to promote School of Thumb H1 July-December	140,000			
NY23601	Nursery media to promote School of Thumb H2 January-July	140,000			
NY23602	Nursery media Thinkerbelle (July-October 2024)		90,000		
Total		959,343	308,336		