

Current contracted marketing projects

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

Mushroom 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
MT20600	Media retention and performance payments	146,084			
MU22503	Mushroom grassroots experiential sampling campaign	196,000			
MU22504	Mushroom miscellaneous, storage and printing	3,120	24,764		
MU22600	Mushroom media	575,000			
MU22611	Mushroom marketing program FY23 – social PR and creative	117,500			
MU23501	Mushroom retail sampling program FY24	149,980			
MU23502	Stage 2: Stimulus creation for mushroom past campaign messaging quantitative research FY24	19,000			
MU23503	Mushroom FY24 Q2 additional marketing support - Shopper creative	32,000			
MU23504	The blend Q2 extension	25,000			
MU23505	Mushroom FY25 marketing program maintenance January 2024-June 2025		15,000		
MU23506	Mushroom FY25 website maintenance January 2024-June 2025	6,250	23,750		
MU23507	Mushrooms FY25 sampling activity January 2024-June 2025	200,000	299,717		
MU23601	Mushroom FY24 Q2 additional marketing support – paid media	268,000			

Project code	Project title	2023/24 Actual	2024/25 Forecast	2025/26 Forecast	2026/27 Forecast
MU23602	Mushroom paid media January-April 2024 (brand and shopper)	510,000			
MU23603	Mushroom FY25 paid media – everyday gourmet 2024	30,000			
MU23604	Mushroom paid media May-June 2024 (brand and shopper)	200,000			
MU23610	Creative usage fees and resizes	130,000			
MU23612	Mushroom FY25 social media March-June 2024	21,000			
MU23620	Australian Mushrooms website FY24 HI	7,500			
Total		2,636,434	363,231		