

Category	2021/22	2022/23
Product Marketing	\$0.00	\$70,004.75
Advertising	\$210,172.70	\$248,377.88
Promotional Material	\$259,754.19	\$206,624.91
Public Relations	\$143,623.36	\$108,450.32
Media Monitoring [data unavailable]	–	–
External Communications [data unavailable]	–	–
Total	\$613,550.25	\$633,457.86

2023/24	2024/25	2025/26
\$308,006.19	\$68,030.54	\$136,192.12
\$102,888.14	\$173,460.59	\$132,789.46
\$252,756.10	\$77,117.94	\$1,690.00
\$28,775.51	\$13.39	\$0.00
–	–	–
–	–	–
\$692,425.94	\$318,622.46	\$270,671.58

Category	2021/22	2022/23	2023/24	2024/25	2025/26
Advertising	\$149,532	\$159,995	\$71,961	\$64,052	\$44,746
External Communication	–	\$19,000	\$22,500	\$15,000	\$42,500
Publication Costs	\$266,361	\$405,992	\$401,785	\$302,611	\$181,645
Marketing & Promotion	\$263,404	\$716,772	\$379,128	\$392,060	\$251,310
Media monitoring	–	–	–	\$19,500	–
Total	\$679,297	\$1,301,758	\$875,374	\$793,223	\$520,201

PHF Science

Category

Advertising & Promotion / Study Recruitment

Events and Sponsorship

Production and Printing

Media monitoring

Total

SHIVERS study (externally funded)

Category

Advertising & Promotion / Study Recruitment

Production and Printing

Total

STRmix – commercial product, marketing costs wholly supported by revenue

Cost type

US-based Marketing & Communications Support

Events and Sponsorship

Total

2021/22	2022/23	2023/24	2024/25	2025/26
Due to a change in PHF Science's finance system, figures for 2021/22 are not available	–	\$259.33	\$789.16	–
Due to a change in PHF Science's finance system, figures for 2021/22 are not available	\$18,542.02	\$26,687.90	\$8,399.78	–
Due to a change in PHF Science's finance system, figures for 2021/22 are not available	\$53,461.98	\$24,608.85	\$32,976.20	\$14,745.27
Due to a change in PHF Science's finance system, figures for 2021/22 are not available	\$13,400.00	\$13,800.00	\$18,400.00	\$13,800.00
NA	\$85,404.00	\$65,356.08	\$60,565.14	\$28,545.27

2021/22	2022/23	2023/24	2024/25	2025/26
Due to a change in PHF Science's finance system, figures for 2021/22 are not available	\$4,822.32	–	–	–
Due to a change in PHF Science's finance system, figures for 2021/22 are not available	–	\$99,750.00	\$99,750.00	–
NA	\$4,822.32	\$99,750.00	\$99,750.00	\$0.00

2021/22	2022/23	2023/24	2024/25	2025/26
Due to a change in PHF Science's finance system, figures for 2021/22 are not available	\$122,687.34	\$136,097.02	\$140,702.65	\$94,746.97
Due to a change in PHF Science's finance system, figures for 2021/22 are not available	\$12,236.45	\$8,734.00	\$3,142.49	\$9,637.23
NA	\$134,923.79	\$144,831.02	\$143,845.14	\$104,384.20

Category	2021/22	2022/23	2023/24	2024/25	2025/26
Total Media Monitoring	-	-	-	-	\$54,039
Total Advertising	-	-	-	-	\$39,951
External Communications	-	-	-	-	\$108,907
Public Relations	-	-	-	-	\$17,400
Total	NA	NA	NA	NA	\$220,297

Please note: Available data covers the period from 1 July 2025 to the present, being the date

•
•
•
•
•
•

ə on which The Bioeconomy Science Institute – Māiāngi Taiao was legally formed.

Category	2021/22	2022/23	2023/24	2024/25	2025/26
Total Media Monitoring	-	-	-	-	\$0
Total Advertising	-	-	-	-	\$0
External Communications	-	-	-	-	\$43,000
Public Relations	-	-	-	-	\$0
Total	NA	NA	NA	NA	\$43,000