

AS11QW Response	FY14	FY15	FY16	FY17	FY18	FY19
Marketing	2,919,101	1,268,618	599,481	2,030,754	3,117,710	3,430,613
Creative and advertising agencies	545,617	443,595	804,077	1,362,536	1,307,547	1,167,768
Market research and tracking	1,213,133	688,072	970,899	1,183,812	1,585,066	1,845,349
Workplace distribution through unions, employer associations and other organisations	867,195	1,006,091	1,277,759	1,026,688	998,245	1,573,000
Workplace distribution through related parties (ACTU, AIGroup, AMWU, AWU, FSU, United Voice, TCFUA)	656,000	688,000	706,900	1,086,700	1,079,700	999,000
Total	6,201,046	4,094,377	4,359,117	6,690,490	8,088,269	9,015,729