

Annexure 1 – Intrastate campaign marketing/advertising spend – 1 July 2023 to 30 June 2024

| Campaign | Suppliers | \$ Cost (excluding GST) |
|---|------------------------------------|--------------------------------|
| Hydro Tasmania | | |
| Tasmania's Renewable Superpower campaign | Team Sojo | 83,750.00 |
| | Campaign Total | 83,750.00 |
| Recreation campaign | Oi Studios | 47,703.00 |
| | Story & Brand | 33,855.00 |
| | Campaign Total | 81,558.00 |
| General media placements, digital assets and physical materials | Slick Branding | 14,796.00 |
| | Story & Brand | 10,256.00 |
| | Typeface | 1,397.00 |
| | Hobart Magazine | 12,950.00 |
| | Inland Fisheries Service | 12,665.00 |
| | Before Creative | 2,525.00 |
| | Oi Studios | 11,997.00 |
| | Font Publishing | 2,925.00 |
| | Showpony Hobart | 12,990.00 |
| | Other | 5,803.00 |
| | Campaign Total | 88,304.00 |
| Promotion of Pedder Wilderness Lodge, Tarraleah Estate, Waddamana, and on the Bass Strait Islands | Destination Southern Tasmania | 750.00 |
| | POP Promotions | 2,250.00 |
| | Slick Branding | 12,545.00 |
| | Marketing consultant fees | 8,481.00 |
| | Other | 307.00 |
| | Campaign Total | 24,333.00 |
| Total Hydro Tasmania | | 277,945.00 |
| Entura | | |
| Entura Podcasts | Team Sojo | 40,903.00 |
| Entura Corporate Video | Team Sojo | 10,345.00 |
| Brochures and seasonal GIFS | Digital Ink | 2,800.00 |
| Merchandise | Officeworks, Slick | 4,147.00 |
| Total Entura | | 58,195.00 |
| Momentum Energy | | |
| Flinders Island Business Directory listing | Flinders Island Business Directory | 100.00 |
| Total Momentum Energy | | 100.00 |
| Total Hydro Tasmania group Intrastate (Tasmania) campaign marketing/advertising spend | | 336,240.00 |

Annexure 2 – Campaign marketing/advertising spend outside of Tasmania – 1 July 2023 to 30 June 2024

| Campaign | Suppliers | \$ Cost (excluding GST) |
|--|--------------------------------------|--------------------------------|
| Entura | | |
| Digital media campaigns – excluding recruitment | X Marketing | 39,375.00 |
| Total Entura | | 39,375.00 |
| Momentum Energy | | |
| 1 July to 31 December 2023 Momentum Advertising Campaign | Havas Melbourne Pty Ltd | 2,191,275.80 |
| | Various Voice Talent | 2,000.00 |
| | Canstar Blue Pty Ltd | 23,160.50 |
| | Reimbursement for social media props | 45.64 |
| | LinkedIn | 300.00 |
| | Holmes Editing | 3,000.00 |
| | Creative Representation | 40.00 |
| | Final Sound Pty Ltd | 4,500.00 |
| | Film Supply | 855.68 |
| | | Campaign Total |
| 1 January to 30 June 2024 Momentum Advertising Campaign | Rabbit Content Australia Pty Ltd | 291,617.47 |
| | Tyson Sheean | 700.00 |
| | Gambol | 17,500.00 |
| | Snap Printing | 754.63 |
| | Freelance creatives | 8,000.00 |
| | AG Pro Images | 2,350.00 |
| | Havas Melbourne Pty Ltd | 1,972,598.39 |
| | Bang Bang Studios Pty Ltd | 4,750.00 |
| | Canstar Blue Pty Ltd | 7,062.00 |
| | | Campaign Total |
| Agency fees | Havas Melbourne Pty Ltd | 261,992.06 |
| Research | Hall and Partners | 105,680.00 |
| VPP promotion at Archibuild Expo | Mal Owens Productions | 950.00 |
| | Snap Printing | 40.00 |
| | Blue Star Direct | 300.90 |
| | Harry the Hirer | 8,142.05 |
| | | Campaign Total |
| Total Momentum Energy | | 4,907,615.12 |
| Total Hydro Tasmania group campaign marketing/advertising spend outside of Tasmania | | 4,946,990.12 |