|  |  |  |
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| **Tasmania Fire Service marketing and advertising expenditure**  **2023-2024** | | |
| **Natural Acc Level 4** | **Total** |  |
| 2181 - Recruitment Advertising | $36,159.22 |  |
| 2601 - Advertising Print Media | $88,637.89 |  |
| 2604 - Advertising TV & Radio | $15,747.60 |  |
| 2605 - Advertising Display & Signs &  Branded Merchandise | $8,990.01 |  |
| 2606 - Advertising Printed Material | $13,852.29 |  |
| 2658 - Advertising | $183,242.97 |  |
| 2812 - Program Resources | $306,492.81 |  |
| 2813 - Show & Display Expenses | $5,699.90 |  |
| 2814 - Education and Publicity | $401,408.10 |  |
| **Total** | **$1,060,230.79** |  |
|  |  |  |
| **2181 - Recruitment Advertising** |  | **$36,159.22** |
| ***Project*** | ***Provider*** | ***Amount*** |
| TFS Recruit Course Trainee FF Recruitment | Before Creative | $4,615.00 |
|  | Gray Matters | $1,678.21 |
|  | Facebook | $7,418.25 |
| Firefighter Recruitment Strategy Project | Facebook | $10.95 |
| No Project Code (Job Advertising) |  | $22,436.81 |
|  |  |  |
| **2601 - Advertising Print Media** |  | **$88,637.89** |
| ***Project*** | ***Provider*** | ***Amount*** |
| Community Bushfire Protection Plan Campaign | Cor Comms | $15,922.88 |
| No Project Code (Development of the New TFES legislation) | Internal Resources | $72,715.01 |
|  |  |  |
| ***Project*** | ***Provider*** | ***Amount*** |
| No Project Code (Advertising TV) | Cor Comms | $15,747.60 |
|  |  |  |
| **2605 - Advertising Display & Signs & Branded Merchandise** | | **$8,990.01** |
| ***Project*** | ***Provider*** | ***Amount*** |
| No Project Code | Andrew Morris T | 1,675.00 |
|  | Display Equipment | 660.00 |
|  | SFC Creditors for 2023-2024 | 6,655.01 |
|  |  |  |
| **2606 - Advertising Printed Material** |  | $13,852.29 |
| ***Project*** | ***Provider*** | ***Amount*** |
| Community Bushfire Protection Plan Campaign | Cor Comms | $13,852.29 |
|  |  |  |
| **2658 - Advertising** |  | **$183,242.97** |
| ***Project*** | ***Provider*** | ***Amount*** |
| Australian Fire Danager Rating System | Digital Ink Tas | $2,123.06 |
| False Alarm Reduction Strategy | Facebook | $293.62 |
| Volunteer Sustainability Project | Digital Ink Tas | $2,080.00 |
| Volunteer Sustainability Project | Facebook | $130.48 |
| Volunteer Sustainability Project | In-House | $150.00 |
| No Project Code | Digital Ink Tas | $18,987.59 |
|  | Gray Matters Ad | $309.85 |
|  | impression Prom | $9,050.00 |
|  | Ionata Web Solu | $2,100.00 |
|  | NRMJOBS PTY LTD | $1,050.00 |
|  | Rural Press Pty | $200.00 |
|  | SFC Creditors for 2023-2024 | $2,400.00 |
|  | Star Fm | $1,000.00 |
|  | The20 Pty Ltd | $129,772.78 |
|  | Thryv | $6,589.75 |
|  | Internal Resources | $7,005.84 |
|  |  |  |
| **2812 - Program Resources** |  | **$306,492.81** |
| ***Project*** | ***Provider*** | ***Amount*** |
| Home Fire Safety Program | Digital Ink | $73,288.31 |
| Juvenile Firefighter Intervention Program | Digital Ink | $7,569.00 |
| School Fire Safety Education Program | Digital Ink | $175,127.95 |
| No project code | Camdale Storage | $276.36 |
|  | Crayon Australi | 687.13 |
|  | Digital Ink Tas | 945.00 |
|  | Ionata Web Solu | $1,054.55 |
|  | Myriad Research | 24,200.00 |
|  | Sig Signs | 1,150.00 |
|  | Internal Resources | $22,194.51 |
|  |  |  |
| **2813 - Show & Display Expenses** |  | **$5,699.90** |
| ***Project*** | ***Provider*** | ***Amount*** |
| Driver Reviver | Digital Ink | $3,666.00 |
| No project code | Internal Resources | $2,033.90 |
|  |  |  |
| **2814 - Education and Publicity** |  | **$401,408.10** |
| ***Project*** | ***Provider*** | ***Amount*** |
| AFDRS | Digital Ink | $4,090.91 |
| Bushfire Safety (Summer) Campaign | Digital Ink | $134,314.36 |
| Volunteer Sustainability Strategy | Huon Newspaper | $181.82 |
| Winter Fire Safety Program | Digital Ink | $94,733.00 |
| No Project Code | Digital Ink | $138,315.28 |
|  | SFC Creditors for 2023-2024 | $5,163.00 |
|  | Slick Branding | $6,250.00 |
|  | Star Fm | $100.00 |
|  | The Kentish Voi | $388.18 |
|  | Internal Resources | $17,871.55 |

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