

TasTAFE Marketing Campaign Expenditure Summary – Financial Year 2023/2024

Service Provider	2023 Fee Free	2023 Semester 2	2023 Skill Up	2024 Fee Free	2024 Semester 1	2024 Semester 2	Total
AT+M	\$1,752	\$59,250	\$30,140	\$62,374	\$110,897	\$80,000	\$344,413
Advertising - Newspaper		\$2,885		\$2,867	\$8,603	\$5,770	\$20,125
Advertising - Printed collateral				\$4,388	\$2,197		\$6,585
Advertising - Radio		\$31,500		\$10,000	\$30,000	\$24,500	\$96,000
Advertising - Social Media/Digital	\$250	\$15,000	\$26,140	\$5,000	\$53,747	\$30,000	\$130,137
Advertising - TV				\$30,000			\$30,000
Campaign Management		\$9,865	\$4,000	\$6,600	\$16,350	\$19,730	\$56,545
Graphic Design	\$1,502						\$1,502
Video Production				\$3,519			\$3,519
Claude Neon	\$35,400			\$35,750			\$71,150
Advertising - Billboards	\$35,400			\$35,750			\$71,150
Go Transit	\$22,789			\$5,176			\$27,965
Advertising - Metro	\$22,789			\$5,176			\$27,965
Total	\$59,941	\$59,250	\$30,140	\$103,300	\$110,897	\$80,000	\$443,528